

Aurora West Allis Medical Center 2019 Implementation Strategy Update

In 2013, Aurora West Allis Medical Center (AWAMC) conducted a Community Health Needs Assessment (CHNA) and completed a CHNA Report and Implementation Strategy that was reviewed and adopted by the Social Responsibility Committee of the Aurora Health Care (AHC) Board of Directors on November 22, 2013, and posted to the AHC web site.

In 2016, AWAMC completed and published its CHNA Report and 2017-2019 Implementation Strategy, which was adopted by the Social Responsibility Committee of the AHC Board of Directors on November 17, 2016, and posted to AHC web site. Each document provides a comprehensive overview of the community served and significant health needs identified and is available by visiting <http://www.aurora.org/commbenefits>.

Experience in carrying out the Implementation Strategy in 2018 informed the process for updating it for 2019. As previously, our AWAMC implementation strategy is organized into three main categories in alignment with three core principles of community benefit as shown below.

Category	Community Benefit Core Principle	Focus area
Priority #1: Access	Access for persons in our community with disproportionate unmet health needs	<ul style="list-style-type: none"> • Access • Health care coverage
Priority #2: Community Health Improvement	Build links between our clinical services and local health department community health improvement plan	<ul style="list-style-type: none"> • Behavioral health • Teen pregnancy • Workplace wellness
Priority #3: Community Benefit Hospital Focus	Address the underlying causes of persistent health problems	<ul style="list-style-type: none"> • Senior care • Health careers education • Cancer • Hepatitis C

These implementation strategies do not constitute the entirety of the community benefits our hospital provides each year. An annual accounting of our reported community benefits can be found by visiting: <http://www.aurora.org/commbenefits>.

We help people live well. Our hospital offers all the benefits of a true community hospital. Yet, as part of Aurora’s integrated health care system (IHCS), our hospital benefits from Aurora’s system-wide expertise and programing in areas including women’s health and cancer care, greatly expanding the scope of options, opportunities and expertise we can offer to our patients in settings across Metro-Milwaukee. When this is the case, you find the designation IHCS with measures reflecting regional and/or system-wide targets, tracking and reports.

Principal community health improvement tool: Community Partnerships

For any community health concern, it is widely recognized that a diverse team of engaged community partners is essential for implementing strategic community health improvement initiatives that make a difference. Therefore, we recognize the need to be a good community partner. Our implementation strategies strongly reinforce our role as a partner for community capacity-building to address unmet community health needs.


Special focus: Health Disparities

Providing culturally competent and appropriate care has always been a priority for us in helping people live well. Going forward, in addition to the demographic data already collected by our providers, we will be making an extra effort to collect demographic information on individuals touched by the programs in our Implementation Strategies. This will support our efforts to identify disparities and work to address them.

Aurora Health Care is a member of the Milwaukee Health Care Partnership (the Partnership) www.mkehcp.org, a public private consortium dedicated to improving care for underserved populations in Milwaukee County. Through the Partnership, Milwaukee's five health systems and the Milwaukee Health Department, along with the other municipal local health departments in Milwaukee County, aligned resources to complete a shared CHNA in 2013 and 2016. Supported by additional data collection and analysis from the Center for Urban Population Health, www.cuph.org, this robust community-wide CHNA includes findings from a community health survey of over 5,600 adults, multiple secondary data sources and key informant interviews with forty-one individual interviews and four focus groups. This shared CHNA serves as the foundation for Aurora Health Care and its five hospitals located in Milwaukee County in collaboration with the Partnership to implement strategies to improve health outcomes and reduce disparities.

It is not surprising that we are asked to support a wide array of community activities and events in West Allis-West Milwaukee. However, today's community health needs require us to reserve limited charitable resources for programs and initiatives that improve access for underserved persons and specifically support community health improvement initiatives, as outlined in this Implementation Strategy.

Focus | Access is an Aurora Health Care signature community benefit focus

	<p>Unmet medical care can lead to further health complications and increase future costs.¹ In 2015, 20% of survey respondents in West Allis/West Milwaukee delayed or did not seek medical care due to costs in the past 12 months. The percentage of adults who receive primary health services through a medical home have decreased from 81% in 2003 to 79% in 2015, and the number of individuals with an unmet medical need remained at 11% (Source #1). Key informants identified access to health care as a top five priority (Source #3).</p>
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Principal partners

- Aurora Health Care Medical Group (AHCMG)
- Aurora Behavioral Health Services (ABHS) and Aurora Psychiatric Hospital (APH)
- Aurora Parish Nurses
- Aurora Pharmacies
- Aurora at Home
- Aurora Senior Resource Nurse Program

Community partners

- **Greater Milwaukee Free Clinic (GMFC)** - The clinic, located two blocks from our hospital, provides free medical care and pharmaceuticals to low income, working people in the Milwaukee area without medical insurance or the ability to pay for medical care. The clinic is staffed by volunteer professionals.
- **Milwaukee Health Care Partnership (MHCP) Emergency Department Care Coordination Initiative** - Includes community-wide ED to Medical Home Care Coordination. Milwaukee County EDs identify target populations, provide patient education and schedule appointments with medical homes, using MyHealthDIRECT appointment scheduling technology while the patient is at the hospital
- **Sixteenth Street Community Health Centers**


Target population

- Medicaid-eligible and uninsured patients using our hospital emergency department (ED) for primary care

Time Frame	Measures to Evaluate	Targets/ Tracking	Intended Outcomes
Activities	IHCS		
<ul style="list-style-type: none"> • Link Medicaid-eligible and uninsured patients with medical homes (the MHCP ED Care Coordination Initiative) 			
Ongoing	Total scheduled appointments	Annual volume	Increased number of Medicaid-eligible and uninsured patients with medical home
	Total FQHC scheduled appointments		Decreased ED admissions for primary care needs
	FQHC appointment show rate	> 38%	Increased show rate
<ul style="list-style-type: none"> • Provide imaging and laboratory services for Greater Milwaukee Free Clinic as necessary 			
Ongoing	Number of radiological and lab services at no cost	Annual volume	Improved diagnostics for GMFC patients

¹ Healthy People 2020 – Access to Health Services. U.S. Department of Health and Human Service. Available at <http://www.healthypeople.gov/2020/topics-objectives/topic/Access-to-Health-Services> Accessed July 28, 2016.

Focus | Behavioral health

	<p>In 2015, 16.0% of West Allis/West Milwaukee adults reported a mental health condition (such as depression, anxiety disorder or post-traumatic stress disorder) in the past three years, comparable to 2009 and 2012 (15.0%) (Source #1). Mental health was identified as one of the top health issues in the county by the residents (Source#1) and key informants (Source #3).</p> <p>In 2015, 4% of adults in West Allis/West Milwaukee reported feeling so overwhelmed in the past year that they considered suicide, a statistically significant increase compared to 2% in 2003. This means approximately 2,040 adults in West Allis/West Milwaukee may have considered suicide in the past year (Source #1).</p>
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Principal partners

- Aurora Health Care Medical Group (AHCMG)
- Aurora Behavioral Health Services (ABHS) and Aurora Psychiatric Hospital (APH)

Community partners

- West Allis-West Milwaukee Health Department (WAWM HD)
- West Allis Police and Fire Departments
- Rogers Memorial Hospital
- West Allis/West Milwaukee Coalition
- West Allis/West Milwaukee School District
- Mental Health America – Milwaukee Chapter
- Department of Aging
- National Alliance on Mental Illness (NAMI)
- Tri-City Bank
- Greater Milwaukee Free Clinic
- City of West Allis
- Milwaukee Area Technical College (MATC)
- West Allis Clergy
- Impact 211

Target population

- West Allis/West Milwaukee residents

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Activities

Time Frame	Measures to Evaluate	Targets/ Tracking	Intended Outcomes
<p>The Mental Health and Substance Abuse Task Force is a collaboration of West Allis and West Milwaukee community leaders and partners working together to strengthen support and effectiveness of community interventions to address mental health and substance abuse issues in the community. As part of this initiative, AWAMC will work with the Task Force to:</p> <ul style="list-style-type: none"> • Convene and provide group leadership • Sponsor a community-wide campaign to bring awareness to mental health issues in our community and encourage a public conversation with hopes of lessening the stigma surrounding mental health issues • Work with IMPACT211 to ensure their list of community resources for mental health and substance abuse is up to date and comprehensive • Provide resources to enhance faith communities' support for those experiencing mental illness 			
Ongoing	Number of Mental Health and Substance Abuse Task Force meetings held	Annual volume	Reduced stigma related to mental health and substance abuse, increasing the likelihood that persons in need and their families will receive help
	Number of community events held to provide education on mental health and spark conversation on early warning signs and treatment resources		
	Number of people participating in community mental health events	200	
	Results of pre- and post-mental health activities including knowledge gain and change in perception	Annual results	
	Process milestones of community-wide campaign	Deadlines	
	Process milestones of work with IMPACT211		
Process milestones for creation of clergy mental health support network			
<ul style="list-style-type: none"> • Embed Aurora Behavioral Health Counselor in the ED to expedite appropriate referrals and assist with navigation, facilitate interactions with ED staff, inpatient transfer, appointment scheduling and motivational interviewing 			
Ongoing	Number of ED patients referred to ABHS	Annual volume	Increased access to behavioral health services
	Number of patients assisted by inpatient, partial-hospital and other programs		
	Number of hours spent with patients, including average per patient		

Focus | Teen pregnancy

In 2014, births among Milwaukee County females aged 15-17 years was 16.4 per 1,000 females, higher than the state rate of 7.7 births per 1,000 females. For Milwaukee County females aged 18-19 years, the birth rate was 57.5 per 1,000 females, higher than the state rate of 34.0 births per 1,000 females.²

Principal partners

- Aurora Health Care Medical Group (AHC MG)

Community partner

- **Shared Journeys** charter high school – Started in September 2012, this charter high school educates pregnant and parenting teens both in parenting and academics with coursework including: Child Development I and II, Career and Social Aspects of Society I and II, Prenatal Coursework, Independent Study, Cooperative Education Employment, as well as Compass Learning for online general studies. AWAMC supports the Shared Journeys mission of academic and parenting success and meeting the unique needs of each individual student.



<http://sharedjourneys.wawm.k12.wi.us/>

- United Way Healthy Girls Initiative
- West Allis/West Milwaukee School District
- Life Connections
- West Allis WIC Program

Target population

- Pregnant teens in the West Allis/West Milwaukee school system


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² Wisconsin Interactive Statistics on Health (WISH), Available at <https://www.dhs.wisconsin.gov/wish/index.htm>. Accessed February 22, 2016

Activities

Time Frame	Measures to Evaluate	Targets/ Tracking	Intended Outcomes
<ul style="list-style-type: none"> • Serve on the Shared Journeys charter school governance board • Provide childbirth education, breastfeeding and infant care classes; work-development and job-skills mentoring at our hospital • Implement the Making Proud Choices curriculum through a United Way Healthy Girls grant • Provide facility and in-kind services, including a larger space to allow room for childcare services and support for grant writing to ensure sustainability 			
Ongoing	Number of teen mothers enrolled	Annual volume	Improved birth outcomes for babies born to pregnant teens enrolled in Shared Journeys
	Number of babies born to students, number full-term		
	Percent of students who initiate breast feeding	100%	Graduates are able to secure and maintain employment to support their infants
	Percent of students who graduate		
	Percent of graduates who enroll in post-secondary education or job training		
	Percent with a low risk score on the Adult Adolescent Parenting Inventory	100%	Increased student knowledge about healthy relationships and avoiding risky lifestyles and a second pregnancy
	Percent demonstrating an increase in communication about sexual health with partners and goal for their future		

Focus | Workplace wellness

	<p>Employers are becoming more aware that overweight and obesity, lack of physical activity and tobacco use are adversely affecting the health and productivity of their employees and ultimately, the bottom line of each business. Work-site health promotion and disease-prevention programs have been shown to improve employee health, increase productivity and yield a significant return on investment for the employers.³</p>
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Principal partners

- Aurora Health Care Medical Group (AHC MG)

Community partners

- West Allis/West Milwaukee School District
- City of West Allis
- Village of West Milwaukee
- West Allis/West Milwaukee Health Department
- Milwaukee Area Technical College (MATC)
- Wellness Council of Wisconsin
- Wisconsin Athletic Club
- Chr. Hansen, Inc.
- West Allis/West Milwaukee employers participating in the Well City West Allis/West Milwaukee Initiative

Target population

- West Allis/West Milwaukee workforce

Activities

Time Frame	Measures to Evaluate	Targets/ Tracking	Intended Outcomes
<ul style="list-style-type: none"> • Continue to partner with local organizations and businesses to explore alternative approach to Well City West Allis/West Milwaukee Initiative 			
Ongoing	Milestones related to determination of new workplace wellness initiative	Deadlines	New approach to workplace wellness identified for 2020 <ul style="list-style-type: none"> – Representatives from local organizations and businesses identified to form steering committee by end of first quarter 2019 – Finalize plan by end of fourth quarter 2019

³ Anderko L, Roffenbender JS, Goetzel RZ, Millard F, Wildenhaus K, et al. Promoting Prevention Through the Affordable Care Act: Workplace Wellness. *Prev Chronic Dis* 2012;9:120092. DOI: <http://dx.doi.org/10.5888/pcd9.120092>.

Focus | Senior care



In 2014, the total number of injury-related emergency room visits among Milwaukee County adults aged 65 years and older was 7,682, which is a rate of 6,624.0 per 100,000, lower than the state rate of 6,781.7.⁴ Also in 2014, the rate of injury-related hospitalizations due to falls among Milwaukee County adults aged 80-84 years was 3,805.9 per 100,000 population compared to the lower state rate of 3,023.2 per 100,000.⁵ However, for Milwaukee County adults aged 85+ years, the rate of injury-related hospitalizations due to falls was 7,218.8 per 100,000, higher than the Wisconsin rate of 5,660.6 per 100,000 population.⁶

Aurora West Allis Medical Center (AWAMC) is a NICHE-designated hospital (<http://www.nicheprogram.org>). AWAMC's Transitions of Care program is a non-billable, geriatric nurse-driven program to help reduce 30-day readmissions for patients aged 65 years and older who are at high risk for returning to the hospital.

Principal partners

- Aurora Health Care Medical Group (AHCMG)
- Aurora at Home

Community partners

- West Allis Fire Department Mobile Integrated Health Program (Community Paramedics)
- Area nursing homes
- West Allis-West Milwaukee Health Department
- Non-medical home care providers

Target population

- At-risk adults aged 65 years and older with multiple health conditions and challenges

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⁴ Wisconsin Interactive Statistics on Health (WISH), Available at <https://www.dhs.wisconsin.gov/wish/index.htm>. Accessed February 22, 2016


⁵ Wisconsin Interactive Statistics on Health (WISH), Available at <https://www.dhs.wisconsin.gov/wish/index.htm>. Accessed February 22, 2016

⁶ Wisconsin Interactive Statistics on Health (WISH), Available at <https://www.dhs.wisconsin.gov/wish/index.htm>. Accessed February 22, 2016

Activities

Time Frame	Measures to Evaluate	Targets/ Tracking	Intended Outcomes
<ul style="list-style-type: none"> • Host <i>Stepping On</i>, a high-level, evidence-based program proven to reduce falls and build confidence in older people, at our hospital 			
Ongoing	Number of <i>Stepping On</i> programs offered	2	Increased mobility safety in the community, reducing risk for falls
	Number of participants who complete all seven sessions	Annual volume	
<ul style="list-style-type: none"> • Identify older adults at risk for readmission at AWAMC through use of the LACE tool embedded in EPIC • Identify services to be put in place for patients identified as high-risk 			
Ongoing	Number receiving transition services	Annual volume	Reduction in the number of preventable readmissions and at-home injuries for patients in the Transitions of Care Program
	Number of contacts the transition care nurse has with transition patients within 30-days post-discharge		
	Number with a primary care provider (PCP) appointment at discharge	100%	
	Number with a PCP appointment within seven days of discharge		
	Number of transition patients with a POA for Health Care on chart	Annual volume	
	Average number of contacts within two days of discharge		
<ul style="list-style-type: none"> • Refer recently discharged patients to West Allis Fire Department Community Paramedic Program, based on likelihood of readmission 			
Ongoing	Number of patients referred	Annual volume	Reduction in the rates of hospital readmission and of ED admissions for patients in the Transitions of Care Program
	30-day hospital readmission rate and ED return rates		

Focus | Health careers education

	<p>In 2015, seven of the 10 hardest positions to fill were related to healthcare.⁷ Employment of healthcare occupations is projected to grow 19% from 2014 to 2024, adding about 2.3 million new jobs.⁸ As outlined in the Wisconsin Health Care Workforce 2015 Report, hospitals should support the educational preparation of healthcare professionals to meet the existing and future workforce needs and for new and emerging roles as the rate of change in health care accelerates.⁹</p>
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Principal partners

- Aurora Health Care Medical Group (AHC MG)
- Aurora West Allis Medical Center caregivers
- Aurora Consolidated Lab

Community partner

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| <ul style="list-style-type: none"> • West Allis-West Milwaukee School District • Dental Associates • Rotary Club of West Allis • West Allis-West Milwaukee Chamber of Commerce • Cristo Rey Jesuit High School | <ul style="list-style-type: none"> • Milwaukee Area Technical College (MATC) • Alverno College • Marquette University • University of Wisconsin |
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Target population

- Local high school students

Activities


Time Frame	Measures to Evaluate	Targets/ Tracking	Intended Outcomes
<p>Prepare and encourage students to pursue a path in the healthcare industry:</p> <ul style="list-style-type: none"> • Host a Health Careers Fair that provides high school students an opportunity for hands on learning of some of the skills utilized by health professionals • Offer job shadowing opportunities in our facility • Employ students enrolled in the CAN Certification program of the Department of Workforce Development’s Youth Apprentices Program • Provide four half-day per week work-study positions for students from Cristo Rey Jesuit High School in Milwaukee (total of eight slots per year) 			
Ongoing	Number of students who attend event	Annual volume	Area high school students are inspired to pursue health-related careers and pursue required training, schooling.
	Number of CNAs hired through the Youth Apprentices Program		
	Number of students who job shadow		
	Number of new students from Cristo Rey participating in work-study		

⁷ American Staffing – ASA Skills Gap Index Identifies 181 Hard-to-Fill Jobs. Available at <https://americanstaffing.net/posts/2015/05/01/asa-skills-gap-index-identifies-181-hard-to-fill-jobs/>. Accessed August 22, 2016.

⁸ Bureau of Labor Statistics – Occupational Outlook Handbook. Available at <http://www.bls.gov/ooh/healthcare/home.htm>. Accessed August 22, 2016.

⁹ Wisconsin Hospital Association – 2015 Workforce Report. Available at <http://www.wha.org/pubarchive/reports/2015workforcereport.pdf>. Accessed July 28, 2016.

Focus | Cancer screening and care utilization among Spanish-speaking individuals

	<p>From 2009-2013, the cancer rate for Hispanics in Milwaukee County was 406.0 per 100,000, higher than the state rate of 368.6 per 100,000 Hispanic residents and the U.S. rate of 348.8 per 100,000 Hispanic residents. Further, Hispanic women in Milwaukee County had a higher rate of breast cancer at 98.9 per 100,000 than Hispanic women in Wisconsin at 96.3 per 100,000 and the U.S at 91.9 per 100,000. Hispanic women in Milwaukee County had a higher rate of cervical cancer at 9.7 per 100,000 than non-Hispanics in Milwaukee County and the U.S. at 6.0, 6.9 and 5.5 per 100,000 respectively. Hispanic men in Milwaukee County had a higher rate of prostate cancer at 122.0 per 100,000 than Hispanic Wisconsin and U.S. residents at 97.3 per 100,000 and 104.3 per 100,000, as well as non-Hispanic residents of Milwaukee County, Wisconsin and the U.S. at 123.1, 118.6 and 114.0 per 100,000 respectively.¹⁰</p>
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Principal partners

- Aurora Health Care Medical Group (AHCMG)
- Aurora Cancer Services (ACS)

Community partner

- West Allis-West Milwaukee Health Department
- Susan G. Komen Foundation
- American Cancer Society
- Sixteenth Street Community Health Centers
- CORE/EI Centro

Target population


- Spanish-speaking residents of West Allis/West Milwaukee

Activities

Time Frame	Measures to Evaluate	Targets/ Tracking	Intended Outcomes
<ul style="list-style-type: none"> • Recruit and utilize existing bilingual lay people to be advocates – Promotores – in our community • Foster grassroots transmission of information about cancers through Promotores program • Provide cancer-related information including cancer prevention, early detection, treatment and clinical trial opportunities and referrals through Promotores 			
Ongoing	Number of bilingual lay people trained to serve as cancer Promotores, by gender	2	Increased awareness about and access to cancer services among the Spanish-speaking community
	Number of educational hours provided	Annual volume	
	Number of individuals who receive cancer-related information, including demographics		
	Number of referrals for services provided		
	Results of pre-and post-education knowledge evaluation	Annual results	Increased knowledge of warning signs and risk factors for cancer as evidenced by improvement in scores on knowledge evaluation

¹⁰ State Cancer Profiles, Available at <https://statecancerprofiles.cancer.gov/>. Accessed August 15, 2016.

Focus | Cancer survivorship

	<p>The 2008-2012 cancer age-adjusted incidence rate in Milwaukee County was 503.4 per 100,000 population, higher compared to the state at 447.7 per 100,000. Many cancer survivors are faced with health challenges for months and sometimes years after the completion of cancer treatment. Research conducted by the Virginia Commonwealth University suggests that cancer survivors need to take a more comprehensive approach to their health, rather than focusing just on their cancer.¹¹</p>
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Principal partners

- Aurora Health Care Medical Group (AHCMG)
- Aurora Cancer Services

Community partner

- Wisconsin Athletic Club

Target population

- Cancer patients and survivors

Activities

Time Frame	Measures to Evaluate	Targets/ Tracking	Intended Outcomes
<p>Help survivors transition from diagnosis to wellness through a variety of services and access to resources, as well as an opportunity to connect with other cancer survivors, by:</p> <ul style="list-style-type: none"> • Offering monthly education/discussion sessions for cancer survivors • Providing a series of free lifestyle modification classes for cancer patients/survivors including yoga, stress management for cancer, optimizing nutrition during and after cancer treatment, advance care planning, physical activity and cancer, and aromatherapy during and after cancer treatment 			
Ongoing	<ul style="list-style-type: none"> Number of attendees at education/discussion sessions Number of participants in lifestyle modification program Number of participants showing improvement in quality of life assessment questionnaire Number of participants engaging in 150 minutes of physical activity per week Number of participants in lifestyle modification classes, by topic Number referred to additional system-wide Aurora-hosted offerings (next page) 	Annual volume	Improvement in quality of life for cancer survivors

¹¹ Ning, Y. (2012, April). Nearly Half of Cancer Survivors Died From Conditions Other Than Cancer. Paper presented at the American Association for Cancer Research Conference, Chicago, IL.

• ACC education and screening events take place year-round across Metro Milwaukee. These events and activities benefit people and communities we serve and to which we refer and support through our participation:


- *Sankofa* – Aurora Sinai Medical Center
- *Team Phoenix** – Aurora Sinai Medical Center
- *Reflections of Wellness* – Aurora West Allis Medical Center
- *Living Well Beyond Cancer*** – Aurora West Allis Medical Center
- *Spanish Cancer Clinic* – Aurora St. Luke’s Medical Center
- Milwaukee Public Schools HPV Education Program – Milwaukee Metro
- Southeast Asian Community Health Forums and Cancer Curriculum development – Milwaukee Metro
- Aurora Cancer Care Speakers Bureau
- *Know Your Family History Program*
- Milwaukee-area partnerships developed through the *Wisconsin’s Collaborative Approach to Increase Colorectal Cancer Screening* grant
- Workplace education and screenings across our metro area

* Breast cancer survivors of all stages, ages, and fitness levels train for a sprint distance triathlon as the impetus to regain an active lifestyle to achieve lifelong health and fitness. Treatment side effects are taken into consideration, including scarring and fibrosis caused by surgery and radiation, deconditioning due to chemotherapy, and altered metabolism caused by early menopause.

** A fourteen-week lifestyle management program to help survivors restore and enhance their wellness and confidence during and after treatment, two new sessions per year

Focus | Hepatitis C Program

IHCS

	<p>According to the CDC, hepatitis C-related mortality in 2013 surpassed the total combined number of deaths from 60 other infectious diseases. Death certificates often underreport hepatitis C.</p> <p>The greatest hepatitis C burden falls on baby boomers, those born from 1945 to 1965. Many baby boomers were infected during medical procedures prior to 1985, when injection and blood transfusion technologies were not as safe as they are today. Without diagnosis and treatment, hepatitis C may lead to liver cancer and other life-threatening diseases and may be transmitted to others.¹²</p> <p>In Milwaukee County, almost 285,000 people are aged 50 years or older.¹³ In 2014, according to the Wisconsin Division of Public Health¹⁴:</p> <ul style="list-style-type: none"> • Number of newly diagnosed cases of hepatitis C in Milwaukee County – 797 • Milwaukee County hepatitis C incidence rate per 100,000 population – 83.1 • Wisconsin hepatitis C incidence rate per 100,000 population – 56.1 • Median age of death in Wisconsin due to hepatitis C – 57 years • Hepatitis C is under-reported on death certificates and plays a larger role in premature death in Wisconsin than is recognized.
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Principal partners

- Aurora Health Care Medical Group (AHC MG)
- Aurora Walker's Point Community Clinic

Community partner

- AIDS Resource Center of Wisconsin

Target population

- Adults born from 1945 to 1965 residing in the Greater Milwaukee South service area

System Activities – Hepatitis C

Time Frame	Measures to Evaluate	Targets/ Tracking	Intended Outcomes
<ul style="list-style-type: none"> • Screen patients for hepatitis C in primary care and specialty clinics, and to diagnose, manage, treat and track all patients diagnosed with Hepatitis C 			
Ongoing	Data collected regionally as part of Greater Milwaukee South service area		Increased number of patients with hepatitis C are identified and referred for follow-up care and treatment

¹²CDC, <http://www.cdc.gov/media/releases/2016/p0504-hepc-mortality.html>, accessed May 6, 2016.

¹³ American Community Survey, 2014 estimates, <http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF>, accessed May 6, 2016.

¹⁴ WI DHS, "Wisconsin Hepatitis C Surveillance Study: 2014", <https://www.dhs.wisconsin.gov/publications/p00440-2014.pdf>, accessed May, 6, 2016.