

Well Community



During 2013, using findings of community health surveys, secondary data reports and key-informant interviews, each of our 15 Aurora Health Care hospitals produced and published a Community Health Needs Assessment Report. To read them, please visit aurora.org/commbenefits.

Assessing community health needs is nothing new for Aurora. Since 2003, Aurora has underwritten community health surveys that have informed our community benefit strategies and have been a critical resource for community health-improvement planning processes (CHIPPs) led by local health departments in the communities we serve.

Community Benefit **Report**

2013



Aurora Health Care®

Aurora Health Care
750 W. Virginia Street
Milwaukee, WI 53204



We help people live well. This is our purpose, and our purpose drives everything we do. As an integrated health care system, we put the pieces together to provide care and healing to help people every day. But there will always be those in our communities who need more than what is available inside the walls of our hospitals and clinics.

- Some will need access to primary care after years of going without it.
- Others will need family counseling and financial services to stay together, whole and solvent.
- Still others will need to find their way back from the trauma of abuse or sexual assault.

All of these individuals and many more are some of the most vulnerable in our communities. They are the ones who need special care and healing. Our highly differentiated services – the pieces of our health care system you don’t usually see – are what they need most.

In this report, we put those pieces together for you. Please take a look and let us know what you think.

Nick W. Turkal MD.

Nick Turkal, MD, President and CEO
Aurora Health Care



In 2013, I was honored to be named chair of Aurora’s Social Responsibility Committee. It enabled me to become closely connected to the work of Aurora caregivers who make Community Benefits happen for each of the 15 hospitals in our system. This combination of people on our hospital leadership teams and in our Social Responsibility department work together to assess community health needs. They then determine a path for focused actions that align the expertise and charitable resources at each hospital to respond to prioritized community health needs. The results of their work can be found by visiting aurora.org/commbenefits. We invite you to comment on our community health needs assessment reports and read each hospital’s 2013 Community Benefit Report.

Additionally, I had the good fortune to become more closely connected with our newly organized *Well Community* team leaders. They are deeply committed Aurora caregivers responsible for community based care and services that are so needed, delivered so cost-effectively and of the highest standards, we decided to highlight them in this report.

Gail J. Hanson

Gail Hanson, CFO
Chair, Aurora Health Care Social Responsibility Committee



It is no surprise that there are a great many health needs in our communities. In this report you will read about a constellation of important services Aurora provides in community settings every day – services that lift people up from the physical, medical, financial, social and emotional challenges that compromise their ability to live well.

The leaders of the teams that do this work are the people you will meet in this report. They have been with us and in their roles for many years, always aiming higher to expand the capacity and quality of their programs. They believe deeply in what they do. We believe you will appreciate this opportunity to learn more about each one and their life’s work.

The Aurora Health Care Foundation supports this work. We developed funds to assure the advancement of these services, and it should come as no surprise that we’ve named them *Well Community* Funds. Our own Aurora caregivers have responded enthusiastically to support this work. We hope you will, too.

Cristy Garcia Thomas

Cristy Garcia Thomas, Executive Vice President
President, Aurora Health Care Foundation

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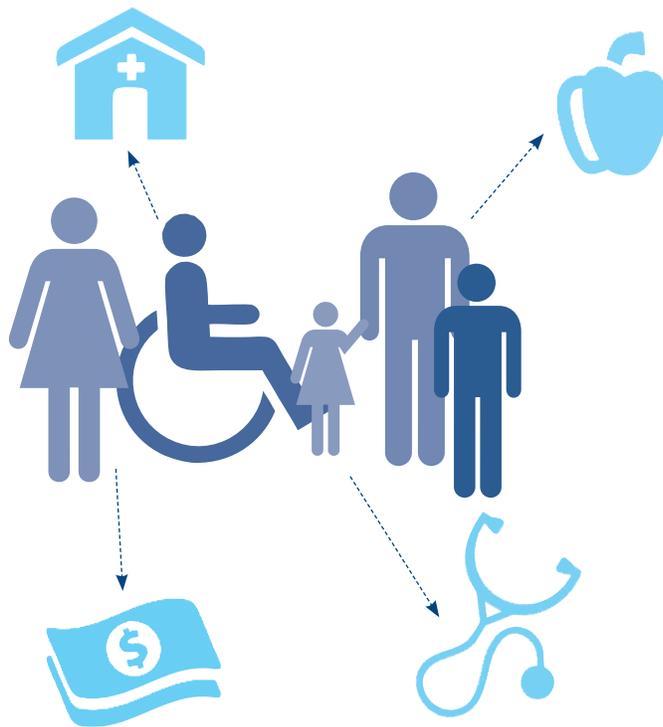
Community Benefit programs unique to Aurora Health Care

The body of knowledge developed in our specialized community benefit programs informs patient-care and community-outreach initiatives in all our service areas.

Our concept for *Well Community* came together in 2013 in Milwaukee, Wisconsin, a metropolitan area where Aurora is headquartered and operates five hospitals.

Because Milwaukee ranks 9th among the nation’s 100 largest metro areas in the percentage of its poor population living in “extreme poverty” (neighborhoods with poverty rates higher than 40 percent)¹, the idea behind *Well Community* is to advance and strengthen the capacity and quality of access points for people who fall outside the mainstream of traditional health care services and coverage.

Our *Well Community* programs respond to needs identified in our comprehensive community health needs assessments going back many years. The mission of our *Well Community* department is to provide compassionate care for people who are vulnerable and would otherwise lack access to essential services.



¹ Kneebone, E., Nadeau, C., Berube, A. (2011). *The Re-Emergency of Concentrated Poverty: Metropolitan Trends in the 2000s*. Metropolitan Policy Program at Brookings: Washington D.C.

Well Community programs provide services designed to efficiently drive positive health outcomes, which include:

- Primary Care
- Abuse Treatment and Healing
- Wellness Services
- Family-Centered Physical, Mental and Financial Services
- Advocacy

AURORA WALKERS POINT COMMUNITY CLINIC BY THE NUMBERS

Patients served
3,746

Medical visits
12,859

Mental health visits
1,400

Social service visits
1,200

Salvation Army Clinic for
homeless persons
2,156 clinical visits
with **726** individuals

AWPCC nurse
practitioner attended
to the health needs of
249 students
(**18%** of the student body)
at South Division
High School

BREAD OF HEALING BY THE NUMBERS

Patients seen
by a physician
9,398

New patients
506

Lab tests
4,523

Cases referred for
imaging studies
47

Primary care

**Diabetes. Hypertension. Heart disease. Arthritis. Asthma.
Chronic obstructive pulmonary disease. Stress.**



Meet Steve Ohly, RN, NP, Manager, Community Health, Aurora Walker's Point Community Clinic

In a near-south side Milwaukee neighborhood with uninsured, low-income families, many of whom experience language and immigration-related barriers, you will find Aurora Walker's Point Community Clinic (AWPCC). Owned and operated by Aurora Health Care and funded by Aurora St. Luke's Medical Center, it has been a fixture in this neighborhood for 22 years, with Steve leading its dedicated team of caregivers.

Here approximately 200 new patients come each month and here they find:

- Primary and urgent care, health education, screenings, vaccinations and other services
- Nursing services and chronic-disease management
- Behavioral health services, including counseling and support groups, case management and social-work services, patient advocacy and outreach services
- Access to complementary care, medications, laboratory testing and healing modalities, such as acupuncture, massage and exercise



Meet Rick Cesar, RN, Community Health Manager, Bread of Healing Clinic

Bread of Healing Clinic at Cross Lutheran Church was founded in 2000 by Aurora parish nurse Rick Cesar, in partnership with a medical resident at Aurora Sinai Medical Center (ASMC). Today, Bread of Healing Clinic serves more than 9,000 patients at three clinic locations on Milwaukee's near-north side, offering a "health home" for preventive and primary care services to persons, many with multiple chronic conditions, who are without financial resources or insurance.

Rick explains, "Bread of Healing serves people who are trying to stay as healthy as possible. It gives them hope for their future. There is no health without hope," he points out, adding, "Providing our patients with regular primary care gives them a better chance to live well."

Bread of Healing provides medication free of charge or assists patients in obtaining the medications and medical care they need when it falls outside the clinic's resources. In close partnership with ASMC and the University of Wisconsin Internal Medicine program, Bread of Healing has become a valuable teaching site that provides much-needed primary health services to an especially high-risk population.

ASMC supports the Bread of Healing Clinic through in-kind donations, including Rick's full-time services, other staff time (nurses and diabetic educators), lab, radiology and specialty care services.

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Abuse treatment and healing

Date rape. Rape. Intimate partner violence. Domestic violence. Coercion.

Meet two members of our Abuse Response Services team who play crucial roles in our Well Community programming:



Sharain Horn, MSN, RN, IBCLC, clinical nurse specialist – one person who skillfully navigates between two interconnected and highly-specialized services

Domestic Violence

This program enables patients to have confidential access to support services they need in addition to the health care services they seek. Our dedicated clinical nurse specialist provides training to physicians, nurses, social workers, medical residents and other health care providers on domestic violence and trauma-informed care at Aurora's five Milwaukee County hospitals.

Safe Mom Safe Baby

This intervention identifies pregnant women experiencing intimate partner violence and offers social support and resources necessary to keep mother and child safe and healthy. It is an innovative model that combines screening, case management, advocacy and mentors, and offers culturally sensitive, stage-based interventions to improve birth outcomes.

"The cases I see every day are difficult," Sharain admits, "but the outcomes are hopeful."



Maryann Clesceri, MSW, LCSW,
Manager, The Healing Center

There is a tagline used by The Healing Center that reads *Healing Happens Here*. "At The Healing Center, we understand that healing from sexual assault often entails a long-term process. We believe that all survivors have a right to heal in their own way, in their own time. We are honored to be part of that journey," Maryann explains.

"This work is so important to me because of the many women and men who have experienced sexual trauma and feel so alone and isolated. I think most people in our community have no idea how prevalent sexual violence is. The Healing Center provides a safe and special place for survivors to heal and grow. We listen to what survivors say they need from us and try to provide it for them."

During 2013, The Healing Center provided a continuum of healing services and advocacy to 776 adult survivors of sexual abuse, along with community education and outreach to 2,444 people.

Abuse comes in many forms, and it does not discriminate.

It happens among heterosexual couples and in same-sex partnerships. It occurs within all age ranges, ethnic backgrounds, and economic levels. And while women are more commonly victimized, men also are abused.

The bottom line: Abuse and sexual assault are never the victim's fault. Victims deserve to feel valued, respected, and safe.

The Healing Center

THE HEALING CENTER BY THE NUMBERS

Adult survivors of sexual abuse served
776

Community education and outreach people served
2,444

AURORA FAMILY SERVICE BY THE NUMBERS

Individuals served
9,300

Unique programs offered
7

Hours of mental
health consults
707

Training to
community groups
19

Graduate
students trained
36

Cases referred for
Family-to-Family
Thanksgiving dinners
3,100

Family-centered physical, mental and financial services

Recession. Unemployment. Illness. Debt. Stress. How do you make the healthiest choices for yourself and the family you have?



Meet Jane Pirsig, MSW, Senior Director, Aurora Family Service

"Aurora Family Service (AFS) is focused exclusively on family wellness and stability," Jane will happily explain to anyone who asks, "What does AFS do?"

At AFS, Jane leads a team of 77 dedicated practitioners who provide a full continuum of services in the community to promote self-sufficiency through every stage of life. By integrating health, mental health and social services, family and marriage therapy, comprehensive services for seniors, parenting education, home visitation, mental health counseling, public benefits enrollment and a wide spectrum of financial wellness programming, AFS partners with families to build stronger communities. *To learn more, visit aurorahealthcare.org/services/familysocial/index.asp*

Wellness Services and Advocacy

The word "parish" comes from a Greek word that means "to walk with." The word "nurse" comes from a root word that means "to nourish the soul."



Meet Sue Schaus, RN, Community Health Director, Aurora's Parish Nurse program

"It has been my privilege to work with an amazing team of Aurora's parish nurses over the years," Sue says, when reflecting on her years with the program.

"A few of them have gone on to launch healing ministries of their own, but we've always had a core group of nurses totally dedicated and determined to combine faith with healing for parishes where the most vulnerable among us gather."

Connecting mind, body and spirit, Aurora's parish nurses provide an important solution to today's health care challenges for many vulnerable individuals and families in our communities. They serve as health educators, personal health counselors, health advocates and referral agents. They practice nursing on an independent level under the standards of faith-community nursing and licensure in Kenosha, Milwaukee and Washington counties.

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Sue points out that in addition to their licensure, Aurora's parish nurses pursue continuing education on a regular basis and have received special training to facilitate Wisconsin's evidence-based "Living Well with Chronic Conditions" and "Healthy Living With Diabetes" programs. In 2013, they participated in the Wisconsin Women's Health Foundation trainings for the newest unit on dementia entitled *The Healthy Aging Brain*, provided by the GrapeVine Project's Faith Community Nurses, and sessions entitled *Women's Heart Health*, *Every Woman's Journal*, *Demystifying the Stigma of Depression*, *Women and Bone Health* and *Women and Dental Health*. By providing these programs in the faith-communities they serve, they are principal partners to our hospitals for carrying out community-benefit strategies.

In 2013, Sue was named Director, Community Health, a leadership position to guide Aurora's Well Community program development.



Sue Quever, RN, Lisa Neal, RN, Sue Schaus, RN, Marcia Isherwood, RN, Pat Shapiro, RN and Heidi Anderson, RN. Not pictured: Janetha Johnson, RN, Wanda Nye, RN and Linda Radder, RN.

*Aurora Parish Nurses served **5,258** people with **11,815** consults and facilitated*

Group sessions
10,727

Screenings
9,046

Referrals for follow-up care
710



Other distinct Community Benefit Programs unique to Aurora Health Care have been a cornerstone of Aurora's philosophy of *Well Community*

**AURORA UNIVERSITY
OF WISCONSIN MEDICAL
GROUP CLINICS
BY THE NUMBERS**

**Patients served
30,233**

**Patient visits
85,570**

Medical specialty clinics

Aurora University of Wisconsin Medical Group Clinics (AUWMG) – collectively, these specialty clinics provide for the health needs of underserved persons in Milwaukee County. In 2013, they served 30,233 patients with more 85,570 patient visits. Each clinic is located on the campus of Aurora Sinai Medical Center (except as noted):

- Aurora Comprehensive Breast Care Center
- Aurora Family Care Center
- Aurora Internal Medicine Clinic
- Family Practice Clinics (one each at Aurora Sinai and Aurora St. Luke's)
- Aurora Midwifery and Wellness Center
- Aurora Walker's Point Community Clinic
- Aurora Wiselives (community based)
- Aurora Women's Health Center
- ExclusivelyForWomen

Clinical and advocacy services

The Sexual Assault Treatment Center at Aurora Sinai Medical Center – crisis response and medical advocacy to primary victims of sexual assault for over 30 years; personal advocacy, information and referrals for primary and secondary victims; highly specialized professional training; community education, prevention and outreach and a 24-hour crisis phone line that served **more than 4,000 persons in 2013.**

Sexual Assault Nurse Examiner (SANE) program – our SANE nurses in Burlington, Elkhorn, Hartford, Kenosha, Milwaukee, Oshkosh, Sheboygan and Two Rivers serve an important role in their communities. Assuring victims of sexual assault a safe haven for care, they collect medical forensic evidence that may be useful in court, and provide support and referrals for counseling and other health care service providers. Through their support, they empower victims who are willing to report sexual assault crimes and seek prosecution.

The Karen Yontz Women's Cardiac Awareness Center at Aurora St. Luke's Medical Center – a nationally recognized resource center dedicated to decreasing the incidence and impact of heart disease, reaching **more than 8,800 women in 2013.**

The Center for Senior Health and Longevity – founded at Aurora Sinai Medical Center more than 30 years ago to provide geriatric specialty and consultation services to frail elderly, many of whom have multiple chronic health conditions and family/social issues. Additionally, **Aurora's Senior Resource Nurses** extend this specialized care in the community to preserve the independence, dignity and quality-of-life of vulnerable seniors. During 2013, our six certified geriatric resource nurses responded to **over 6,000 referrals** in Kenosha, Milwaukee, Walworth and Western Racine counties.

**Unique hospital partnerships with
free and community based clinics**

Albrecht Free Clinic, Hartford –

Aurora Medical Center in Washington County

Community Clinic of Door County –

Aurora Health Center in Sturgeon Bay

Greater Milwaukee Free Clinic – Aurora West Allis Medical Center

Health Care Network, Racine – Aurora Memorial Hospital of Burlington

Healthy Living Free Clinic, Oshkosh –

Aurora Medical Center in Oshkosh

Kenosha Community Health Center (FQHC*) –

Aurora Medical Center in Kenosha

Lake Area Free Clinic, Oconomowoc –

Aurora Medical Center in Summit

Lakeshore Community Health Center (FQHC*) and Salvation Army

Red Shield Clinic, Sheboygan – Aurora Medical Center Manitowoc

County, Aurora Sheboygan Memorial Medical Center

Milwaukee Health Services, Outreach and Progressive –

Aurora Sinai Medical Center, Aurora Psychiatric Hospital

N.E.W. Clinic – this clinic encompasses several program sites in the

Green Bay area, including a unique school-based community clinic staffed by a pediatrician with Aurora Medical Group, Aurora BayCare Medical Center

Open Arms Free Clinic, Elkhorn – Aurora Lakeland Medical Center

Packard Avenue Free Clinic, Cudahy – Aurora St. Luke's South Shore

St. Francis Community Clinic, Oshkosh –

Aurora Medical Center in Oshkosh

Sixteenth Street Community Health Center, Milwaukee –

Aurora St. Luke's Medical Center, Aurora West Allis Medical Center

Touched Twice Free Clinic (annual) –

Aurora Medical Center in Manitowoc County

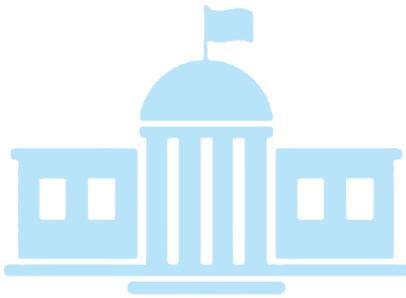
Twin Counties Free Clinic, Marinette –

Aurora Health Center in Marinette

**Federally Qualified Health Center*



To learn how you
can make a gift to
support the programs
described in this
report, please visit
aurora.org/foundation



**Financial support
to four federally
qualified health centers
\$400,000**



**Letters sent offering
enrollment assistance
MORE THAN 35,000**

Access and coverage

Federally qualified health centers (FQHCs) are a critical part of the safety-net system that make it possible for low-income residents to receive primary care services.

In Milwaukee, we partner with government health agencies and other health systems within the Milwaukee Health Care Partnership (MHCP) to provide direct financial support for four FQHCs. In 2013, Aurora's contribution was \$400,000.

Additionally, Aurora is working with MHCP to collaboratively address the need for expanded health care coverage, specialty access and care coordination in Milwaukee County, an investment of more than \$254,413.

Similar partnerships were created to support other FQHCs in our service area to better enable underserved residents in those communities to receive essential primary care services: Kenosha Community Health Center, Lakeshore Community Clinic in Sheboygan and the newest effort in progress, the Community Clinics of Manitowoc County.

New in 2013: Our system-wide enrollment strategy

For over 20 years, we have assisted our patients with enrollment into Medicaid and other government programs. In 2013, we recognized that the complexity of new options in the vastly changing landscape of coverage that would become available through the Health Insurance Marketplace required us to expand our resources to better assist patients.

In addition to employing 65 certified application counselors throughout Aurora's service region, we launched a toll-free patient-enrollment helpline (877-732-6334) on October 1st, and held over 100 group enrollment events throughout eastern Wisconsin to offer one-on-one counseling to those in need of assistance in our hospitals and clinics. We sent letters offering enrollment assistance to more than 35,000 former charity-care, Medicaid and *Health Insurance Risk Sharing Program* patients likely to be eligible for new coverage or impacted by Medicaid policy changes in Wisconsin. To expand the impact of these efforts, we worked with media, health departments and other providers to coordinate communication efforts from Kenosha to Green Bay.

Research and innovation

Research specialists at Aurora Research Institute are committed to conducting leading-edge bench and clinical research, integrating this knowledge at the patient's bedside and translating valuable patient-centered findings to the community in an effort to manage the health of populations. Beneficial patient-centered outcomes are the focus of medical research at Aurora Health Care. *To learn more, visit aurora.org/services/research*

Our relationship with The Center for Urban Population Health (CUPH) was established in April of 2001 as a pioneering collaboration between Aurora Health Care, the University of Wisconsin School of Medicine and Public Health and UW-Milwaukee. Housed on the campus of Aurora Sinai Medical Center, in the heart of the city, CUPH is focused on identifying what determines health, well-being and disease in certain groups, and forges partnerships with community health and academic experts to design and implement preventive interventions, along with measures for evaluating the effectiveness of those interventions. CUPH serves as a primary source of facilitation for faculty, resident, student and fellow research projects, which enables Aurora University of Wisconsin Medical Group care-providers to transform academic research to clinical best practices.

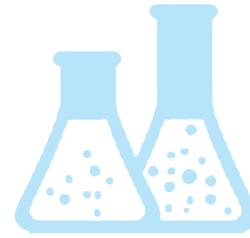
Health professions education

Aurora Health Care has more than 300 teaching faculty committed to medical education within Aurora Advanced Healthcare, Aurora Medical Group, Aurora UW Medical Group and medical staff from Aurora's 15 hospitals, as well as advanced practice nurses working in partnership with the communities they serve. Tens of thousands of hours of physicians' time are dedicated to our health professions education programs.

For undergraduates, Aurora offers more than 300 medical student and advanced practice provider student rotations each year across our system. Students learn patient-centered care through a curriculum that includes community-based health projects focused on prevention, improving care and expanding access.

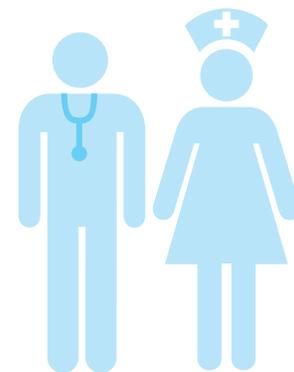
At the graduate level, Aurora maintains robust Accreditation Council for Graduate Medical Education-approved residency and fellowship programs. In total, Aurora provides more than \$30 million annually in residency and fellowship programs.

Perhaps the greatest community impact of our commitment to medical education occurs at our community-based clinics. Our medical students, residents and fellows work on community-health projects and provide patient care at sites, including Bread of Healing Clinic, Aurora Walker's Point Community Clinic and Aurora UW Medical Group community clinics, which serve low-income and underserved populations.



*Aurora serves more than **3,000 practicing physicians** by offering thousands of hours of continuing medical education activities, including almost **9,000 hours of direct instruction**. These educational activities provide access to conferences, quality improvement activities, state-of-the-art learning through Web-based and point-of-patient care learning modules to ensure best practices for our patients.*

*By committing more than **\$30 million annually for health profession education**, we believe that attracting, maintaining and continually educating our providers and caregivers will lead to the highest possible health outcomes for our patients and communities.*



During 2013, a total of **8,700** Aurora caregivers pledged **\$3.5 million** to the Aurora Partnership Campaign, which provides our caregivers the opportunity to support the not-for-profit agencies, organizations and causes that are most important to them. The campaign offers more than 1,600 funds, including local United Way agencies, the United Performing Arts Fund, Aurora funds including the Well Community Fund and other not-for-profit organizations responding to important community needs.

Financial assistance (charity care) <i>at cost</i> *	\$56,426,000
Medicaid shortfall <i>at cost</i> *	\$302,199,000¹
Other means-tested programs <i>at cost</i> *	\$6,924,000
Subtotal	\$365,549,000
Community health improvement and education services, and Community Benefit operations	\$10,728,682
Health professions education	\$13,933,716
Subsidized health services (<i>clinics</i>)	\$8,062,283
Clinical research and community health research	\$1,116,893
Cash and in-kind contributions for community benefit	\$5,848,077
Subtotal	\$39,689,650
Total 2013 community benefits	\$405,238,650²

*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's total benefit to the community is \$832,095,650.