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 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*

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:

- 329 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.
- 463 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. Additionally, $3,000 in financial support was provided to N.E.W. Community Clinic and $7,500 to the N.E.W. Community shelter.
- 2,214 pediatric specialty care appointments were provided in our hospital in partnership with UW Health for patients who otherwise would have experienced barriers to accessing the care they needed.
- 145.5 hours of medical services were provided at the UW-Green Bay health center, which served 97 students.
- 987 women were screened for the Well Baby Project, and we provided $40,500 of financial support.
Priority #2  \textit{Alignment with Community Health Improvement Plan focus on behavioral health}

\textbf{Focus | Behavioral health}

According to our hospital’s 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 response to this identified critical need in 2019, we

\begin{itemize}
  \item Discharged 103 patients to Willow Creek Behavioral Health for follow-up services.
  \item Treated 82 patients through 386 visits at the suboxone clinic located in the AHCMG Family Practice clinic in our Orthopedic and Sports Medicine Center.
  \item Raised $83,000 in financial support for the Jackie Nitschke Center to support alcohol and drug abuse treatment.
  \item Provided $5,000 in financial support to the Brown County Coalition for Suicide Prevention.
  \item Continued collaborating with the Brown County Alcohol and Drug Coalition for Change.
\end{itemize}

2019 milestones include:

\begin{itemize}
  \item 211Wisconsin was updated to allow residents to text their zip code and start a conversation with a trained 211 Information and Referral Specialist.
  \item Asset mapping to identify accessibility gaps in AODA services was completed.
  \item Hope Grant continued working to add peer support specialists for addiction.
  \item The Tavern League announced their support of the Place of Last Drink (POLD) study.
  \item Mayor Genrich attended a task force meeting and was educated on the task force work and areas for improvement.
\end{itemize}

Priority #3  \textit{Address the underlying causes of persistent health problems.}

\textbf{Focus | Obesity and food security}

Physical activity and nutrition ranked among the top five health issues for Brown County in our most recent CHNA. To address this in 2019, we:

\begin{itemize}
  \item Organized and supported Open Streets Green Bay, which benefitted more than 3,000 community members who turned out to exercise.
  \item Hosted 840 individuals who participated in the Aurora BayCare Spooky Sprint 1K/5K/10K.
  \item Provided $10,000 in financial support to the Green Bay YMCA Strong Kids Campaign and $1,000 to Ben’s Wish to address food security.
  \item Continued actively participating in Wello. Details of this group’s work can be found online at: https://wello.org/.
  \item Participated on the Beyond Health Nutrition and Physical Activity Subcommittee: Work completed through this committee includes:
    \begin{itemize}
      \item Promoting Green Bay’s bike and pedestrian plan. Frogger events to promote pedestrian safety.
      \item Organizing free helmet and other free family fun activities at Open Streets Green Bay.
      \item Reviewing and updating the Food Drive 5 toolkit.
    \end{itemize}
  \item NEW BULLET: Collaborating with other Brown County health organizations to implement components of the American Medical Association Resolution H-150.949 Healthful Hospital Foods
  \item NEW BULLET: Assisting with planning and presenting at the kick off meeting for Grant 1815 in Brown County. Grant 1815 is a grant to improve the Health of Americans through prevention and management of diabetes, heart disease, and stroke.
\end{itemize}

Additionally, in 2019:

\begin{itemize}
  \item 292 Aurora team members participated in the Aurora BayCare Medical Center LiveFit Prescription program.
  \item 2,715 Aurora team members maintained an active membership in our Aurora BayCare Medical Center Fitness Center.
\end{itemize}
Focus | Youth Injury Prevention

Wisconsin Assembly Bill 259 requires that youth who may have sustained a concussion or head injury during an athletic activity may not continue participating in the activity until he or she is 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 2019, in addition to supporting local student athletic events, our hospital provided:
• 787 baseline concussion screenings for student athletes. Of these, 135 student athletes with previous concussion baseline screenings were treated for concussion.
• 1,132 free health screenings and injury assessments for community members.

Focus | Chronic Diseases

Chronic diseases are long-lasting conditions that usually can be controlled but not always cured. People living with chronic illnesses must manage daily symptoms that affect their quality of life to avoid acute health problems and complications. In 2019, our outreach activities targeted to reach individuals currently managing chronic diseases or those who are at risk included:
• Conducted 10 Healthy Living with Diabetes sessions for 36 community members.
• Held 4 cancer educational sessions for 187 community members.
• Completed 6 skin cancer screening events with 116 individuals screened.
• Supported Aurora team members who participated in Making Strides Against Breast Cancer walk, provided $5,000 in financial support to the American Cancer Society, and $1,000 in support to Ribbon of Hope.
• Hosted 36 breast cancer support group sessions at our hospital for a total of 82 attendees.
• 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 $7,500 in financial support to the Colon Cancer Coalition.
• Provided $10,000 in financial support provided to Crohn’s & Colitis Foundation.
• Facilitated 25 community education events on risk factors and early warning signs of heart attack or stroke with 5,367 attendees. Also provided $3,000 in financial support to the American Heart Association, and a $1,000 sponsorship for the community stroke education event.
• NEW BULLET: Collaborated with multiple health care organizations to host Community Stroke Day.

Focus | Social Determinants of Health: 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 2019. Of those:
• 14 students went on to post-graduate medical education in primary care, internal medicine, pediatrics and OB/GYN.
• 12 passed Step 1 and 8 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 2019:
• 4 Emergency Medical Technician (EMT), 6 Advanced EMT, and 4 Paramedic scholarships were provided to local students.
• 4 EMS huddle sessions were provided for 347 EMS professionals attending.
### Community benefits by the numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial assistance (charity care) at cost*</td>
<td>$2,780,000</td>
</tr>
<tr>
<td>Medicaid shortfall at cost*</td>
<td>$18,546,000</td>
</tr>
<tr>
<td>Other means-tested programs at cost*</td>
<td>$3,678,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$25,004,000</strong></td>
</tr>
<tr>
<td>Community health improvement and education services, and community benefit operations</td>
<td>$503,729</td>
</tr>
<tr>
<td>Health professions education</td>
<td>$931,666</td>
</tr>
<tr>
<td>Subsidized health services</td>
<td>$137,500</td>
</tr>
<tr>
<td>Other cash and in-kind contributions</td>
<td>$289,086</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$1,861,981</strong></td>
</tr>
<tr>
<td>Language assistance services***</td>
<td>$147,733</td>
</tr>
<tr>
<td>Volunteer services***</td>
<td>$268,887</td>
</tr>
<tr>
<td><strong>Total 2019 Community Benefits</strong></td>
<td><strong>$27,282,601</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.

***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.

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

During 2019, a total of 74 hospital team members pledged $36,281.50 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 [https://www.aurorachealthcarefoundation.org/](https://www.aurorachealthcarefoundation.org/) to learn more about the many different ways you can give.

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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).