Our community role

Aurora Medical Center in Grafton, located just off I-43 in Grafton, is the only environmentally “green” state-of-the-art regional medical center in Wisconsin. As caregivers, we apply our knowledge, skills, time and charitable resources to respond to community health needs and create a healthier community, focusing primarily on Ozaukee County.

Community Benefit Report 2013

Aurora Medical Center in Grafton
975 Port Washington Road
Grafton, WI 53024
Assessing community health status - an ongoing commitment

Improving the health of our communities begins with assessing community health status. Since 2003, Aurora has underwritten a community health survey of our service area every three years, conducted in partnership with the Ozaukee County Public Health Department. This helps them to focus their resources on population health issues and enables us to align our charitable resources and expertise to respond to identified community health needs in a coordinated fashion.

During 2013, we published our 2013 Community Health Needs Assessment (CHNA) Report and 2014 Implementation Strategy. This comprehensive CHNA was completed in collaboration with our colleagues in the Milwaukee Health Care Partnership (mkehcp.org), a public private consortium of Milwaukee County-based health systems, which also operate hospitals in Ozaukee County. Supported by additional analysis from the Center for Urban Population Health, our comprehensive CHNA Report includes findings from a community health survey of 400 Ozaukee County residents, key informant interviews and a secondary source data analysis. All findings are detailed in our 2013 CHNA Report and 2014 Implementation Strategy, which you can find by visiting Aurora.org/CommBenefits. When you do, please note that you are invited to submit comments on the Community Health Needs Assessment.

Here 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

Aurora Health Care launched an integrated, system-wide enrollment strategy in 2013 to help uninsured persons obtain affordable and/or subsidized 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.
INVEST was formed in January 2011 to target, assess and address the health behaviors and the social determinants of health of the broader community. The group consists of health care providers, school districts, large and small businesses, media, nonprofits and county government to leverage the expertise and resources of the larger group. Aurora Medical Center in Grafton became a member of the INVEST Healthy People Ozaukee County Coalition in 2012, and in 2013 we closedly aligned our health initiatives to coordinate efforts with the four health priorities identified by the coalition including obesity, mental health, alcohol, and tobacco. (See investozaukee.org.)

Overweight and Obesity
In addition to being an active participant on the INVEST Obesity Committee, we are committed to bringing educational opportunities directly to the community. In 2013, Aurora Medical Center in Grafton provided multiple blood pressure screening events, health information at community events, and hands-on learning with our body-fat model at both the Ozaukee County Fair and Celebrate Grafton events.

Mental health
While working on our 2013 community benefit plan in 2012, we aligned with the INVEST Mental Health Committee’s goal to address the emotional, verbal, sexual, and financial abuse associated with domestic and/or sexual violence through the Advocates of Ozaukee County. However, in 2013, the committee decided it could make a larger impact in the community by redirecting its efforts towards addressing the societal stigmas surrounding mental health issues and access to treatment in our community. Therefore, we re-directed our focus to work collaboratively with the INVEST Mental Health Committee on the new goal by:

• Continuing to be actively engaged on the mental health sub-committee
• Referring people to our newly opened Behavioral Health Outpatient Services clinic

Youth alcohol use and abuse
Aurora Medical Center Grafton and the INVEST Alcohol and Drug Abuse Committee are committed to decreasing the incidence of underage drinking in our community. In 2013, we collaborated to actively engage community support to promote the adoption of an initiative to check for identification at community events that serve alcohol, in an effort to curb underage drinking. Although area communities do not yet require wristbands at community events with alcohol, we remain committed and continue to make headway in this effort.

Tobacco use
The INVEST Tobacco Action Team is committed to reducing the number of Ozaukee County community members who use tobacco products by educating multi-unit property owners and managers on the benefits of smoke-free policies and creating a heightened awareness in the community about tobacco products. In 2013, Aurora Medical Center Grafton supported this initiative by:

• Participating in monthly action team meetings
• Providing educational materials on the risks of tobacco use and cessation options
Area youth safety

The risk and prevalence of concussion and head trauma in student sports is significant, and the role of health care professionals to address injury prevention and detection efforts has become a priority in our community. In 2013, the Aurora Sports Medicine Institute (ASMI) continued to support area student athletes by providing licensed athletic trainers for on-site training and event coverage at high schools in Belgium-Cedar Grove, Cedarburg, Grafton, Kettle Moraine and Port Washington. In addition, we:

• Provided a variety of screenings, including echo, scoliosis, preventive ACL injury, and concussion screens in spring 2013 to over 35 students
• Reached out to high school coaches to offer team performance screenings. ASMI trainers assessed individual players and the team as a whole. The trainers then offered coaches specific feedback and training exercises targeting each team’s needs
• Screened over 100 boys, aged 12 and over, in summer 2013 at the Lakeshore Chinooks youth baseball camp

Due to the overwhelmingly positive response from teachers and students during our 2012 program launch, ASMI continued offering students at Grafton High School training in basic life support (BLS) and the use of automated external defibrillators (AED) using our Heartsaver BLS/AED training curriculum. In 2013, three instructors from our hospital led each class during the spring and fall semesters, with 195 students attending, resulting in a 100% pass rate.

Health careers education

Inspiring the next generation of health professionals is important to us. Throughout 2013, we provided area students with a variety of health professions-related learning through job shadowing opportunities, tours, and by providing content experts for educational outreach. Some examples of our health careers outreach activities include:

• Bringing high school students to Aurora Medical Center in Grafton for a tour of our facility and an up-close look at the type of services a facility like ours provides to meet the needs of the community.
• Providing Grafton High School students with guest speakers for their “Introduction to Health Care Professions” class. Guest speakers included our caregivers who work in the field of nursing, pharmacy, respiratory therapy, rehabilitation services, radiation oncology, and medical imaging. Six caregivers, representing different disciplines, presented each week over a six-week period. The caregivers discussed specifics about the educational background required for their respective disciplines, and what a typical day at Aurora Medical Center in Grafton is like for someone in their field.
• Collaborating with a local elementary school to speak to a 3rd-grade class each month about various health-related topics, presenting a new learning topic each month.

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**Priority #3, con’t.**  
Address the underlying causes of persistent health problems

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**Every gift can change a life**

During 2013, as part of a patient service area in the City of Grafton, a total of 228 AMCG caregivers pledged $49,705 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.

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**Cancer Care**

We understand that individuals affected by a cancer journey need support in many areas of their lives. To support individual overall well-being we:

- Provided peace of mind to 11 women who received a free mammogram and breast health information through our participation in FM 106.1 Komen Checkup for Chicks at our facility
- Educated community members on women’s health topics including smoking cessation, lung-cancer prevention and breast health at our third annual Women’s Healthy Living event
- Partnered with Stillwaters Cancer Support Services to facilitate sessions within the Cancer Transitions six-week educational series specific to cancer survivorship
- Hosted Expressive Arts Studio in our Cancer Care Center to aid cancer survivors and their loved ones in self-expression, relaxation and personal growth. We invited all community members on a cancer journey to join us
- Hosted the American Cancer Society Look Good Feel Better program four times in 2013 for community members with cancer to help restore and enhance their appearance during and after treatment. Hope, laughter, self-esteem, and a sense of normalcy are important while on the cancer journey, and this program helped our cancer warriors deal with the physical changes they face

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**Aurora Medical Center in Grafton 2013 Community Benefits**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial assistance (charity care) at cost*</td>
<td>$1,517,000</td>
</tr>
<tr>
<td>Medicaid shortfall at cost*</td>
<td>$6,452,000²</td>
</tr>
<tr>
<td>Other means-tested programs at cost*</td>
<td>$161,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$8,130,000</strong></td>
</tr>
<tr>
<td>Community health improvement and education services, and community benefit operations</td>
<td>$246,120</td>
</tr>
<tr>
<td>Health professions education</td>
<td>$442,812</td>
</tr>
<tr>
<td>Subsidized health services (clinics)</td>
<td>$1,662</td>
</tr>
<tr>
<td>Cash and in-kind contributions for community benefit</td>
<td>$440,847</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$1,131,442</strong></td>
</tr>
<tr>
<td><strong>Total 2013 community benefits</strong></td>
<td><strong>$9,261,442</strong>²</td>
</tr>
</tbody>
</table>

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

²Includes 2013 hospital assessment tax.

⁷Unlike 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 Medical Center in Grafton total benefit to the community is $23,694,442.

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To learn how you can make a gift to support programs featured in this report, please visit Aurora.org/Foundation