Improving community health begins with assessing community health status. Every three years, we complete a Community Health Needs Assessment (CHNA), for which we obtain input from sources representing community members, public health representatives, and community partner organizations. We use that information to prioritize identified community health needs and develop an Implementation Strategy (IS) plan with specific targets and measures for the needs we are best positioned to address. This report shares highlights of progress we made on our plan in 2019. To see our most recent CHNA report and IS plan, please visit www.aurora.org/commbenefits.

Priority #1 | Access, a signature community benefit focus for Aurora Health Care

Focus | Access

Along with having a consistent primary care provider and medical home, access to medical care offers an opportunity to detect and treat disease at an earlier stage, improve overall health, prevent disease and disability, and reduce preventable deaths. To address this in 2019:

• $46,560 in financial support was provided to Twin Counties Free Clinic (TCFC). 17 vouchers for radiology, laboratory, and specialty care services for TCFC patients were accepted.
• $8,625 in financial counseling services provided free of charge to patients to help with enrollment in insurance coverage either through the Affordable Care Act, Medicare, Medicaid, or employer sponsored programs.

Priority #2 | Alignment with Community Health Improvement Plan focus on behavioral health

Focus | Behavioral health

According to our hospital’s CHNA, mental health and alcohol and other drug use (behavioral health) are ranked among the top five health issues for Marinette county. To address this critical need in 2019 we:

• Helped collect 660 pounds of drugs during a local prescription drug collection program.
• Collaborated the Healthy Youth Coalition and other local partners to offer the “Every 15 Minutes/Project 33” program at Wausaukee High School. The students were educated on drinking, driving, personal safety, and the impact their decisions have on family, friends, and their community.
• Actively participated on the United Way Action Now Substance Abuse Task Force.
• Continued to financially support the three major initiatives in the community with the following gifts:
  – $18,000 to the Marinette County Drug Court
  – $1,500 to the Anti Opiate Task force
  – $1,000 to the Healthy Youth Coalition
  – $500 to Communities that Care
• Started the LGBTQ Task Force at Aurora Medical Center-Bay Area to help patients and employees understand they are in a compassionate and caring environment.
Physical activity and nutrition also ranked among the top five health issues for Marinette and Menominee Counties. To address this in 2019, we:

• Financially supported the physical education program for the Marinette, Menominee, Peshtigo, and Crivitz school districts. This support provides students with access to a healthcare provider with whom they can talk to about their health, ensuring that they are in a good condition to play their sport, and to help with early identification of any health conditions that may not have been otherwise found. We also completed 80 free school physicals for high school students.

• Helped organize and sponsored the Hodge Run, the LeowStrong Bike Ride, the Caring Hearts Walk, and the Waterfront Festival Run/Walk, which benefitted more than 1,000 community members who turned out to exercise.

• Financially supported and provided volunteers for the YMCA Healthy Youth Program and the YMCA Healthy Kids Day in April.

• Helped facilitate the Family Fun Day for Garfield and Park Elementary Schools.

Team members encouraged community members to get active and “make healthy happen” at the 2019 Waterfront Festival Run/Walk.
Community benefits by the numbers

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial assistance (charity care) at cost*</td>
<td>$910,000</td>
</tr>
<tr>
<td>Community health improvement and education services, and community benefit operations</td>
<td>$227,447</td>
</tr>
<tr>
<td>Health professions education</td>
<td>$2,400</td>
</tr>
<tr>
<td>Subsidized health services</td>
<td>$44,710</td>
</tr>
<tr>
<td>Other cash and in-kind contributions</td>
<td>$443,921</td>
</tr>
<tr>
<td><strong>Total 2019 Community Benefits</strong></td>
<td><strong>$1,628,478</strong></td>
</tr>
</tbody>
</table>

* 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 individual hospital community benefit calculations.

Give well. Together, we have the power to transform care and create a stronger community.

During 2019, a total of 20 hospital team members pledged $23,995.36 to the Advocate Aurora Give Well Campaign. The campaign supports more than 1,300 local not-for-profit funds, including Advocate Aurora Health funds, local United Way agencies, and other not-for-profit organizations responding to important community health needs.

Giving comes in many forms. Your gift can help transform health care in our community and help more people live well. Visit [www.aurorahealthcarefoundation.org](http://www.aurorahealthcarefoundation.org/) to learn more about the many different ways you can give.

To see our most recent Community Health Needs Assessment report and Implementation Strategy plan, please visit [www.aurora.org/commbenefits](http://www.aurora.org/commbenefits).