



Our community role

Located on highway 50 in Kenosha, Aurora Medical Center Kenosha is a patient-centered health care facility that offers acute and specialty services. Our hospital caregivers are closely connected to the communities in which we work and live, and we are dedicated to applying our knowledge, experience and other resources in response to community health needs. As part of the Aurora's integrated health care system, the significant needs of all people we serve are strategically addressed through Aurora's coordinated, system-wide network of providers and service sites in southeastern Wisconsin and northern Illinois.

Community Benefit **Report**

2013



*Aurora Medical Center
in Kenosha*
10400 75th Street
Kenosha, WI 54142

Assessing community health status – an ongoing commitment

Improving the health of our communities begins with assessing community health status. Since 2003, we have underwritten a community health survey of our service area every three years, conducted in partnership with Kenosha County Division of Health. This helps them to focus their resources on population health issues and enables us to align our charitable resources and expertise to respond to identified community health needs in a coordinated fashion.

During 2013, we published our 2013 Community Health Needs Assessment (CHNA) Report and 2014 Implementation Strategy. This comprehensive CHNA was completed in collaboration with our colleagues in the Milwaukee Health Care Partnership (mkehcp.org), a public private consortium. Membership includes health systems that operate hospitals in Kenosha County. Supported by additional analysis from the Center for Urban Population Health, our comprehensive CHNA Report includes findings from a community health survey of 400 Kenosha County residents, key informant interviews and a secondary source data analysis. All findings are detailed in our 2013 CHNA Report and 2014 Implementation Strategy, which you can find by visiting Aurora.org/CommBenefits. When you do, please note that you are invited to submit comments on the Community Health Needs Assessment.

Here in this **2013 Community Benefit Report** we present a few highlights from the past year, organized around three priorities corresponding to three core principles of community benefit.

Priority #1:

Access and coverage for persons in our community with disproportionate unmet health needs

**During 2013 we implemented this priority in two distinct ways:****1. Helping uninsured patients navigate to a health home**

Our hospital is dedicated to helping uninsured Emergency Department (ED) patients establish a “health home” in order to receive routine primary and preventive care. While these patients were still in our ED, we were able to assist with navigation for follow-up appointments with Kenosha Community Health Center, our own Aurora physicians or other medical-home clinics throughout the area. To assure follow-through, intake coordinators at those facilities reached out to patients prior to their first appointment to answer their questions.

In addition, in 2013 there were 97 babies delivered at Aurora Medical Center in Kenosha who were scheduled for post-delivery and well infant follow-ups at Kenosha Community Health Center to ensure a healthy beginning for baby and a healthy post-delivery recovery for mom.

2. Enrollment in affordable and/or subsidized health care insurance

Aurora Health Care launched an integrated, system-wide enrollment strategy in 2013 to help uninsured persons obtain health insurance coverage through the Health Insurance Marketplace. Through this approach, all of Aurora’s financial assistance advocates, including ours:

- Were trained to become certified application counselors at their respective facilities
- Joined with **Aurora Family Service Public Benefits** team to implement and staff 59 patient/community events in their respective communities

Aurora’s comprehensive enrollment strategy continues in 2014 and also includes a toll-free hotline.

Priority #2:

Build links between our clinical services and the local health department community health improvement plan (CHIP)

**Infant mortality and infant and child safety**

Protecting our community's tiniest members is one of our priorities. We have a number of strategies aimed at providing a safe start to the babies born in our hospital and to protecting the well-being of children as they grow within our community. Some of those initiatives in 2013 included:

- Providing a video and information packets to the caretakers for every baby born in our facility. In addition, we provided *Halo SleepSacks* and coupons for bumper-free, five-piece crib sets to families whose babies were admitted to our neonatal intensive care unit (NICU) to promote safe sleep habits at home.
- Educating parents on car seat safety and conducting car seat safety tests. In 2013, our certified car seat technician conducted over 50 safety checks for families in our community and even provided a new car seat to a family who was unable to afford one
- Publicizing the neonatal follow-up program at the "community baby shower" and in provider offices throughout Kenosha County
- Adding lactation resources at our facility to increase access for community members. We also offered breastfeeding classes for a nominal fee and have lactation consultants on staff in our birthing center who were available to answer questions seven days a week.

Combining faith with healing

Our **Aurora parish nurse**, Sue, serves a diverse faith-community of longtime parishioners at two parishes in Kenosha County including *Lord of Life Lutheran* and *St. Mary's Lutheran*. This busy RN is a principal partner to our hospital and physician partners, combining spiritual and emotional support with nursing to those who seek help to manage health challenges.

Sue's contributions to community health improvement are extensive. In addition to her work at the churches, Sue provided community outreach in a variety of venues, presenting topics that cover infection control, child nutrition, babysitting and senior outreach. During 2013, examples of Sue's additional outreach activities included:

- Collaborating with the *National Kidney Foundation* and Dr. Kraklow to offer the *KEEP* screening program to the community, offered to individuals 18 years and older with high blood pressure, diabetes or a family history of kidney failure, so that kidney disease and its complications are prevented or delayed
- Partnering with the *American Red Cross* to provide classes for students to be certified in babysitting so that participants are made aware of child and baby safety and care
- Providing infection control and child nutrition classes for staff and students at *Open Wings: A Learning Community*, which is a school supporting a diverse community of learners

Screening for behavioral health concerns

During 2013, the behavioral health professionals embedded in our Emergency Department (ED) completed 332 intake assessments for patients who arrived at the hospital due to a mental health or alcohol and other drug abuse crisis. Upon assessing the patients and consulting with a psychiatrist on their findings, they expedited recommended inpatient and outpatient services to assure that these individuals were able to experience a safe ED discharge.

In addition to our ED screenings, our behavioral health nurse offered both education and screening for hospital staff and visitors during National Depression Month. Throughout October, the nurse screened 86 community members and provided over 400 pieces of educational materials for individuals seeking behavioral health information.

Priority #3:

Address the underlying causes of persistent health problems

**Helping frail elderly**

2013 was a busy year for our hospital's caring and compassionate **senior resource nurses (SRN)**, Lynn and Marcia, who responded to 1,653 referrals from the community, as well as Aurora physicians. They assisted aging adults and involved family members by providing on-site or in-home assessments of their personal, social and medical needs and connected them to community services, which, in many cases, increased their ability to remain independent in their homes. When this was not advisable, they coordinated a safe and secure transition to the most appropriate level of care available in the community. In addition, during 2013, our SRNs:

- Offered a blood pressure clinic for seniors once a month at the *Westosha Senior Community Center*. During this time, the SRNs were also available to provide blood pressure education and answer questions
- Co-facilitated *Living Well with Chronic Conditions*, a 6-week program for community members to teach self-management skills for individuals with chronic health conditions
- Shared the importance of **Advance Care Directives** and the **Five Wishes** document to individuals living in various senior communities

Creating a new standard of care with the Sexual Assault Nurse Examiner (SANE) program

Our **sexual assault nurse examiner** is a specially trained and certified nurse available 24 hours a day to assist victims of sexual assault by collecting medical evidence and providing forensic evaluations, testifying as an expert witness in court, and offering emotional support and referrals to vital services, such as counseling or other care providers. Our partnership with *Jockey International* provides clean, new clothes to survivors of sexual assault leaving our facility, to begin their healing journey with dignity.

In addition to providing comfort and care directly to victims of sexual assault, our nurse examiner advances the capacity of the broader community in Kenosha to respond to issues related to sexual assault and personal violence. Our nurse shares her expertise as faculty for basic and advanced sexual assault nurse examiner training across the region. In 2013, our SANE provided educational opportunities for other community support organizations that included:

- A review committee in Kenosha County that brings together community partners who are involved in addressing all aspects of child abuse prevention
- Local, county and state coalitions and sexual assault response teams
- Counselors, teachers, and parent groups requesting sexual assault education and prevention training



During 2013, as part of a patient service area in the City of Kenosha, a total of **92 AMCK caregivers pledged \$32,544 to the Aurora Partnership Campaign** in support of 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

Aurora Medical Center in Kenosha 2013 Community Benefits

Financial assistance (charity care) at cost*	\$1,448,000
Medicaid shortfall at cost*	\$7,938,000¹
Other means-tested programs at cost*	\$357,000
<i>Subtotal</i>	\$9,743,000
Community health improvement and education services, and community benefit operations	\$781,678
Health professions education	\$441,995
Cash and in-kind contributions for community benefit	\$171,451
<i>Subtotal</i>	\$1,395,124
Total 2013 community benefits	\$11,138,124²

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

¹Includes 2013 hospital assessment tax.

²Unlike 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 Medical Center in Kenosha total benefit to the community is \$11,138,124.