Each year our community benefit plan is guided by our community health needs assessment (CHNNA). To see our CHNNA report, please visit www.aurora.org/commbenefits. We are happy to provide this brief overview of our community benefits work in 2014, organized into three main health priorities.

**Priority #1:**
Increasing access for persons in our community with disproportionate unmet health needs.

**Priority #2:**
Building links between our clinical services and local health department community health improvement plan.

**Priority #3:**
Addressing the underlying causes of persistent health problems.

**Access to care**
Aurora BayCare Medical Center supports and partners with North East Wisconsin (NEW) Community Clinic, which administers 12 programs that provide quality care to the hard-working, low-income and uninsured people of Brown County. One of those programs is the pediatric clinic at Green Bay's Nicolet School, for which Aurora provides a full-time, bilingual pediatrician to provide a medical home and services to children and their families without resources to pay for health services. Yolo Diaz, MD, has been seeing patients in this clinic since 2007 and in 2014, working five days per week, she provided more than 925 clinic visits for students. Through these clinic visits, Dr. Diaz was able to refer 130 children to resources within the community for additional follow-up care.

**Physical activity, nutrition and overweight/obesity**
Knowing that good nutrition and recommended physical activity – along with healthy doses of fun – play a vital role in helping people to maintain a healthy weight and decrease their risk for several chronic diseases, our hospital partnered with LIVES4218, a community-based initiative in Brown County working to improve access to healthy, affordable food and safe, attractive places to be physically active. Other community-building initiatives that inspire people to be out and about and engaged in our community included:

1. *Open Streets Green Bay*, which enabled community members and families to get moving by biking, running, walking and skating on select streets in Green Bay that are not normally open to bicycles or pedestrians. As the presenting sponsor of the 2nd Annual Aurora BayCare Open Streets Green Bay, we promoted safety by providing attendees with bike helmets and bells.
2. *Spooky Sprint*, a 10K, 5K & 1 mile walk/run. On Saturday, October 25, 2014, nearly 1,500 kids and their families joined us for a race, trick or treat trail and costume contest. All proceeds supported the Strong Kids Campaign, which provides YMCA memberships to families facing economic challenges.

**Addressing unhealthy alcohol and drug use**
We are actively engaged in the work of the Healthy Brown County 2020 Alcohol and Other Drug Use Action Group. We support its effort to work with primary care providers to screen for risky alcohol use and other behavioral health issues and to identify strategies or policies to reduce binge drinking in Brown County. In 2014, Aurora Medical Group began implementing a new alcohol, depression and substance abuse screening tool among the primary care population (patients over the age of 18).

**Youth injury prevention**
In 2014, our hospital partnered with De Pere and Denmark high schools to provide licensed athletic trainers (LAT) who provided 259 reduced-cost youth sports physicals, which generated $5,300 donated back to the schools’ athletic programs. Additionally, our LATs provided 580 free baseline concussion screenings and 504 functional movement assessments for student athletes, along with 63 health screenings and injury assessments for community members through the Green Bay YMCA.
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Addressing chronic disease

- Healthy Living with Diabetes, presented to 14 registrants, is an evidence-based, six-week session designed for people newly diagnosed with type 2 diabetes.
- We organized a team of 89 participants for the Making Strides Against Breast Cancer Walk in Green Bay. Through a variety of venues, we also provided lung cancer (135) and skin-cancer screenings (63). In addition, our providers offered education sessions on colorectal cancer, prostate cancer and skin cancer for a total of 145 people.
- We supported the American Hearth Association’s Go Red campaign and provided educational opportunities through multiple social media postings, distributing 5,000 educational brochures in outpatient pharmacy bags, placing posters throughout our facilities, and supporting our providers who presented multiple educational sessions.
- Our longstanding partnership with the Crohn’s & Colitis Foundation of Green Bay addresses issues surrounding inflammatory bowel disease (IBD). In 2014 we sponsored the annual walk on our campus to raise $43,000 to advance research and seek better treatment options. Joshua Noe, MD, an ABMC pediatric gastroenterologist, presented to community members on IBD and nutrition choices for children and adults.

Healthcare workforce development

- During 2014, our hospital and health centers provided more than 17,471 hours of student clinical experience and placement hours for students from multiple universities and technical colleges across Wisconsin for undergraduate and graduate health and medical degree programs.
- We offered education for local and surrounding area Emergency Medical Services personnel. There were 120 attendees in spring and 60 attendees at our fall session.
- There were 4 scholarship recipients in 2014 for paramedics and EMTs who commit to remaining in the surrounding communities.

Primary care and rural medicine

Aurora BayCare is one of three regional sites participating in Wisconsin Academy for Rural Medicine (WARM) to address the current shortage of rural physicians in the state and enhance health care in rural communities. We serve as a learning site for WARM’s third and fourth-year medical students, offering affiliated practices and coordination at distant sites for elective rotations. In 2014, 80% of our WARM students went on to post-graduate medical education programs in primary care.

Community benefits by the numbers

| Financial assistance (charity care) at cost* | $2,536,043 |
| Medicaid shortfall at cost* | $9,721,000 |
| Other means-tested programs at cost* | $1,134,000 |
| **Subtotal** | **$13,391,043** |
| Community health improvement services and community benefit operations | $491,935 |
| Health professions education | $903,765 |
| Subsidized health services (clinics) | $437,500 |
| Clinical research and community health research | $5,665 |
| Cash and in-kind contributions for community benefit | $73,840 |
| **Subtotal** | **$1,912,705** |
| **Total 2014 community benefits** | **$15,303,749** |

*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 the community benefit calculations. However, when Medicare shortfalls are added, Aurora BayCare Medical Center’s total benefit to the community is $23,240,749.

Priority #3:
Addressing the underlying causes of persistent health problems.

Every gift can change a life.
Donate to a cause you care about today.

Aurora Partnership Campaign

During 2014, as part of a patient service area in Brown County, a total of 223 ABMC caregivers pledged $36,596 to the Aurora Partnership Campaign, their show of support to 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

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