Our community role

Located in western Racine County, Aurora Memorial Hospital of Burlington is a fully accredited general acute care hospital that serves a largely rural community. Our caregivers are committed to applying their knowledge, skills, time and charitable resources to respond to community health needs and create a healthier community.
Assessing community health status - an ongoing commitment

Improving the health of our communities begins with assessing community health status. During 2013, we published our 2013 Community Health Needs Assessment (CHNA) Report and 2014 Implementation Strategy, which you can find by visiting Aurora.org/CommBenefits. Please note that you are invited to submit comments on the CHNA report.

In this 2013 Community Benefit Report we present a few highlights from the past year, organized around three priorities corresponding to three core principles of community benefit.

Priority #1:
Access and coverage for persons in our community with disproportionate unmet health needs

During 2013 we implemented this priority in three distinct ways:

1. Helping uninsured patients navigate to a health home
   Our hospital is dedicated to helping uninsured patients establish a “health home” for receiving routine primary and preventive care. If an individual is seen in the Emergency Department and has no primary care physician and limited financial resources, that person is referred to the Health Care Network, Inc. (HCN). In 2013, our caregivers scheduled 169 primary care and 83 specialty care appointments for HCN clients. In addition, to assure follow-through, intake coordinators reached out to patients to confirm the appointment and answer questions.

2. Enrollment in affordable and/or subsidized health care insurance
   Aurora Health Care launched an integrated system-wide enrollment strategy in 2013 to help uninsured persons obtain health insurance coverage through the Health Insurance Marketplace. Through this approach, all of Aurora’s financial assistance advocates, including ours:
   • Were trained to become certified application counselors at their respective facilities
   • Joined with Aurora Family Service Public Benefits team to implement and staff 59 patient/community events in their respective communities
   Aurora’s comprehensive enrollment strategy continues in 2014 and also includes a toll-free hotline.

3. Support for free clinics
   Health Care Network, Inc. (HCN) is a non-profit agency providing free or low-cost health care and pharmaceutical assistance to residents of Racine County who are medically uninsured and have limited incomes. We continue to support our clinical professionals who volunteer their time and medical skills to patients referred by HCN to our hospital for diagnostic imaging services. In 2013, we accepted 128 vouchers for lab and radiology appointments, 26 vouchers for diabetic education, 17 vouchers for diabetic and nutrition services, and 83 vouchers for physical therapy appointments.

   The Western Racine County Health Department (WRCHD) has worked with the HCN since 1999. In 2013, a number of retired Aurora physicians interested in doing charity care in their community collaborated with the HCN and the WRCHD to establish a free walk-in clinic that is open on Wednesdays from 9 a.m. to noon at the WRCHD. The new clinic’s volunteer providers cared for 130 clients in 2013.
**Priority #2:**

*Build links between our clinical services and the local health department community health improvement plan (CHIP)*

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**Addressing prescription drug abuse**

Being a part of the *Racine County Youth Coalition* (RCYC) creates opportunities to connect with community partners whose missions align with ours. In 2013, we collaborated with RCYC, a youth group that focuses on youth drug and alcohol abstinence, to organize a medication collection event and secure a location for a permanent medication collection box in Burlington. The teens who volunteered also provided numerous presentations to youth, parents, and local organizations about health issues and risks related to drug and alcohol usage. We helped secure the placement of billboards in Waterford and Burlington for the months of September and October, which focused on prescription medication abuse awareness.

**Blood pressure awareness**

A change in one's blood pressure may be the first sign of risk for a serious health event such as a heart attack or stroke. To educate the community and raise awareness about high blood pressure we:

- Offered free blood pressure screening events for community members at our hospital in February (49 taken; 27 elevated) and May (83 taken; 48 elevated)
- Distributed educational materials at 19 educational talks and 5 community health fairs
- Provided blood pressure checks at various venues in western Racine County
Helping frail elderly

2013 was a busy year for our hospital’s caring and compassionate senior resource nurse (SRN), Susanne, who responded to 1,638 referrals from the community, as well as Aurora physicians. She assisted aging adults and involved family members by providing on-site or in-home assessments of their personal, social and medical needs and connected them to community services, which, in many cases, increased their ability to remain independent in their homes. When this was not advisable, Susanne coordinated a safe and secure transition to the most appropriate level of care available.

Susanne carried her talents into the classroom by presenting a puppet and storytelling program that used ventriloquism, songs and role-playing to teach young children in area schools about stranger awareness, helmet safety, never playing with matches and to “always wear your seatbelt.”

Creating a new standard of care with the Sexual Assault Nurse Examiner (SANE) program

Aurora’s Sexual Assault Nurse Examiner (SANE) program offers trauma-informed and victim-sensitive services to people of all ages. Our sexual assault nurse examiners are specially trained and certified nurses available 24 hours a day to assist victims of sexual assault by collecting medical evidence and providing forensic evaluations, testifying as expert witnesses in court, and offering emotional support and referrals to vital services, such as counseling or other care providers. In 2013, our SANE program supported 17 patients.

Additional 2013 highlights:

- We provided educational sessions for 1,810 freshman and 1,108 eighth graders for an initiative supported by a Teen Pregnancy Prevention grant from United Way. Topics covered included:
  - Communication skills
  - Self-esteem
  - Pregnancy prevention, including birth control
  - Sexually transmitted infections
- Hospital caregivers and local advocates co-facilitated two trainings in the high school to raise sexual assault awareness
- Our hospital hosted the Look Good Feel Better program for Burlington area community members with cancer to help restore and enhance their appearance during and after treatment
- Provided peace of mind to twelve women who received a free mammogram and breast health information through our participation in the FM 106.1 Komen Checkup for Chicks event at our facility
During 2013, as part of a patient service area in western Racine County, a total of 138 AMHB caregivers pledged $33,120 to the Aurora Partnership Campaign in support of 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

Aurora Memorial Hospital of Burlington 2013 Community Benefits

| Financial assistance (charity care) at cost* | $1,042,000 |
| Medicaid shortfall at cost* | $5,302,000 |
| Other means-tested programs at cost* | $154,000 |
| **Subtotal** | **$6,498,000** |
| Community health improvement and education services, and community benefit operations | $362,448 |
| Health professions education | $92,721 |
| Subsidized health services (clinics) | $5,250 |
| Cash and in-kind contributions for community benefit | $102,539 |
| **Subtotal** | **$562,958** |
| **Total 2013 community benefits** | **$7,060,958** |

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

1Includes 2013 hospital assessment tax.

2Unlike 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 Memorial Hospital of Burlington's total benefit to the community is $7,060,958.