Improving community health begins with assessing community health status every three years. We obtain input from community members and public health representatives, consult with our partners to prioritize identified community health needs, and develop specific targets and measures for the needs we are best positioned to address. Our implementation strategies are organized into three main priorities in alignment with three core principles of community benefit as shown in this progress report.

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

Focus | Access is an Aurora Health Care signature community benefit focus

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 2018:

• 321 patients who arrived at our Emergency Department (ED) seeking non-emergent care and did not have a primary care physician were seen by an Aurora Health Care primary care provider within 28 days following their ED visit.
• 843 visits with an Aurora Health Care Medical Group bilingual pediatrician were provided to children attending Nicolet School through our hospital’s partnership with N.E.W. Community Clinic.
• 2,507 pediatric specialty care appointments were provided in our hospital in partnership with UW Health.
• 116 hours of medical services were provided at the UW-Green Bay health center, which served 119 students.
• 952 women were screened for the Well Baby Project, and we provided $40,000 of financial support.
Priority #2 | Build links between our clinical services and local community health improvement plans.

Focus | Behavioral health

According to our hospital’s most recent Community Health Needs Assessment, mental health and alcohol and other drug use (behavioral health) are ranked among the top five health issues for Brown County. In 2016, 39.2% of adults in Brown County reported binge drinking in the past month, and the rate of age-adjusted opioid-related hospital encounters was 311.4 per 100,000 population. To address this in 2018 we:

- Hosted “A Cause to Celebrate” fundraising event to benefit the Jackie Nitschke Center, a local alcohol and other drug abuse treatment center. The event raised $75,000.
- Operated the Aurora Health Care Medical Group Suboxone Clinic to treat opioid drug addiction within the community.

Our hospital also remained actively engaged as a member organization of the Healthy Brown County Alcohol and Drug Task Force during 2018. Through this group, we:

- Developed four videos highlighting four community members who shared their stories of personal struggles with drugs or alcohol. The task force will use these videos to educate the public through showings in schools, churches, businesses, and other local venues.
- Researched the following topics to help the group further shape its strategic plan:
  - The new “click and collect curbside pick-up” that some local stores provide and how these programs regulate alcohol sales to prevent sales to minors.
  - Utilization trends for the “Safe Ride” program from local taverns so that we can recruit additional establishments to join the program.
  - Data from “Place of Last Drink” to determine which establishments to target for education outreach.
  - Local municipalities that provide alcohol ordinances so that we may educate them on best practice strategies.
  - Strategies to reduce the high rate of elderly falls at home related to alcohol consumption.
  - Local housing options for people in recovery to support their transition after treatment.

Donors raised their hands in celebration for funds raised in support of the Jackie Nitschke Center at the “A Cause to Celebrate” event in April 2018.
Focus | Nutrition, physical activity and overweight/obesity

Physical activity and nutrition ranked among the top five health issues for Brown County in 2016. To address this in 2018, we:

- Organized and supported Open Streets Green Bay, which benefitted more than 2,000 community members who turned out to exercise.
- Hosted 840 individuals who participated in the 10th annual Aurora BayCare Spooky Sprint 1K/5K/10K.
- Helped complete a final version of the Community Health Improvement Plan. The Nutrition and Physical Activity task force will focus on safe community mobility, access to healthy food for all income levels, and the American Medical Association hospital healthy food resolution 406.
- Provided 2,090 individuals with personal training services.
  - Actively participated in and supported four Wello (http://www.live54218.org/) community events.
  - Supported the Aurora BayCare Endurance Series.
  - 325 Aurora team members participated in the Aurora BayCare Medical Center LiveFit Prescription program.
  - 2,661 Aurora team members maintained an active membership in our Aurora BayCare Medical Center Fitness Center.

Focus | Youth injury prevention

Wisconsin Assembly Bill 259, signed into law in 2012, created statutes relating to concussions and other head injuries sustained during youth athletic activities. This law requires that youth who may have sustained a concussion or head injury during an athletic activity may not continue participating in the activity until they are assessed by a health care provider who has been trained in the evaluation and management of concussion and head injuries. The law is designed to ensure the safety and well-being of our active youth.

To address this in 2018, in addition to supporting 29 local athletic events, our Licensed Athletic Trainers provided:

- 286 youth sports physicals.
- 547 baseline concussion screenings for student athletes. Of these, 97 student athletes with previous concussion baseline screenings were treated for concussion.
- 959 functional movement assessments for student athletes.
- 100 free health screenings and injury assessments for community members.
Chronic disease, long-lasting conditions that can usually be controlled but not always cured, ranked among the top five health issues for Brown County in 2016. People living with chronic illnesses must manage daily symptoms that affect their quality of life to avoid acute health problems or complications that could shorten their life expectancy. To support community members with chronic diseases in 2018 our hospital focused on:

**Diabetes**
- Conducted two Healthy Living with Diabetes sessions for 22 community members.
- Hosted a monthly diabetes management support group.

**Cancer**
- Held four cancer educational sessions for 187 community members.
- Completed four skin cancer screenings at local community events.
- Supported 50 Aurora team members who participated in the Making Strides Against Breast Cancer walk, and we provided $5,000 in financial support to the American Cancer Society.
- Hosted three breast cancer support groups at our hospital for a total of 51 attendees.

**Heart Disease**
- Provided $1,000 in financial support to stroke education initiatives and conducted 33 heart/stroke education sessions at our hospital for 1,332 attendees.
- Provided $3,000 in financial support to the American Heart Association.

**Inflammatory Bowel Disease**
- Provided $7,500 in financial support to the Colon Cancer Coalition.
- Hosted the Crohn’s walk on our hospital campus for 250 attendees.

**Hepatitis C**
As part of Aurora’s population health strategy, 2,707 patients in Aurora’s Green Bay, Manitowoc, and Marinette service area were tested for hepatitis C; of those, 72 tested positive, 31 had positive confirmatory tests, and 28 patients entered treatment during 2018.

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**Focus | Health professions education and workforce development**

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 to help improve the health of rural Wisconsin communities. Aurora BayCare is one of three regional sites participating in WARM. Our hospital hosted 13 medical students in the WARM program rotation during 2018. Of those:

- 1 student each went on to post-graduate medical education in primary care, internal medicine, pediatrics, and OB/GYN.
- 13 students passed Step 1 and 8 students passed Step 2 standardized examinations.

Additionally, our hospital team members remained committed to supporting health professions students of all levels and from various programs seeking educational opportunities within our facility, including continuing education opportunities for current emergency medical service (EMS) professionals. During 2018:

- 9 EMS scholarship recipients remained in surrounding communities.
- 4 EMS huddle sessions were provided for 344 EMS professionals attending.
- 18,000+ experience hours were provided to students seeking careers in health professions.
Every gift can change a life.

Advocate Aurora Give Well Campaign

During 2018, a total of 128 hospital team members pledged $59,480 to the Advocate Aurora Give Well 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 1,300 funds including 350 Aurora funds, local United Way agencies, and other not-for-profit organizations responding to important community needs.

Aurora Health Care* Foundation
give.aurora.org

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>$2,843,000</td>
</tr>
<tr>
<td>Medicaid shortfall at cost*</td>
<td>$22,095,000</td>
</tr>
<tr>
<td>Other means-tested programs at cost*</td>
<td>$1,193,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>$26,131,000</td>
</tr>
<tr>
<td>Community health improvement and education services, and community benefit operations</td>
<td>$694,763</td>
</tr>
<tr>
<td>Health professions education</td>
<td>$1,194,111</td>
</tr>
<tr>
<td>Subsidized health services</td>
<td>$137,500</td>
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<tr>
<td>Other cash and in-kind contributions</td>
<td>$324,809</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>$2,351,183</td>
</tr>
<tr>
<td>Language assistance services**</td>
<td>$119,426</td>
</tr>
<tr>
<td>Volunteer services**</td>
<td>$113,603</td>
</tr>
<tr>
<td><strong>Total 2018 Community Benefits</strong>*</td>
<td>$28,715,212</td>
</tr>
</tbody>
</table>

* Cost-to-charge ratios are based on Wisconsin Hospital Association percentages.

** In 2018, Advocate Health Care in Illinois and Aurora Health Care in Wisconsin joined together to create Advocate Aurora Health, the 9th largest not-for-profit health system in the country. The State of Illinois requires the inclusion of graduate medical education expenses and the provision of non-employee volunteer and language-assistance services in community benefit reporting. These categories have been added to Aurora’s public reports to create consistency across all Advocate Aurora Health community benefit reports.

*** 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 $75,363,212.

To see our most recent Community Health Needs Assessment report and Implementation Strategy plan, please visit www.aurora.org/commbenefits.

Aurora BayCare Medical Center

Aurora BayCare Medical Center
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