During 2014 we conducted a comprehensive Community Health Needs Assessment of Ozaukee County. The findings have been summarized in our CHNA Report, which you can locate at www.aurora.org/commbenefits. We invite you to review this information and submit written comments using our online form.

Our process for prioritizing among the significant health needs enabled us to determine three key priority areas around which to focus our Implementation Strategy for the next three years. This can be found beginning on page 32 of our CHNA Report. This 2014 Community Benefit Report also is organized around those three key priority areas.

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

To increase access, our Financial Advocates assisted un- and under-insured patients in securing appointments with our Aurora Health Care Medical Group partners to receive primary care and applying for:
- Coverage through the Federal Insurance Marketplace
- Aurora's helping Hand Patient Financial Assistance Program to cover their medically necessitated care.

Moving forward in 2015, with a focus on those who lack resources, we will:
- Work with our community partners to improve transportation options to get people to and from medical appointments.
- Promote our lung cancer screening program for persons at high risk, and
- Provide resources through Aurora's Better Together Fund to support advocacy for and expansion of sexual assault and domestic violence prevention and treatment programs in Ozaukee County.

Aurora Medical Center Grafton became a member of the INVEST Healthy People Ozaukee County Coalition in 2012. As a result, we determined the best approach for us is to closely align our health initiatives to coordinated efforts to address the four health priorities identified by the Coalition including obesity, mental health, alcohol, and tobacco. See http://www.investozaukee.org.

Health risk factors: blood pressure, cholesterol, and overweight/obesity
As a member of the INVEST Obesity Action Team, in 2014 we provided health risk screening and education at the following community events:
- Aurora Medical Center Grafton Wellness Day
- Fish Day
- Giro d’Grafton
- Grafton Ladies Night Out
- Grilling in Grafton
- Ozaukee County Fair
- Pumpkin Fest

Mental health
The INVEST Mental Health Action Team is still in the planning stages. A representative from our hospital is actively involved in the committee and continues to work toward aligning our hospital’s mental health goals with that of the committee.

Youth alcohol use and abuse
We supported the INVEST Alcohol and Drug Abuse Team’s commitment to decrease the incidence of underage drinking in our community by supporting leadership training in drug and alcohol abuse for 260 area high school students. We remained actively engaged in the action team’s push for wristband usage and responsible beverage training at Grafton community events. As an early result, Fish Day organizers have committed to requiring wristbands in 2015.

Tobacco use
The INVEST Tobacco Action Team is dedicated to reducing the number of people in Ozaukee County who use tobacco products by educating multi-unit property owners and managers on the benefits of implementing smoke-free policies. An early indicator of success is that 222 units went smoke-free in Ozaukee County during 2014. Additional ways we supported the coalition include:
- Hosting a community-based women’s smoking cessation support group at our facility.
- Offering a smoking cessation program as of July 1, 2014.
- Launching our low-cost, low-dose CT screening program for persons at high-risk for lung cancer in October of 2014, with six scans completed.
Youth injury prevention and safety
Our hospital partnered with Cedarburg, Grafton, Port Washington, Belgium-Cedar Grove, Kettle Moraine and Ozaukee high schools to provide licensed athletic trainers (LAT) who provided reduced-cost youth sports physicals, over 100 baseline concussion screenings and functional movement assessments for student athletes. We also partnered with Concordia University to present a performance program at area high schools in which physical therapists conduct tests on student athletes to determine the types of tailored exercises appropriate to reduce injuries. There were 5 sessions held in 2014.

American Heart Association Heartsaver Basic Life Support (CPR/BLS) training and certification
In partnership with our Aurora Sports Medicine Institute and the American Heart Association, we continued training Grafton High School students in Basic Life Support and the use of Automated External Defibrillators using our Heartsaver BLS/AED training curriculum. In 2014, our hospital instructors conducted eight classes for a total of 206 students who attended, resulting in a 100% pass rate.

Cancer Care
Our Cancer Nurse Navigators (CNNs) are experienced registered nurses who serve as advocates, coordinators, educators and partners at each stage of the cancer journey to help ease fears and concerns for individuals who have received a cancer diagnosis. Additionally, they:
• Provided cancer education at our Wellness Day and other community events.
• Implemented a process to administer a distress tool that measures each patient’s level of distress. For a score of 4 or higher on a scale of 1-10 we referred patients to a community partner who could best accommodate their needs.

To emphasize survivorship and improve overall well-being for cancer patients and survivors, we:
• Promoted healing by inviting community members affected by cancer to our Expressive Arts Studio in our Cancer Care Center.
• Hosted the American Cancer Society Look Good Feel Better program on a quarterly basis to help people restore and enhance their appearance during and after cancer treatment.
• Offered a Reiki therapy program guided by our Reiki therapist. As the program gained popularity, we added additional facilitators to accommodate more people.
• Partnered with Stillwater’s Cancer Support Services to provide medical and clinical staff to facilitate a cancer support group and learning sessions offered at our Cancer Care center. All sessions were open to community members.

Healthcare workforce development
During 2014 we provided more than 9,700 hours of job shadowing and clinical experience for undergraduate and graduate health and medical degree program students from multiple universities and technical colleges.

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>$1,537,514</td>
</tr>
<tr>
<td>Medicaid shortfall at cost*</td>
<td>$9,973,000</td>
</tr>
<tr>
<td>Other means-tested programs at cost*</td>
<td>$107,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$11,617,514</strong></td>
</tr>
<tr>
<td>Community health improvement services and community benefit operations</td>
<td>$353,084</td>
</tr>
<tr>
<td>Health professions education</td>
<td>$487,488</td>
</tr>
<tr>
<td>Clinical research and community health research</td>
<td>$7,500</td>
</tr>
<tr>
<td>Cash and in-kind contributions for community benefit</td>
<td>$312,467</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$1,160,538</strong></td>
</tr>
<tr>
<td>Total 2014 community benefits</td>
<td><strong>$12,778,052</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 Healthcare has elected to exclude Medicare shortfalls and bad debt expenses from the community benefit calculations. However, when Medicare shortfalls are added, Aurora Medical Center Grafton’s total benefit to the community is $26,015,052.

Priority #3:
Address the underlying causes of persistent health problems.

Every gift can change a life.
Donate to a cause you care about today.

Aurora Partnership Campaign
During 2014, as part of a patient service area in the City of Grafton, a total of 354 AMCG caregivers pledged $87,770 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 featured in this report, please visit Aurora.org/Foundation

Aurora Medical Center in Grafton
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