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

Our hospital’s community benefits are guided by our community health needs assessment (CHNA). To see our most recent CHNA report, please visit www.aurora.org/commbenefits.

Our hospital and medical group continue to partner with North East Wisconsin (NEW) Community Clinic, a community-based clinic that serves uninsured and underinsured residents of Brown County. In 2016 we advocated for their services to help uninsured and underinsured individuals establish a “health home” relationship with NEW Community Clinic. We also continued to support the clinic by providing a full-time, bilingual pediatrician, Yoly Diaz, M.D., who provided 1,076 medical care visits to children at Green Bay’s Nicolet School.

In 2016, our hospital collaborated with the City of Manitowoc and Manitowoc Public School District to open Manit Health and Wellness Center. This collaborative-based clinic improves health care access and offers more affordable care to school district health insurance participants. Additionally, all City of Manitowoc employees have access to the clinic, whether or not they are on the city’s insurance plan, keeping those who interact with our community members every day healthier. The clinic offers preventive, wellness, and standard sick care, as well as health and wellness coaching, occupational injury assessments, immunizations, select lab work, HRAs and biometrics, work injury diagnosis, work site assessments, case management, pre-employment screenings, radiology services, and pharmacy services.

The one-time Aurora Better Together Fund was extended in 2016 to increase funding for partner organizations that share our mission to increase access to primary care, behavioral health services, and sexual assault and domestic violence prevention and treatment programs across eastern Wisconsin. Help of Door County is our hospital partner who received Aurora Better Together funding in 2016. Visit www.aurorahealthcare.org/better-together to learn more about our partners and Aurora’s Better Together Fund.

Priority #2:
Build links between our clinical services and our local health department’s community health improvement plan.

Nutrition, physical activity and overweight/obesity
LIVE5218’s mission is to create environments in the community that support and promote all residents in daily consumption of five fruits and vegetables, drinking four bottles of water, having less than two hours of screen time, participating in at least one hour of physical activity, and sleeping eight hours a night. 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 is very active in this coalition.

Open Streets Green Bay, held on July 16, 2016, re-routed Downtown Green Bay traffic to allow 2,200 community members to explore the city using healthy and active transportation such as biking, walking, running, skateboarding, and more. Open Streets Green Bay featured fun for the entire family, including access to the Fox River Trail, yoga on the bridge, the Saturday Farmers Market, and many other activities. Our hospital caregivers organized, marketed, and financially supported the event.

Spooky Sprint, a 10K, 5K & 1 mile walk/run was held on Saturday, October 29, 2016. 1,073 community members participated in the 8th annual event, where proceeds supported STINGCANCER, a group of 200 Green Bay Preble High School students and staff who raise cancer awareness and help local families affected by cancer. Our hospital caregivers organized, marketed, financially supported and hosted the event.

Addressing unhealthy alcohol and drug use
Behavioral health problems can impact one’s physical well-being, and appropriate mental and behavioral health treatments are crucial. As an actively engaged member organization of the Healthy Brown County 2020 Alcohol and Other Drug Use Action Group, our hospital continues to work with primary care providers to implement a new alcohol, depression, and substance abuse screening tool among the primary care population (patients over the age of 18). In 2016, two providers began using the screening tool with their patients.
Youth injury prevention
Our hospital continued to partner with De Pere, Kaukauna, Freedom, and Denmark high schools to provide licensed athletic trainers (LAT) who offered injury prevention education seminars for community members. They also completed 279 youth sport physicals, 698 baseline athlete concussion screenings (147 were treated for concussion based on the screening), and 1,094 athletic trainer assessments for student athletes.

Chronic disease
*Living Well with Diabetes* is a six-week session during which participants learn to manage living with Type 2 diabetes. Topics covered include: 1) techniques to deal with the symptoms of diabetes, fatigue, pain, hyper/hypoglycemia, stress, and emotional problems such as depression, anger, fear, and frustration; 2) appropriate exercise for maintaining and improving strength and endurance; 3) healthy eating; 4) appropriate use of medication; and 5) working more effectively with health care providers. In 2016, we offered one six-week session for a total of 15 registrants with a 100 percent completion rate.

Our cancer care team is comprised of certified nursing professionals called nurse navigators who are registered nurses with oncology-specific clinical knowledge. They offer individualized assistance to community members, patients, families, and caregivers to help overcome healthcare system barriers and guide individuals and their families from diagnosis through cancer treatment and into post-treatment. Some of the additional outreach our cancer team provided includes:

- Educating 125 community members who attended one of the five cancer education sessions we offered.
- Screening a total of 68 individuals at four skin cancer screening events.
- Facilitating three breast cancer support groups for a total of 186 attendees.

Chronic disease

Stroke and heart disease are two additional and equally important health concerns to address within our community. Aurora BayCare Medical Center’s Ziad Darkhabani, M.D., is the only interventional neurologist located in Northeastern Wisconsin. For this reason, our hospital’s physicians and clinicians, including Dr. Darkhabani, offered 10 heart and stroke education sessions that reached a total of 844 community members.

Primary care and rural medicine

The Wisconsin Academy for Rural Medicine (WARM) is a medical education program for students who intend to practice rural medicine. The goal of this program is to help increase the number of physicians who practice medicine in rural Wisconsin and help improve the health of rural Wisconsin communities. Aurora BayCare is one of three regional sites participating in WARM, and served as a learning site for 50 third- and fourth-year medical students in 2016.

Additional healthcare workforce development we offered in 2016 included:

- 10,000+ hours dedicated to health professions education including classroom education, 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.
- Education for 378 local and surrounding area emergency medical service personnel.
- Five scholarships totaling $3,500 for paramedics and emergency medical technicians who committed to remaining in Greater Green Bay to serve the community.

Community benefits by the numbers

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial assistance (charity care) at cost*</td>
<td>$2,163,000</td>
</tr>
<tr>
<td>Medicaid shortfall at cost*</td>
<td>$15,193,000</td>
</tr>
<tr>
<td>Other means-tested programs at cost*</td>
<td>$504,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$17,860,000</strong></td>
</tr>
<tr>
<td>Community health improvement services and community benefit operations</td>
<td>$540,657</td>
</tr>
<tr>
<td>Health professions education</td>
<td>$207,407</td>
</tr>
<tr>
<td>Subsidized health services (clinics)</td>
<td>$137,500</td>
</tr>
<tr>
<td>Cash and in-kind contributions for community benefit</td>
<td>$67,612</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$753,176</strong></td>
</tr>
<tr>
<td><strong>Total 2016 community benefits</strong></td>
<td><strong>$18,813,176</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 the community benefit calculations. However, when Medicare shortfalls are added, our hospital’s total benefit to the community is $43,425,176.

Priority #3:
Address 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 2016, a total of 172 hospital caregivers pledged $44,005 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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