Our community benefit plan is guided by our community health needs assessment (CHNA). To see our CHNA report, please visit www.aurora.org/commbenefits. This annual report provides updates on our community benefits implementation strategy in 2015.

To increase access, our Financial Advocates continued assisting under- and underinsured patients in securing appointments with our Aurora Health Care Medical Group partners to receive primary care and apply for coverage through the Federal Insurance Marketplace, along with and Aurora’s Helping Hand Patient Financial Assistance Program to cover their medically necessitated care.

The **Aurora Better Together Fund** aims to increase access to primary care and behavioral health services and sexual assault and domestic violence prevention and treatment programs across eastern Wisconsin. Advocates of Ozaukee County, one of our hospital’s community partners, received Aurora Better Together funding in 2015. Visit www.aurorahealthcare.org/better-together to learn more about this organization and Aurora’s Better Together Fund.

Aurora Medical Center Grafton joined the INVEST Healthy People Ozaukee County Coalition in 2012. We continue to closely align our health initiatives to coordinated efforts addressing the four health priorities identified by the coalition including obesity, mental health, alcohol, and tobacco. See: [http://www.investozaukee.org](http://www.investozaukee.org).

**Blood pressure, cholesterol, overweight/obesity, and stroke**

Our stroke coordinator reached almost 200 community members through educational presentations at various community events.

As a member of the INVEST Obesity Action Team, in 2015 we provided blood pressure screenings and health education for 187 community members in total at:

- Fish Day in Port Washington
- Grillin’ N Grafton
- Giro d’Grafton
- Ozauee County Fair

**Mental health**

We continue to work toward aligning our hospital’s mental health goals with that of the coalition by recruiting a member from our hospital’s behavioral health team to join. At our Grafton campus, we offer individual, family, group and couples counseling for adults, individual and family counseling for youth, as well as psychiatric services for adults.

**Substance use and abuse**

In 2015, the INVEST Alcohol and Drug Abuse Team changed focus from solely underage drinking to working against substance and alcohol abuse for all ages. We remained actively engaged in the action team’s push for wristband usage, ending alcohol sales 1½ hours prior to the end of public events and responsible beverage training at Grafton community events.

We participated in the two-day “Every 15 Minutes” program held at Kettle Moraine Lutheran High School. In partnership with Kettle Moraine Lutheran High School and Jackson Emergency Medical Services, we presented this program to over 450 high school students. “Every 15 Minutes” refers to the fact that a person is killed in an alcohol-related traffic accident every 15 minutes. The featured dramatic reenactments instilled the potentially dangerous consequences of drinking alcohol and driving. Our caregivers participated as organizers, presenters, and chaperones for the event.

**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. Although the action team lost funding, it is still currently researching strategies for area schools to include electronic cigarettes in “no smoking campus” policies. We also had a display demonstrating the effects of tobacco use for community education at Pumpkin Fest to call public attention to our efforts.
Emergency medical dispatch for Ozaukee County
Ozaukee County and surrounding community members are not fully aware of the lack of emergency medical dispatch talent that could make a difference in life or death outcomes. In total, 23 dispatchers from Ozaukee County were trained by our physicians on how to deliver pre-arrival, step-by-step instructions to a caller, enabling early access to care before first responders arrive.

Youth and adult safety
Our hospital continued to partner with Cedarburg, Cedar Grove-Belgium, Grafton, Ozaukee, Port Washington, and Random Lake high schools to provide licensed athletic trainers (LAT) who are available for injury prevention education and injury assessments. In 2015, our LATs provided 85 baseline concussion, basic echocardiogram, ACL risk assessment, and spine screenings and provided first aid or emergency care for over 157 athletic injuries experienced by student athletes.

In partnership with the American Heart Association, we continue to train Grafton High School students in Basic Life Support (BLS) and the use of Automated External Defibrillators (AED) using our HeartSaver BLS/AED training curriculum. In 2015, our hospital instructors conducted classes for a total of 152 students who attended, resulting in a 100% pass rate.

According to our most recent CHNA, each year, one in every three adults age 65 and older falls. Falls can cause moderate to severe injuries, such as hip fractures and head injuries, and can increase the risk of early death. Fortunately, there are prevention strategies to reduce falls and related injuries including the evidence-based Stepping On program focused on reducing the risk of falls for elderly persons.

In 2015, 14 individuals completed the program at our hospital.

Health careers education
During 2015, we provided over 9,000 hours of job shadowing and clinical experience for undergraduate and graduate health and medical degree program students from multiple universities and technical colleges. In addition, 925 local students in grades 3-12 toured and/or job shadowed on our campus.

Cancer Care
Each year, our cancer care team provides many outreach services. Our cancer care team includes certified nursing professionals called nurse navigators who are specially trained to guide individuals and their families from diagnosis through cancer treatment and into post-treatment or, if needed, end-of-life care. In 2015, our cancer nurse navigators:

- Provided support to 165 families and referred 14 individuals in need of additional care to our principal and community partners for complementary medicine and other needed services
- Conducted a CT screening of 104 persons, including 46 individuals at high risk for lung cancer
- Hosted the American Cancer Society Look Good Feel Better program to restore confidence and enhance the appearance of 21 people during and after cancer treatment
- Partnered with Stillwaters Cancer Support Services to provide medical and clinical staff to facilitate a cancer support group, in addition to educational sessions offered at our Cancer Care center

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>$1,010,000</td>
</tr>
<tr>
<td>Medicaid shortfall at cost*</td>
<td>$9,915,000</td>
</tr>
<tr>
<td>Other means-tested programs at cost*</td>
<td>$313,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$11,238,000</strong></td>
</tr>
<tr>
<td>Community health improvement services and community benefit operations</td>
<td>$341,990</td>
</tr>
<tr>
<td>Health professions education</td>
<td>$490,680</td>
</tr>
<tr>
<td>Cash and in-kind contributions for community benefit</td>
<td>$132,674</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$965,343</strong></td>
</tr>
<tr>
<td>Total 2015 community benefits</td>
<td><strong>$12,203,343</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 the community benefit calculations. However, when Medicare shortfalls are added, Aurora Medical Center Grafton’s total benefit to the community is $33,267,543.

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 2015, as part of a patient service area in the City of Grafton, a total of 397 AMCG caregivers pledged $47,948 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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