2009 the 125th Anniversary

Pioneers and Visionaries

A History of Mental Health at:
the Milwaukee Sanitarium;
the Milwaukee Psychiatric Hospital;
and
the Aurora Psychiatric Hospital

1884 to 2009

Researched and Developed By:
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Psychiatric Care Prior to 1884

• Prior to 1884, psychiatric patients were seen as burdens. They were either abandoned and left to beg on the street, or locked up in asylums.

• Many were thought of as “wild animals” who had lost their reason. They were often restrained and received little treatment.

• The upper class would make special trips to view these “animals”, similar to going to the zoo today.

• This began to change in the 18th and 19th centuries with the introduction of humane (moral) treatment approaches.
Humane (Moral) Treatments

- The moral treatment approach lead to psychiatric patients being viewed as people. They were talked to and treated with sympathy and kindness.

- The patients were still controlled (restraints), but not to the degree seen in the past. If they behaved, they were rewarded.

- As this approach spread in the 19th Century, legislation was passed in many states requiring local authorities to build and provide asylums for the mentally ill that were run with the moral treatment approach.
Public and Private Asylums

- As this practice expanded, so did the patient populations at these public psychiatric facilities.

- Overcrowding led to a decrease in care and created an opportunity for the creation of private facilities to care for psychiatric patients.

- The first private facility in the United States was the Brattleboro Retreat in Burlington, Vermont (1834), celebrating their 175th anniversary this year.

- The Brattleboro Retreat viewed mental illness as a medical condition, not a character flaw.

- At Brattleboro, treatment methods consisted of fresh air, therapeutic and physical activities, and a supportive staff.
The First Psychiatric Hospitals in Wisconsin

• 1854 - The first legislation for the care of the insane in Wisconsin was enacted, providing for a “State Lunatic Asylum” to be located near Madison

• 1857 – Wisconsin State Hospital for the Insane, Mendota, WI (Mendota Mental Health Institution)

• 1873 – The Northern Hospital for the Insane, Oshkosh, WI (Winnebago Mental Health Institution)

• 1880 – Milwaukee Hospital for the Insane, Wauwatosa, WI (Milwaukee County Mental Health Complex)

• 1884 – Milwaukee Sanitarium, Wauwatosa, WI (Aurora Psychiatric Hospital)
• In May 1884, Wisconsin joined a growing list of states with private psychiatric hospitals when the articles of incorporation were filed to establish the Milwaukee Sanitarium as an institution “…which will care for the mildly insane”.

• $30,000 in capital stock was raised by the business leaders of Milwaukee to purchase land and establish the facilities.

• These leaders included the following: Alexander Mitchell, Guido Pfister, Ed Sanderson, C.T. Bradley, Wm. H. Metcalf, Fred Pabst, E. Ferguson, Henry Fink and H.C. Payne.

• The Milwaukee Sanitarium was a Private, For-Profit facility, and would remain so for 70-years until 1954.
Milwaukee Sanitarium’s 1st Medical Superintendent - Dr. James McBride (1884 - 1895)

- The stockholders of the Milwaukee Sanitarium Association appointed James McBride, MD to establish and run the hospital.

- Prior to 1884, Dr. McBride was the Medical Superintendent of the Milwaukee County Hospital for the Insane. He was the first superintendent since it opened in 1880.

- He felt that some people could not be well cared for in the increasingly overcrowded public hospitals and felt that fresh air and open country were the best medicines to promote mental health.
Dr. James McBride (1884 – 1895)

- Dr. McBride acquired about 15 wooded acres on a bluff overlooking the Menomonee River in the village of Wauwatosa from Oliver Harwood and established a hospital “…for the treatment of nervous disorders (in both men and women)…”

- Initially, the sanitarium consisted of a re-modeled brick farmhouse and a three-story structure which could accommodate 15-20 patients and attendants.

- Due to the hospital’s success, an addition was put on the farmhouse in order to accommodate between 35-40 patients; additional acreage was acquired.

- By reputation, people came from all over the Midwest to the Milwaukee Sanitarium for treatment, rest and recuperation. Patients frequently arrived by train in the Village of Wauwatosa at the bottom of the bluff.
• In 1895, Dr. McBride retired and moved to California. He had been at the Sanitarium for 11 years.

• In 1904 he founded “The Southern California Sanitarium for Nervous Diseases”, where he was medical director until 1918.

• Dr. McBride’s motto for care at the hospital was “Not just to live, but to enjoy living”. A very revolutionary approach in mental health care at that time.

• This hospital still exists today and is now called “Aurora Las Encinas Hospital” and is a part of Aurora Behavioral Health Care in Pasadena, California.
Following Dr. McBride’s departure, Dr. Richard Dewey took over as Medical Superintendent of the hospital, a role he held for 24 years, from 1895 to 1919.

When Dr. Dewey arrived at the Milwaukee Sanitarium, he was the editor of the American Journal of Insanity, now the American Journal of Psychiatry, and was an internationally known and respected leader in psychiatry.

Dr. Dewey was a visionary and revolutionized mental health care across the United States while at the Milwaukee Sanitarium.
• Dr. Dewey introduced the “cottage system” in which patients resided in smaller, self-contained cottages, based upon whether they were deemed curable or incurable.

• This allowed the patients to feel more at home and aided in their rehabilitation.

• Dr. Dewey also inaugurated a program of training for attendants in the care of mental illnesses for their patients (unusual for the time).

• This style of treatment proved to be very popular and the hospital expanded to accommodate 52 patients by the end of the 19th century.
Dr. Richard Dewey (1895 – 1919)

- Under Dr. Dewey’s leadership, the Milwaukee Sanitarium expanded in size and number of buildings

- In 1896 and 1897, a dormitory for nurses, office buildings and a bath house were added

- Dr. Arthur W. Rogers was Dr. Dewey’s assistant physician from 1895 until 1905, before leaving to open The Oconomowoc Health Resort at the junction of the two Nashota Lakes in 1908, now known as Rogers Memorial Hospital

- In 1905 and 1906, additional buildings were constructed, including the “West House”. This house was for convalescents and had en-suite and private baths
The West House at the Milwaukee Sanitarium
• Dr Dewey believed that different types of therapy contributed to positive mental health.

• The bath house was equipped with the first hydrotherapeutic apparatus to be installed west of the Alleghany Mountains.

• A gymnasium was established and fitted with the “Zander” apparatus. This machine was designed for passive exercises, including “vibratory” treatment.

• Musical entertainment, dances, and billiards were other physical activities that the patients participated in at this time.
Hydrotherapy Room
The Zander Equipment
The Gymnasium and Occupational Therapy Department
• Dr. Dewey served as the chairman of the committee that declared John Flammang Schrank insane. Schrank attempted to assassinate former President Theodore Roosevelt while he was in Milwaukee on October 14, 1912.

• In 1916, Dr. Dewey was co-author of *Treating the Insane in the United States and Canada*, the leading manual for care of the mentally ill in North America.

• After leading the Milwaukee Sanitarium for 24 years, Dr. Dewey stepped down in 1919, retiring to California, where he died in 1933.
The driveway leads to where the current access road meets
Harwood Avenue, by the Wauwatosa parking lot (approximately)
Following Dr. Dewey’s retirement, the Milwaukee Sanitarium changed leadership models, having both a medical director and a hospital administrator instead of having one person doing both jobs.

Rock Sleyster, MD was appointed Medical Director and President, and Mr. Gerhard H. Schroeder was appointed Hospital Administrator.

The “business-like” relationship that developed between them contributed to the rapid growth and development of the institution into the middle of the 20th century.
Dr. Rock Sleyster, 3\textsuperscript{rd} Medical Director and President of the Milwaukee Sanitarium, (1919-1942)

- Dr. Sleyster is the only Wisconsin man and only psychiatrist to be the President of the American Medical Association (1939).
- An AMA Scholarship continues in his name to this day.
- Dr. Sleyster was one of the nation’s best known physicians specializing in psychiatry.
- Dr. Sleyster had excellent organizational and people skills which allowed the hospital to maintain profitability during the Great Depression.

\textit{Aurora Health Care\textsuperscript{®}}
In the first half of the 20th century, treatment of psychiatric patients shifted from custodial care (making them comfortable) to an expectation that patients could be cured.

In the late-30’s to the early-40’s, there was a shift psychiatric practices from the use of sedative medicine towards more “shock” treatments and other “curative” practices.

Tincture of opium was used to relieve agitation and depression.

Sleep Therapy, using Sodium Amytol and Medinal to promote long continuous periods of sleep, sometimes between one and two weeks.
Common Treatments During Dr. Sleyster’s Leadership (1919 – 1942)

- **Malarial therapy** and **typhoid vaccine** were used to produce fevers
  - It was observed that insane patients improved after surviving a high fever from typhoid fever or TB infections

- **Electroshock therapy** was used to treat patients with psychosis

- **Insulin Shock Therapy** (either causing convulsions or putting the person in a superficial coma) was used to treat people afflicted with psychosis, particularly schizophrenia

- **Metrazol** injections to induce convulsions in order to “cure” schizophrenia (side effect: spinal fractures in almost ½ the patients)

- **Curare** was then used to modify the convulsions associated with Metrazol treatments
An Advertisement for the Milwaukee Sanitarium (1929)

MILWAUKEE SANITARIUM
WAUWATOSA, WISCONSIN

(Chicago Office—1823 Marshall Field Annex—Wednesdays, 1-3 P. M. Phone Central 1162)

Maintaining the highest standards for more than a half century the Milwaukee Sanitarium stands for all that is best in the care and treatment of nervous disorders. Photographs and particulars sent on request.

Resident Staff
ROCK SLEYSSTEIN, M.D., Med. Dir.
WILLIAM T. KRADWELL, M.D.
MERLE Q. HOWARD, M.D.
CARROLL W. OSGOOD, M.D.
BENJAMIN A. RUSKIN, M.D.

Attending Staff
H. DOUGLAS SINGER, M.D.
ARTHUR J. PATEK, M.D.

COLONIAL HALL—One of the 14 Units in “Cottage Plan”
Milwaukee Sanitarium in the 1940’s

Dewey Avenue

Church on corner of Harwood and Dewey
Mr. Gerhard H. Schroeder, Administrator then President of the Milwaukee Sanitarium (1919 - 1952)

- Served as Administrator then President for 33 years
- Administrator from 1919 - 1942
- President from 1942-1952, following the death of Dr. Sleyster
- During his tenure, the hospital expanded in size (totaling 32 acres) and capacity (152 beds)
- Married Sophie Yoerg in 1940
Ms. Sophie Yoerg (Schroeder)
(1952 – 1974)

• Initially trained as a nurse

• Began her nursing career at Children’s Hospital in 1923

• Became the Administrator of Children’s Hospital in 1937, and served on Board of Directors for 39 years

• When Mr. Schroeder died unexpectedly in 1952, Mrs. Schroeder took over as President of the Hospital (1952-1953).
• After a new Administrator was hired in 1953, Mrs. Schroeder continued in her service to the hospital as President of the Board of Directors until 1974

• In 1954, she worked with others, including Dr. William Kradwell, to create the non-profit Milwaukee Sanitarium Foundation, which enabled the hospital to achieve its non-profit status that same year

• Mrs. Schroeder provided the impetus for the creation of Kradwell School (1963) and the Dewey Center (1972)

• The Schroeder’s lived in the house that was removed in order to build the Aurora Zilber Hospice
Mr. Waldo W. Buss, Executive Director (1953 - 1962)

- Under Mr. Buss’ leadership, the institution continued to grow in both stature and prestige.

- In 1954, the sanitarium became a non-profit facility, and has remained as such for the last 50 years.

- In 1955, the hospital became affiliated with the Marquette University School of Medicine and Froederdt Hospital.

- The Marquette University School of Medicine eventually became the Medical College of Wisconsin. The Dean of the Department of Psychiatry was also the President of the Milwaukee Sanitarium Medical Staff. Psychiatric residents were trained at the hospital.

- In 1957, an Outpatient Clinic was established for the first time, the early beginnings of changes in insurance and the movement toward less institutional care.
Dr. William T. Kradwell
(1905 – 1965)

• Dedicated his career to the hospital and has the longest history with the hospital, 60-years, from 1905 – 1965.

• One of Dr. Dewey’s assistant physicians.

• Established the Ada P. Kradwell Foundation in 1946, in his wife’s name and memory, which provided the financial assistance for the establishment of the Milwaukee Sanitarium Foundation in 1954.

• Was the Vice President of the Milwaukee Sanitarium Foundation from 1954-1965.
Dr. Carroll W. Osgood (1932 – 1975)

• Part of the hospital for 43-years, like Dr. Kradwell, was a bridge from the “old” to the “new”.

• Dr. Osgood was a constant during a period of transition at the hospital.

• Associate Medical Director, 1942-1955.

• Acting Medical Director, 1955-1958.
A Period of Medical Director Transitions (1942 – 1982)

• Until the time of Dr. Sleyster’s sudden death, for nearly the first half of the hospital’s existence (58 years), there were only three Medical Directors:

• In the next 40 years, there were eight Medical Directors:
  - Dr. Lloyd H. Ziegler (1942 -1945)
  - Dr. Josef Kindwall (1945 -1955)
  - Dr. Carroll Osgood (1955 – 1958, Acting)
  - Dr. Eugene S. Turrell (1958 -1963)
  - Dr. B. Cullen Burris (1963 -1967)
  - Dr. Paul Stein (1967-1969)
  - Dr. Cliff Simke (1976 – 1982)
A Period of Transition in Care Too...

- Treatments from the mid-1940’s to the mid-1960’s included:
  - **Carbon dioxide inhalation** for treatment of psychoneurosis
  - The use of **thyroid medication** in the treatment of relapsing catatonia
  - **Lobotomy** (about 20 patients), performed at what is now Aurora St. Luke’s Medical Center
  - Use of **lithium** for treatment of manic states
  - Use of **psychotropic medications**
  - Increased use of **Psychotherapy** and **Family Therapy**
  - Occupational and **Recreational therapy** for patients in order to get them more involved in their treatments
Mr. Dean Roe, 4th President (1962 – 1972)

• Mr. Roe was a well respected administrator and presided over a decade of significant change.

• In 1964, the Milwaukee Sanitarium changes its name to the Milwaukee Psychiatric Hospital to reflect the shift in care at the facility from being more of a “rest home” in the past (Sanitarium) to an active treatment facility (Psychiatric Hospital).

• This was also the time when changes in insurance made it lucrative for general hospitals to open psychiatric units which created significant competition for patients and psychiatrists.

• The financial draw of private practice also resulted in additional turnover in medical staff at our hospital.
• In 1964, increasing numbers of adolescent patients leads to the opening of Kradwell High School in order to meet their educational needs during long inpatient lengths of stay.

• In 1965, a change in the law making it illegal for hospitals to hire physicians as employees of the hospital. This led to the hired medical staff forming the Milwaukee Psychiatric Physicians, Chartered. This independent clinic continues to exist on the campus to this day.

• Mr. Roe left Milwaukee Psychiatric Hospital after 10-years to become the President of Froederdt Memorial Lutheran Hospital, a position he held for the next 20-years.
Milwaukee Psychiatric Hospital, Late 1960’s or Early 1970’s

- Chestnut Street
- Dewey Avenue
- Church on corner Harwood and Dewey Ave.
- Wauwatosa parking lot on Harwood Avenue
Mr. Gerald E. Schley, 6th President (1974 - 1996)

- Under Mr. Schley’s tenure, the hospital entered a period of relative stability.

- In 1984, on the 100th anniversary of the hospital, the new inpatient facility was built. Rosalind Carter was the featured speaker at the dedication.

- In 1993, facing financial pressures, Milwaukee Psychiatric Hospital affiliated with Aurora Health Care as it’s first specialty hospital.
12th Medical Director in hospital history. Provided stability in medical leadership for 8-years.

Dr. Norris oversaw a very large medical staff of more than 70 psychiatrists and approximately 60 psychologists.
The “New” Milwaukee Psychiatric Hospital (1984)
• Dr. Meyer has been associated with the hospital since 1962, when he started here as a medical student.

• Dr. Meyer has been a member of the medical staff for 33 years, 1976 - Present.

• Dr. Meyer, the 13th Medical Director at the hospital since 1990, 19-years giving him the 3rd longest tenure as Medical Director in the history of the hospital.
Program Transition During Dr. Meyer’s Leadership (1990 – Present)

- In response to the changing insurance market (managed care) and competitive environment (3 freestanding for-profit psychiatric hospitals came and went), programs and services have changed significantly in the last 15 years.
- Reduction in inpatient hospital stays from months/years to days.
- Development of full continuum of mental health and addiction care for adults, including inpatient, residential (addiction only), partial hospitalization, intensive outpatient and outpatient services.
- Development of full continuum of mental health care for children & adolescents, including inpatient, partial hospitalization, Day Treatment and outpatient.
- Specialty care including eating disorders and substance abuse for adolescents and Opiate Recovery Program (Suboxone) for adults.
- Kradwell High School, expands down to 5th grade through 12th grade and serves 24 school districts in Southeastern Wisconsin.
- Implementation of the Planetree model of Patient-Centered care.
• After 5-years of administrative transition following the affiliation with Aurora (4-leaders), Pete Carlson becomes Executive Director, Aurora Behavioral Health Services and Milwaukee Psychiatric Hospital in 2001.

• In 2001, Milwaukee Psychiatric Hospital changes its name to Aurora Psychiatric Hospital.

• Aurora Behavioral Health Services evolves into the largest private provider of behavioral health services in Wisconsin.
Kradwell School
Finally… Aurora Psychiatric Hospital, today
Acknowledgments…

• I would like to thank the past and present employees who have helped me in gathering the history of our hospital. I could not have done this project without your assistance.

• Also, if you have been here for awhile, it would be very beneficial if you could take the time and write a story about your experiences here. That type of history is very valuable.

• I am always collecting information, objects and photos that document the history of our hospital.

• Thank you!
  - Jon Van Beckum
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