



Community Benefit Report | 2014



Priority #1:

Increase access
for persons in our
community with
disproportionate
unmet health needs.

Each year our community benefit plan is guided by our community health needs assessment (CHNA). Please visit www.aurora.org/commbenefits to see our CHNA report. We are happy to provide this brief overview of our community benefits work in 2014, organized into three main health priorities.

Our hospital participates in the Milwaukee Health Care Partnership *Emergency Department (ED) Care Coordination Initiative* to connect uninsured individuals with primary care health homes to receive primary and preventive care. In 2014, a total of 365 follow-up appointments were scheduled in our ED for Federally Qualified Health Centers (111) or other safety net clinics (254).

Aurora behavioral health specialists embedded within our ED conducted intake assessments for 1,237 patients who arrived in our ED with an acute mental health or AODA crisis. They received an expedited, safe discharge with referrals for mental or behavioral health services.

Our hospital and medical group support Greater Milwaukee Free Clinic (GMFC), a freestanding community clinic that provides primary medical care to underserved, uninsured working persons in the Greater Milwaukee community. In 2014 we provided \$24,327 for diagnostic lab and \$12,972 for diagnostic imaging services to patients referred from GMFC, and our Certified Application Counselors assisted them with applying for Aurora's *Helping Hand Patient Financial Assistance Program* to cover their medically necessitated follow-up care.

Priority #2:

Building links
between our
clinical services
and our local health
department's
community health
improvement plan.

We have strong ties to the West Allis West Milwaukee Health Department (WAWM HD) and its Community Health Improvement Plan (CHIP). We are actively engaged in three CHIP committees:

1. Access to care

To support the goals of this committee, we:

- Developed a series of three info-graphics that illustrate how individuals play an active role in their own health and how choosing the right services can save time and improve outcomes. These info-graphics are distributed through schools, libraries, the West Allis city newsletter and clinics across our community.
- Worked with City of West Allis IT department to produce a corresponding video to be aired on the West Allis public access TV channel.

2. Healthy Lifestyles Committee - Workplace Wellness

During 2014 we attended monthly meetings of the *West Allis Chamber of Commerce Wellness Committee* and:

- Presented a three-part series called *Wellness in the Workplace* to 18 local employers to strengthen their workplace wellness programs.
- Collaborated with WAWM HD to implement a communitywide health challenge, *West Allis Moves 30 a Day*, which encouraged residents to engage in 30 minutes of physical activity for 30 days in July.
- Provided more than 200 blood pressure screenings and *Know Your Numbers* education at two community events, *Reflections of Wellness* and *National Night Out*.
- Presented 26 health-related informational booths at *National Night Out*.

3. Healthy Lifestyles Committee - Teen pregnancy

To fulfill our role in supporting this Committee's focus on pregnant teens, we:

- Served on the *Shared Journeys Charter School* governance board.
- Provided childbirth education, breastfeeding and infant care classes for 11 pregnant teens at *Shared Journeys*, along with work-development and job-skills mentoring.
- Led a planning committee to develop a sexual wellness class for female high school students, with a curriculum created by one of our physicians centered on an evidence-based sexual education program in Texas, and presented to 35 *Shared Journeys* students in October.



Senior Resource Nurse (SRN) Program

Our NICHE-certified Senior Resource Nurses (SRN) responded to more than 275 referrals from physicians and community members for aging adults experiencing degenerative conditions. She provided on-site or in-home assessments of their personal, social, and medical needs and connected them to community services, including nine who were referred to *Road to Health*, a three-week series on coping with chronic disease and aging. In August she moved into a new role in our *Transitions of Care* program, a non-billable, nurse-led discharge and follow-up program to improve outcomes, prevent health complications and re-hospitalization of older and high-risk/complex patients.

We hosted our fourth annual *Recognition, Renewal and Care for Caregivers*, with our partner, VMP. This daylong seminar included three educational presentations and 15 hands-on exhibits for 76 family caregivers who provide in-home care for loved ones. Respite care was provided.

Chronic Disease

Our *Aurora Parish Nurse* provides outreach at First United Methodist Church in downtown West Allis and is a certified program instructor under the license of the *Wisconsin Institute for Healthy Aging*. During 2014 she teamed up with another Aurora Parish nurse to facilitate two evidence-based sessions:

- *Living Well with Chronic Disease*, which covers appropriate exercise for maintaining and improving strength and endurance, appropriate use of medications, communicating effectively with family, friends and health professionals, nutrition, and understanding and evaluating new treatments; and
- *Healthy Living with Diabetes*, for people newly diagnosed with Type 2 diabetes.

Cancer survivorship and healthy lifestyle

Our *Cancer Nurse Navigators* (CNNs) serve as advocates, coordinators, educators and partners at each stage of the cancer journey to help ease fears for individuals with a cancer diagnosis. Also during 2014 our community education department:

- Offered *All About Living*, a monthly cancer support group for women.
- Conducted *Living Well Beyond Cancer*, year-long lifestyle management program for 31 participants.
- Hosted five American Cancer Society *Look Good Feel Better* programs to help survivors restore and enhance their appearance during and after treatment.
- Welcomed 84 attendees to *Cancer Survivorship Days* in June and October to celebrate survivorship and provide relaxation and stress management techniques.

Healthcare workforce development

During 2014, we provided more than 15,000 hours of clinical experience and placement for undergraduate and graduate health and medical degree students from multiple universities and technical colleges

Priority #3:

Addressing the underlying causes of persistent health problems.



Every gift can change a life.

Donate to a cause you care about today.

Aurora Partnership Campaign

During 2014, as part of a patient service area in the City of West Allis, a total of **941 AWAMC caregivers pledged \$104,289 to the Aurora Partnership Campaign**, their show of support to the not-for-profit agencies, organizations and causes in our community that are most important to them. The campaign offers more than **1,600 funds that include more than 300 Aurora funds**, local United Way agencies, and other not-for-profit organizations responding to important community needs.

To learn how you can make a gift to support programs featured in this report, please visit Aurora.org/Foundation

2014 Community benefits by the numbers

Financial assistance (charity care) at cost*	\$3,263,192
Medicaid shortfall at cost*	\$15,276,000
Other means-tested programs at cost*	\$303,000
Subtotal	\$18,842,192
Community health improvement and education services, and community benefit operations	\$761,824
Health professions education	\$781,924
Subsidized health services (clinics)	\$263,172
Cash and in-kind contributions for community benefit	\$21,007
Subtotal	\$1,827,926
Total 2014 community benefits	\$20,670,118

* Cost-to-charge ratios are based on Wisconsin Hospital Association percentages.

** Unlike some community benefit reports that include additional categories as community benefits, Aurora Health Care has elected to exclude Medicare shortfalls and bad-debt expenses from the community benefit calculations. However, when Medicare shortfalls are added, Aurora West Allis Medical Center's total benefit to the community is \$30,357,118.

Aurora West Allis Medical Center

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