Improving the health of our communities is a community-wide effort and begins with assessing community health status every three years. We obtain input from community members and public health representatives, consult with our hospital staff and physician partners to prioritize the community health needs identified, and develop specific targets and measures for the needs we are best positioned to address. Our implementation strategies are organized into three main priorities in alignment with three core principles of community benefit as shown in this progress report.

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

**Focus | Access is an Aurora Health Care signature community benefit focus**

Along with having a consistent primary care provider and medical home, access to medical care can detect and treat disease at an earlier stage, improve overall health, prevent disease and disability and reduce preventable deaths. To address this in 2017, at our hospital:

- 492 patients who arrived at our Emergency Department (ED) seeking non-emergent care did not have a primary care physician. Of those, 105 were seen by an Aurora primary care provider within 28 days following their ED visit.
- 16 individuals received tele-intake services in our ED for behavioral health issues.
- 94 inpatients were provided with telepsychiatry consultations at our hospital.
- 4,345 patients in Aurora’s Greater Milwaukee North and Sheboygan service area were tested for hepatitis C; of those, 81 tested positive, 47 had positive confirmatory tests and 44 patients entered treatment.

Our hospital caregivers contributed boxes of cereal for Family Sharing of Ozaukee, a food pantry responding to the needs of children and families during summer break.
Priority #2 | Build links between our clinical services and local community health improvement plans.

Focus | Blood pressure and stroke

Based on our 2014 Ozaukee County Community Health Survey, 32% of respondents reported high blood pressure in the past three years. This rate has been increasing since 2008. Cerebrovascular disease, also referred to as stroke, is a leading cause of death and is a major cause of adult disability. A healthy lifestyle may prevent or reduce the risk of stroke. To help individuals in our community properly manage their blood pressure and build stroke awareness in 2017, our hospital:

- Facilitated 8 community blood pressure screening events, and 288 individuals were screened. Of those screened:
  - 94 had high blood pressure
  - 4 were already being treated
  - 2 had a high reading for the first time
  - 3 said they would call their providers
  - 2 planned to retake blood pressure in a week
  - 1 planned to exercise more
  - 1 planned to lose weight

- Conducted 3 stroke education presentations presented by our Stroke Coordinator for 112 community members.

Focus | Mental health, substance use and abuse, tobacco use

We continue to partner with INVEST to create a mental health-friendly community and support the implementation of a program called Cultivate. In 2017, the INVEST alcohol and tobacco subcommittee created a strategic plan for 2018-2020. The plan will review licensing, policies and ordinances throughout the county related to the buying, selling and consumption of alcohol.

To engage local public safety leadership in addressing our community’s mental health issues, we developed and strengthened partnerships that allowed our hospital to support educational programs within the community. Outreach activities that took place in 2017 included:

- Providing smoking education at 7 community events
- Supporting 20 Linking Efforts Against Drugs (LEAD) programs within local schools for 857 students.
- Supporting 12 Champion programs for 558 students provided at local schools to raise awareness on making healthy choices and alternatives to using drugs and alcohol.
- Engaging with public safety and other community organizations by taking an active role in the Ozaukee County Heroin Task Force. Meetings were held every other month to address the growing need for expanded resources in the county.

Focus | Emergency Medical Services Education

Geographically, the reach of our local Emergency Medical Service (EMS) office covers over 1,700 square miles across our hospital’s patient service area. One of our hospital physicians, Steven William Zils, MD, continued to provide medical direction to more than 25 agencies and 350 EMS providers in our service area to ensure community members receiving care in-transit to a hospital received the best care possible in 2017. Additionally, Dr. Zils oversaw law enforcement use of Narcan, which included training nearly 200 officers to help reduce opioid-related deaths.

Additionally in 2017:

- 1,158 EMS continuing education training hours were provided.
- 25 EMS providers were educated on new Wisconsin Department of Human Services (WDHS) mental health curriculum.
Priority #3  Address the underlying causes of persistent health problems.

Focus | Youth and adult safety

As the Centers for Disease Control and Prevention estimates, each year U.S. EDs treat 173,285 sports and recreation-related traumatic brain injuries, including concussions that occur among children and adolescents ages 0 - 19 years. The Wisconsin Interscholastic Athletic Association and Wisconsin law clearly identify that the risk and prevalence of concussion and head trauma is significant, and the role of health care professionals as it relates to injury prevention/detection efforts within the community is vital.

In addition to supporting 589 local athletic events in 2017, our hospital provided:
- 244 baseline concussion screenings; 41 student athletes with previous concussion baseline screening were treated for concussion.
- Administrative and equipment support for 12 CPR/BLS training and certification classes conducted for 120 high school students and 95 teachers and coaches.
- 1 Stepping On falls-prevention session for 12 community members.

Focus | Health careers education

As outlined in the Wisconsin’s Health Care Workforce 2013 Report, hospitals should support the educational preparation of advanced practice professionals to meet existing and future workforce needs and new and emerging roles as the rate of change in health care accelerates. Our hospital caregivers remain committed to supporting health professions students of all levels and from various programs seeking educational opportunities within our facility. During 2017, our hospital:
- Provided opportunities for 14 students to job shadow our caregivers and hosted 100 students who toured our hospital.
- Conducted 9 health care career presentations for the Partners in Education program at Grafton Elementary School for 25 third grade students. The program concluded with a tour of the hospital.

Focus | Cancer

Cancer is a leading cause of death in Ozaukee County. Our cancer nurse navigators are registered nurses with oncology-specific clinical knowledge. They offer individualized assistance to community members, patients, families and caregivers to help overcome health care system barriers and guide individuals and their families from cancer diagnosis through treatment and into post-treatment and survivorship. In 2017, our hospital provided:
- 606 lung CT screenings and long-term follow-up and tobacco cessation education for patients.
- 865 distress screenings, with 151 of the patients referred to follow-up services.
- 1 monthly cancer-related support group for 58 community members.
- 4 Look Good Feel Better programs for 19 participants.
- 7 outreach events for 102 attendees and space for 113 individuals to participate in our Expressive Arts Studio.

Additionally, hospital caregivers provided integrative therapies, including:
- 282 hours of reiki therapy
- 461 massage therapy encounters
- 464 for acupuncture encounters
Every gift can change a life.

Aurora Partnership Campaign

During 2017, a total of **261** hospital caregivers pledged **$138,275** through the Aurora Partnership Campaign to support the not-for-profit causes and organizations most important to them, including Aurora's Well Community programs.

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

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**Aurora Health Care 2017 Community Benefit Report**

<table>
<thead>
<tr>
<th>Financial assistance (charity care) at cost*</th>
<th>$1,314,000</th>
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<tbody>
<tr>
<td>Medicaid shortfall at cost*</td>
<td>$10,936,000</td>
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<tr>
<td>Other means-tested programs at cost*</td>
<td>$335,000</td>
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<tr>
<td><strong>Subtotal</strong></td>
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<tr>
<td>Community health improvement services and community benefit operations</td>
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<tr>
<td>Health professions education</td>
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<tr>
<td>Other cash and in-kind contributions for community benefit</td>
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<td><strong>Subtotal</strong></td>
<td><strong>$910,739</strong></td>
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<tr>
<td><strong>Total 2017 Community Benefits</strong></td>
<td><strong>$13,495,739</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, our hospital's total benefit to the community is $42,499,739.

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To see our most recent Community Health Needs Assessment report and Implementation Strategy plan, please visit [www.aurora.org/commbenefits](http://www.aurora.org/commbenefits).