Our community role

Aurora St. Luke's South Shore, located in Cudahy, Wis., provides South Shore community members with the caring and compassionate experience of a true community hospital. As caregivers, we apply our knowledge, skills, time, and charitable resources to respond to community health needs and create a healthier community. As part of 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 Milwaukee County.

Community Benefit **Report** 2013

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

2013 Community Benefit **Report**

Aurora St. Luke's South Shore

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 Cudahy, Oak Creek, St. Francis, and South Milwaukee every three years, conducted in partnership with 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 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 dedicated to improving care for underserved populations in Milwaukee County. 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.

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 three distinct ways:

1. **Helping uninsured patients navigate to a health home**

   Our hospital participates in the Milwaukee Health Care Partnership **ED Care Coordination Initiative** to help uninsured emergency department (ED) patients establish a "health home" in order to receive routine primary and preventive care. Using MyHealthDirect appointment-scheduling technology while these patients are still in our ED, we were able to schedule them for follow-up appointments with federally qualified health centers or other medical-home clinics throughout the Milwaukee area. To assure follow-through, intake coordinators at those facilities reached out to patients prior to their first appointment to answer any questions.

   In 2013, a total of 188 appointments were scheduled by our hospital emergency department. Of the scheduled appointments, 16% were with a federally qualified health center and 84% were with other safety-net clinics.

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.

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Priority #1, *con't.*

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

3. Support for free clinics

The **Packard Avenue Community Clinic (PACC),** located at 5854 South Packard Avenue, provides primary medical care to uninsured residents living in Cudahy, Oak Creek, St. Francis and South Milwaukee. In 2013 the PACC, which is open every Tuesday from 6 to 8:30 p.m., completed 609 patient visits. We continue to support the invaluable work provided through **Aurora Lakeshore Medical Clinic volunteer physicians and clinicians** at PACC who refer patients for diagnostic lab and imaging services, which aided in accurately diagnosing breast cancer, liver failure, diabetes and other conditions.

Priority #2:

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

Healthiest Cudahy Coalition

As a part of the **Healthiest Cudahy Coalition,** we share the vision that "All members of the Cudahy community will work together with key resources to ensure optimal health and well-being." In 2013, our hospital president and a dedicated behavioral health services specialist from our hospital actively participated in the newly formed Healthiest Cudahy Coalition by reviewing community health needs-assessment findings and selecting the focus areas for the coalition. These include mental health, substance abuse, wellness, safety, and homelife and parenting. In 2014, workgroups will convene to develop action steps and plans.

Support Mayor Steve Scaffidi's Fitness Challenge

Oak Creek Mayor's Fitness Challenge, launched in 2013, challenges residents in southern Milwaukee County to think about what they eat, how they work out, and where they go to get community help to lose weight and get fit. Mayor Scaffidi's administration is focused on providing opportunities for individuals to improve their health by collaborating with local hospitals, medical, fitness, and nutritional experts in a community-wide initiative to lose weight. As one of the mayor's partners in this effort, ASLSS provided a physical therapist and other staff members for consultation, addressing questions related to fitness and staffing a booth at Fitness Challenge events, where community members could ask questions and have their blood pressure checked.

Blood Pressure Clinics

To improve awareness and knowledge of blood pressure levels among South Shore residents, we provided a free blood pressure clinic at our facility every Monday afternoon from 1 to 3 p.m. Retired nurses performed blood pressure checks for community members and recorded the blood pressure readings for those individuals on their private tracking cards. Those experiencing elevated levels were further assessed for needed follow-up with medical professionals.

Priority #3:

Address the underlying causes of persistent health problems

Cancer education and support

We understand that individuals affected by cancer need support in many areas of their lives. To raise awareness of cancer prevention and early diagnosis, and to improve services and care for newly diagnosed cancer patients and cancer survivors, we:

- Offered cancer prevention, detection, and early diagnosis education through various community venues and events in our South Shore communities, including a hospital open house
- Hosted the American Cancer Society **Look Good Feel Better** program in March and again in July of 2013 for community members with cancer to help restore and enhance their appearance during and after treatment. Hope, laughter, self-esteem and a sense of normality are important while on the cancer journey, and this program helped our cancer warriors deal with the physical changes they face

Combining faith with healing

Our **Aurora Parish Nurse** at *St. John Lutheran Church,* located on south Lake Drive, serves a diverse faith community of long-time parishioners. As a parish nurse, Marcia Isherwood, 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. In addition to Marcia's duties at the church, she provides community outreach in a variety of venues, presenting topics that cover grief, advance-care planning, blood pressure and a variety of other health and wellness topics.

Behavioral health and alcohol/drug dependence

Behavioral health emerged as one of the top five health issues for Milwaukee County during our most recent community health neds assessment. In 2013, to address behavioral health concerns and increase awareness of mental health services available in the South Shore area, we:

- Expanded our mental health partial-hospitalization program, which accommodated 1,360 behavioral health visits
- Provided publicly accessible information about our behavioral health services, along with self-screening instruments for alcohol, anxiety, depression and stress
- Distributed mental health and addiction-disorder reference and self-assessment materials at designated community events, including our open house, and to various local community organizations, including local law enforcement
- Embedded behavioral health professionals in our Emergency Department (ED). A total of 1,926 intake assessments were provided to patients who arrived at the hospital due to a mental health or alcohol or drug abuse crisis. Upon assessing the patients and consulting with a psychiatrist on their findings, the behavioral health professionals expedited recommended inpatient and outpatient services to assure that these individuals were able to experience a safe ED discharge.

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Priority #3, *con't.*

Address the underlying causes of persistent health problem

Every Gift can change a life

During 2013, a total of **171 ASLSS caregivers pledged $24,888 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

Youth injury prevention

To support our communities and assure the safety of youth and student athletes in the Cudahy High School athletic programs, we provided:

- Free baseline concussion screenings for 36 student athletes at Cudahy High School
- A licensed athletic trainer (LAT) for all Cudahy High School athletic events who provided over 350 on-site treatments for Cudahy High School athletes
- A physician at all Cudahy High School home football games and other events who performed 159 sideline and bench assessments

Additional 2013 outreach highlights include:

- Through the **Aurora Essential Medication Fund**, we filled 404 prescriptions for patients who could not afford their medications.
- We hosted, promoted and recruited staff and community donors for the four community blood drives. Aurora St. Luke's South Shore held its first blood drive with the BloodCenter of Wisconsin in August 2002. Thirty-eight blood drives later, the employees and friends of ASLSS have touched the lives of 3,003 patients and their families through donations of blood and plasma.

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