Our community role At Aurora St. Luke's South Shore in Cudahy, Wis., one can experience the caring and compassion of a true community hospital – an important role we fulfill for the communities we serve: Cudahy, St. Francis, South Milwaukee, Oak Creek and surrounding areas. Many of our caregivers call this southeastern corner of Milwaukee County "home" and serve as content experts to local agencies and neighborhood coalitions, as well as to community boards, such as:

- Franklin Board of Health
- Franklin Educational Foundation
- Oak Creek Board of Health
- Packard Avenue Clinic

Community Benefit **Report** 2012

Aurora St. Luke's South Shore®
of Aurora Health Care Metro, Inc.

Aurora St. Luke's South Shore
5900 S. Lake Drive
Cudahy, WI 53110

2012 Community Benefit **Report** | *Aurora St. Luke's South Shore*

Assessing community health status – an ongoing commitment

Improving the health of our communities is a communitywide effort and begins with assessing community health status. Since 2006, we have underwritten a community health assessment of the communities we serve within Milwaukee County, conducted in partnership with our local health departments. 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. This community health research from 2006, 2009 and 2012 can be found by visiting: *Aurora.org/CommHealth*

2012/2013 community health needs assessment

Aurora St. Luke's South Shore is a member of the Milwaukee Health Care Partnership (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 aligned resources to complete a shared community health needs assessment in 2013. Supported by additional analysis from the Center for Urban Population Health, this robust communitywide health needs assessment includes findings from a community health survey of more than 1,900 adults, significant key informant interviews and a secondary source data analysis. This shared assessment will serve as the foundation of our hospital's 2014 implementation strategy to improve health outcomes and reduce disparities in the neighboring communities we serve.

Access for uninsured persons

Since it opened in 1998, the **Packard Avenue Clinic** has completed more than **17,700 patient visits.** The clinic's mission is to provide greatly needed basic health care to uninsured residents living in Cudahy, Oak Creek, St. Francis and South Milwaukee.

On any given Tuesday from 6 to 8:30 p.m., 15 to 25 or more individuals and families turn to this community-based free clinic in Cudahy for primary and urgent care. Often, they are waiting when clinic staff arrive.

We, at Aurora St. Luke's South Shore, along with our Lakeshore Medical Clinic and the Lions Clubs of the South Shore communities, partner to support the operation of this community-based clinic. Our hospital president, Carolyn Glocka, serves on the clinic's board of directors. In addition to caring Aurora staff who volunteer their time and clinical expertise to evaluate and treat clinic patients, our hospital provides essential financial support, including all rent and utilities, and donated office supplies. **During 2012, a total of 757 patient visits were accommodated.**

Essential Medication Fund and screenings

- During 2012, through this special fund, we filled **291 prescriptions** for patients who cannot afford their medications.
- Aurora's audiology services offered **free hearing screenings** at Aurora St. Luke's South Shore. Conducted by a professional audiologist, each screening consisted of a visual check of the ear, a hearing check and referral for follow-up care, if needed. In 2012, 64 people received complimentary hearing screenings.
- Every Monday afternoon from 1 to 3 p.m., **free blood pressure screenings** are offered in our lobby by retired nurses. Newcomers and regulars alike can park near the door and walk right in. Many (especially those who are dealing with a chronic condition) appreciate being monitored by our friendly staff members and being able to ask questions of the nurses. Their readings are privately recorded on their tracking card, and those with elevated levels are further assessed for needed follow-up with medical professionals.

Keeping our neighborhoods safe: Building community trust

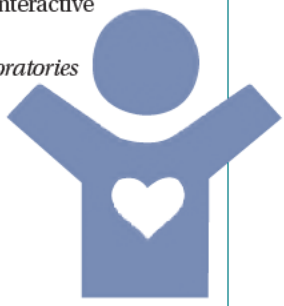
- Our hospital is an enthusiastic supporter of annual National Night Out events in the communities of Cudahy, Oak Creek, St. Francis and South Milwaukee. During 2012, hundreds of residents attended each event, which enabled us to interact with family members of all ages. We share community health education focused on safety: fall safety, medication safety, handwashing, safety awareness, first aid and trauma.
- In addition, we hosted four Neighborhood Watch meetings in 2012 for the city of Cudahy.
- As a community hospital, it is no surprise that we welcomed more than 300 area residents who turned out for our annual open house in 2012. This event gives us an opportunity to share important health information in ways that forge a stronger bond with new families moving into our nearby neighborhoods. Visitors were treated to a behind-the-scenes tour of an operating room, and also toured our extensive Radiology and Day Surgery departments.

  Neighborhood kids learned how to effectively wash their hands after engaging in an exclusive art corner and touring a fire truck and ambulance. Free blood pressure and glucose tests also were offered.

  Adults were able to go one-one-one with a physician in the always popular "Ask-a-Doctor" event. All were treated to healthy snacks and refreshments, and an informative presentation by local historian John Gurda .

  Our physicians and nurses conducted a full program of interactive educational sessions on topics that included:

  - *Advance care*
  - *Bed bugs*
  - *Congestive heart failure*
  - *GI services*
  - *Gluten facts*
  - *Intensive care*
  - *Lab services with ACL Laboratories*
  - *Laser therapy*
  - *Orthopedic surgery*
  - *Social Services*
  - *Urology*



Every Gift can change a life

During 2012, as part of a patient service area including all of Sheboygan County, a total of **191 caregivers pledged $22,805 to the Aurora Partnership Campaign –** their show of support for 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 described in this report, please visit: Aurora.org/Foundation

Community service close to home

- Remembering the joy of a new box of crayons, our nursing leadership wanted to be sure that as many disadvantaged children as possible would start the school year with brand new school supplies. **A total of 50 backpacks were donated by hospital staff,** filled with every item that was on the extensive list of requirements for Cudahy primary school students. Caregivers were so generous that two boxes of extra items were also donated. School social workers distributed the supplies to the neediest children at Park View and Kocziusko schools.

  Jim Heiden, superintendent of Cudahy schools, expressed his appreciation: "The backpacks are going over very well. You should see the smiles on the faces of the recipients! Thanks again for doing this!"
- During 2012 we promoted and recruited both staff and community donors for the four community blood drives we hosted. Aurora St. Luke's South Shore held its first blood drive with the Blood Center of Wisconsin in August 2002. Thirty-four blood drives later, the employees and friends of Aurora St. Luke's South Shore have given **2,853 patients and their families** another hug, another smile and more importantly, another chance at living with their priceless donations of blood and plasma.