Our community role  Aurora Memorial Hospital of Burlington opened in 1924 as a 22-bed hospital staffed by 14 people. The hospital now is a fully accredited, general acute care hospital staffed by more than 500 employees and 100 physicians. As caregivers of Aurora Memorial Hospital of Burlington, we understand the hospital’s connection to the community and, just as it was 89 years ago, our purpose is to provide Burlington and surrounding communities with the best health care possible. We are actively engaged with community agencies and organizations at all levels, and our community benefits services and programs reached more than 29,000 people in 2012.
Assessing community health status – an ongoing commitment

Improving the health of our communities is a communitywide effort and begins with assessing community health status. Since 2003, we have underwritten a community health assessment of our service area every three years, conducted in partnership with the Western Racine County Health Department. This helps the Western Racine County Health Department focus resources on population health issues and enables us to align our charitable resources and expertise to respond to identified community health priorities. To see community health research dating back to 2003 and our Community Benefit Plan for 2013, please visit: Aurora.org/CommBenefits

Extending cancer care beyond treatments

Aurora Memorial Hospital of Burlington offers comprehensive cancer care through education, prevention, diagnosis, treatment and support for cancer patients. In 2012, our caregivers reported a total of 127 hours dedicated to breast cancer support and education for the community. This includes a monthly support group and educational presentations by breast health professionals. In addition to breast cancer support and awareness, more than 3,700 people participated in cancer education sessions led by our physicians and clinicians, including:

- Community education classes and outreach offered at the hospital and clinic on lung, ovarian, prostate and many other cancers
- Relay for Life in Waterford

Caring for patients’ hearts

The Western Racine County Community Health Survey revealed that between 2003 and 2012, there was a statistical increase in the overall percent of respondents reporting high blood pressure and high blood cholesterol, putting them at a higher risk for heart disease and other chronic illnesses. Aurora Memorial Hospital of Burlington houses an Aurora St. Luke’s Cardiac Care center that offers services including stress echo, stress testing, catheterization and electrophysiology. We pride ourselves on bringing the best care possible to members of our community to help them better manage chronic disease. In addition to community education provided in public discussions to raise heart disease awareness and promote heart health, our caregivers provided free blood pressure screenings to more than 3,000 area residents in 2012.

Supporting women’s health

Our caregivers take pride in providing creative ways for women of all ages in our community to feel comfortable talking about health concerns that affect women, and to learn what it means to “live well” no matter what stage of life they are experiencing. Nearly 1,000 women and girls participated in outreach initiatives that included screening events to promote better outcomes through early detection and intervention. For example:

- Bone-density screenings
- Physician presentations for members of the community on many topics, including menopause, women and heart disease, breast health, gynecology and internal medicine
- Growing Up in the 2000s, a program for fourth, fifth, and sixth-grade girls and their moms to discuss puberty and menstruation with a registered nurse facilitator
Creating a new standard of care with the Sexual Assault Nurse Examiner program

Our sexual assault nurse examiner is a specially trained and certified registered nurse who advances the capacity of the broader community to respond to issues related to sexual assault and personal violence. Our nurse examiner is available 24 hours a day to collect medical evidence and provide forensic evaluations, assist victims of assault in reporting the crime that has been committed against them, testify as an expert witness in court, and offer emotional support and referrals to other agencies that provide counseling and advocacy. In addition, our nurse examiner shares her expertise as faculty for basic and advanced training across the region.

Maximizing independence and dignity of area seniors

Our senior resource nurse is a registered nurse who holds the added certification of a geriatric resource nurse (GRN). During 2012, she responded to more than 1,762 referrals to meet with aging adults, and often members of their families, evaluating their needs and connecting them to community services, some of which included services vital to their ability to remain independent in their homes. In addition to working directly with patients, she brings her special knowledge of areas of aging that are concerns for the broader community. During 2012, she was engaged in health professionals and community education efforts that included:

- Leading several roundtable discussions on diagnosis, medication and treatment of dementia
- Working with the Alzheimer’s Association and other community agencies and health care professionals to provide a presentation about caregiver stress
- Informing area law enforcement agencies on the challenging behaviors related to dementia and delirium, including potential safety risks in the home, wandering, executive function, communication tips, strategies to recognize increased risk and de-escalating a situation in which the elderly person with dementia is agitated
- Collaborating with area professionals, including meteorologist Lance Hill, the American Red Cross, Racine County officials, the Burlington police chief and a local veterinarian to discuss emergency readiness for seniors and their families through the “Do I Stay or Do I Go?” presentation
- Presenting “Unraveling the Mystery of Dementia,” a 90-minute program for members of the community on common myths about memory loss and aging, tips and resources for increasing understanding of dementia-related behaviors and coping tips on how to redirect dementia behaviors

Other vital community service close to home

- Helping members of the community manage diabetes (This included a monthly support group, acting as a community resource for additional information on diabetes, and on-site community presentations led by certified dietitians.)
- Presenting the Healthy Kids Club puppet show and storytelling for school-age children to teach them about safety issues, such as stranger awareness, helmet safety, seat-belt safety and never playing with matches
- Providing first-aid education to students of Burlington High School who participate in tractor-safety program
| Financial assistance (charity care) at cost* | $1,366,000 |
| Medicaid shortfall at cost† | $6,898,000 |
| Other means-tested programs at cost† | $233,000 |
| **Subtotal** | **$8,497,000** |
| Community health improvement and education services, and community benefit operations | $454,778 |
| Subsidized health services (clinics) | $9,350 |
| Cash and in-kind contributions for community benefit | $75,673 |
| **Subtotal** | **$539,801** |
| **Total 2012 community benefits** | **$9,036,801** |

*Cost-to-charge ratios are based on Wisconsin Hospital Association percentages.
†Includes 2012 hospital assessment tax.
‡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. When Medicare shortfalls are added, our total benefit to the community is $10,732,801.

During 2012, as part of a patient service area including Burlington and Walworth County, a total of 315 Burlington-area Aurora caregivers pledged $51,116 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 described in this report, please visit: Aurora.org/Foundation