Our community role

Aurora BayCare Medical Center serves the Green Bay area and communities throughout northeastern Wisconsin and Michigan’s Upper Peninsula. Our hospital is committed to providing the highest quality comprehensive health care through superior personalized service, the advancement of medical education and research, and the most efficient use of resources. Aurora BayCare Medical Center is a joint venture of Aurora Health Care and BayCare Clinic. BayCare Clinic is the largest physician-owned specialty-care clinic in northeast Wisconsin and the Upper Peninsula of Michigan.
Assessing community health status – an ongoing commitment

During 2013, we published our 2013 Community Health Needs Assessment (CHNA) Report and 2014 Implementation Strategy. Detailed findings can be accessed by visiting Aurora.org/CommBenefits. 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 two distinct ways:

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

2. Support for free clinics

   North East Wisconsin (NEW) Community Clinic provides quality care to hard-working, low-income and uninsured people of Brown County. NEW Community Clinic administers 12 programs including Women, Infants and Children (WIC) and Healthcare for the Homeless, in addition to health care providers at four at-risk elementary schools. The clinic has sites that include a central location and outreach clinic for the homeless in downtown Green Bay and a clinic located on the Northeast Wisconsin Technical College campus.

   Aurora BayCare supports NEW Community Clinic by being an active donor and providing pediatric care at Green Bay’s Nicolet School with a full-time, bilingual pediatrician who cares for children whose families do not have the resources to pay for health services. This collaboration includes the Green Bay School District providing the space, NEW Community Clinic providing the medical assistant, and Aurora BayCare providing the pediatrician. Without this clinic, parents may be forced to delay care until a child faces significant health issues that could otherwise be prevented with a simple clinic visit. In 2013, Yolo Diaz, MD, worked at the clinic five days per week and cared for more than 1,941 students.
Priority #2:
Build links between our clinical services and the local health department community health improvement plan (CHIP)

**LIVE54218**
Good nutrition and recommended physical activity play a vital role in maintaining weight and decreasing the risk for several chronic diseases. Our hospital continues to provide funding to and support for **LIVE54218**, a community-based effort in Brown County working to improve access to healthy, affordable food and safe, attractive places to be physically active.

**Aurora BayCare Open Streets event**
To get children and adults moving and address increasing sedentary lifestyles, communities across Wisconsin and the U.S. are advancing community-wide initiatives to promote and increase opportunities for physical activity. **Aurora BayCare Open Streets Green Bay** provides the opportunity for community members and families to bike, run, walk and skate on select streets in Green Bay that are not normally open to bicycles or pedestrians. Additional activities being planned include fitness activities, food/drink vendors, bike repair stations and other family-friendly events. Our hospital is the presenting sponsor of the Aurora BayCare Open Streets Green Bay and we are proud to participate in initiatives that will help improve the health of our community.

**Brown County/De Pere alcohol and drug action group**
The Brown County/De Pere Community Health Improvement Plan is a community-driven strategic plan with partnerships among individuals, families and organizations dedicated to improving community health. Our caregiver actively serves on the **alcohol and drug action group** to support its effort to work with primary care providers to screen for risky alcohol use and other behavioral health issues and identify strategies or policies to reduce binge drinking in Brown County.

**Living Well with Chronic Conditions**
In 2013, our clinical quality improvement coordinator facilitated **Living Well with Chronic Disease** at Aurora Health Care in De Pere with 12 registrants. This evidence-based, six-week session covered appropriate exercise for maintaining and improving strength and endurance, appropriate use of medications, communicating effectively with family, friends and health professionals, nutrition, and understanding and evaluating new treatments. Our hospital promotes the Living Well with Chronic Disease sessions offered through the local **Aging & Disability Resource Center**, which coordinates these classes across Brown County. Additionally, in 2013, we started to provide **Healthy Living with Diabetes** sessions at Aurora Health Care in DePere, a six-week, self-management workshop complement existing treatments a participant is receiving.
2013 Community Benefit Report

Priority #3:
Address the underlying causes of persistent health problems

Wisconsin Academy for Rural Medicine
Aurora BayCare Medical Center is an academic affiliate of the University of Wisconsin School of Medicine and Public Health and is part of the school’s statewide campus. It is one of three regional sites participating in Wisconsin Academy for Rural Medicine (WARM), a program created to proactively address the current shortage of rural physicians in the state and enhance health care in rural communities.

Our hospital continues to serve as a learning site for WARM’s third- and fourth-year medical students, with affiliated practices and coordination at distant sites for elective rotations in: anesthesiology, internal medicine, neurosciences, OB/GYN, pediatrics, primary care, radiology, surgery, and other core (e.g., Emergency Department) and elective (critical care) clinical experiences. In addition to this program, we provide elective and core rotations for University of Wisconsin traditional medical students.

Medical College of Wisconsin Community Medical Education Program in Green Bay

Recent reports from the Wisconsin Hospital Association, the Association of American Medical Colleges, and the Wisconsin Office of Rural Health have projected significant shortages of physicians in the coming decades, particularly in the primary care fields and in underserved rural and urban areas. The Medical College of Wisconsin (MCW) is committed to developing an expanded medical education program in Green Bay, which employs an innovative teaching model to prepare medical students to face the challenges of our rapidly evolving 21st century health care environment.

We provide financial support for the development of the MCW Community-based Medical School in Green Bay, serve on the Community Medical Education Board and continue to collaborate and develop a work plan to establish residencies in Green Bay in primary care, psychiatry (supported slots from the Veterans Affairs medical centers), general surgery and other specialties.

Athletic trainers

Recognition and proper response to concussions when they first occur can help prevent further injury or complications. In 2013, our hospital partnered with high schools in Green Bay, Denmark, Mishicot, Two Rivers and Reedsville to provide licensed athletic trainers to work collaboratively and offer reduced-cost youth sports physicals (proceeds donated back to the school athletic programs), free baseline concussion screenings, functional movement assessments and recommendations for training, along with a licensed athletic trainer and physician support for home football games. Additionally, we partnered with Aurora Medical Group and BayCare Clinic staff for a consistent approach to post-concussion injury management.

Clinical experience and placement

During 2013, our hospital and health centers provided more than 12,206 hours of student clinical experience and placement hours for students from multiple universities and technical colleges across Wisconsin for undergraduate and graduate nursing programs, medical and resident programs, physical and occupational therapy, pharmacy, dietetics or nutrition and respiratory therapy degree programs.

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Our other outreach activities in 2013 included:

- Extensive provider training for emergency medical service technicians, including instruction on heroin overdoses and treatment, cardiac conditions, blood administration, induced hypothermia and critical care for pediatric patients
- Advanced care planning hotlines, assisting individuals in completing Advanced Directives for health care decisions
- One-hour classes on interview techniques at the NEW Community Outreach Clinic for the homeless in downtown Green Bay (our patient access manager led this effort)
- Health and wellness training to youth and their families at the Healthy Kids Day event
- Weekly articles on a health and wellness topics to the De Pere Chamber of Commerce (the goal of the articles is to provide accurate, up-to-date information on current health trends and distribute the articles to local businesses as part of the Chamber’s weekly communication)
- Every 15 Minutes program with De Pere High School students, a program to increase awareness of the potentially dangerous consequences of drinking and driving
- Junior Achievement series, provided to Notre Dame Academy of DePere third-grade class to explore a variety of careers and discuss healthy finances
- “Reality store” financial budgeting simulation with Wautoma High School students
- Sports physicals under the direction of an Aurora BayCare Sports Medicine physician
- Nutrition for fighting cancer at the YMCA of Marinette and Menominee LIVESTRONG program
- Aurora half-marathon to raise money for the Twin Counties Free Clinic in Marinette
During 2013, as part of a patient service area in Brown County, a total of 234 ABMC caregivers pledged $29,807 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.

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<tr>
<th>Aurora BayCare Medical Center 2013 Community Benefits</th>
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<tr>
<td>Financial assistance (charity care) at cost*</td>
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<tr>
<td>Medicaid shortfall at cost*</td>
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<tr>
<td>Other means-tested programs at cost*</td>
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<td><strong>Subtotal</strong></td>
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<tr>
<td>Community health improvement and education services, and community benefit operations</td>
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<td>Health professions education</td>
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<td>Subsidized health services (clinics)</td>
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<td>Cash and in-kind contributions for community benefit</td>
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<td><strong>Subtotal</strong></td>
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<td><strong>Total 2013 community benefits</strong></td>
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*Cost-to-charge ratios are based on Wisconsin Hospital Association percentages.

1 Includes 2013 hospital assessment tax.

2 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 the community benefit calculations. However, when Medicare shortfalls are added, Aurora BayCare Medical Center total benefit to the community is $23,867,309.