Improving community health begins with assessing community health status every three years. We obtain input from community members and public health representatives, consult with our partners to prioritize identified community health needs, 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 offers an opportunity to detect and treat disease at an earlier stage, improve overall health, prevent disease and disability, and reduce preventable deaths. To address this in 2018:

- 106 patients who arrived at our Emergency Department (ED) seeking non-emergent care and did not have a primary care physician were seen by an Aurora Health Care primary care provider within 28 days following their ED visit.
- $769 in transportation vouchers was provided for those who lacked resources for transportation.
- An Aurora representative participates on the Advocates of Ozaukee Board of Directors, which is working to end domestic and sexual violence.

**Priority #2**  
*Build links between our clinical services and local community health improvement plans.*

**Focus | Behavioral health**

According to our hospital’s most recent Community Health Needs Assessment, mental health and alcohol and other drug use (behavioral health) are ranked among the top five health issues for Ozaukee County. In 2016, 18% of Ozaukee County adults reported a mental health condition (such as depression, anxiety disorder, or post-traumatic stress disorder) in the past three years, a significant increase from 2007 (11%). Our hospital remained actively engaged as a partner with INVEST (www.washozwi.gov/invest) to create a mental health friendly community and plan a community conversation for 2019.

Other outreach activities we supported in 2018 included:

- 16 Linking Efforts Against Drugs (LEAD) programs within local schools for an average of 58 students per program.
- 12 Champion programs for an average of 74 students per program to raise awareness on making healthy choices and alternatives to using drugs and alcohol.
Priority #3 | Address the underlying causes of persistent health problems.

Focus | Chronic disease

Chronic disease, long-lasting conditions that can usually be controlled but not always cured, ranked among the top five health issues for Ozaukee County in 2016. People living with chronic illnesses must manage daily symptoms that affect their quality of life to avoid acute health problems or complications that could shorten their life expectancy. To support community members with chronic diseases in 2018 our hospital:

- Hosted 10 community blood pressure screening events, at which 74 individuals were screened. As a result, all received educational information packets and 23 individuals were referred for follow-up care.
- Conducted 2 stroke education presentations led by our Stroke Coordinator for 500 community members.

As part of Aurora’s population health strategy, 5,739 patients in Aurora’s Greater Milwaukee North and Sheboygan service area were tested for hepatitis C; of those, 127 tested positive, 60 had positive confirmatory tests, and 58 patients entered treatment.

Focus | Cancer

A person’s cancer risk may be reduced by receiving regular medical care, avoiding tobacco, limiting alcohol use, eating a diet rich in fruits and vegetables, maintaining a healthy weight, and being physically active. In 2018, our hospital’s Cancer Nurse Navigators provided:

- 910 lung CT screenings and long-term follow-up and tobacco cessation education for patients.
- 700 distress screenings, with 161 of the patients referred to follow-up services.
- 3 clinical breast exam screening events, with 29 exams provided for community members.
- 11 cancer-related support group sessions for 72 community members.
- 4 Look Good Feel Better programs for 15 participants.
- 7 outreach events for 517 attendees and space for 200 individuals to participate in our Expressive Arts Studio.

Additionally, hospital team members provided integrative therapies. The breakdown of those include:

- 420 hours of reiki therapy
- 434 massage therapy encounters
- 553 for acupuncture encounters
Wisconsin Assembly Bill 259, signed into law in 2012, created statutes relating to concussions and other head injuries sustained during youth athletic activities. This law requires that youth who may have sustained a concussion or head injury during an athletic activity may not continue participating in the activity until they are assessed by a health care provider who has been trained in the evaluation and management of concussion and head injuries. The law is designed to ensure the safety and well-being of our active youth.

To address this in 2018, in addition to supporting 414 local student athletic events, our hospital provided:

- 138 baseline concussion screenings; 41 student athletes with previous concussion baseline screenings were treated for concussion.
- 88 Heartsaver continuing education hours to students and faculty at Grafton High School.
- 753 continuing education training hours for Emergency Medical Services.

To support our aging population, our hospital hosted two Stepping On falls prevention sessions for 25 community members.

Social determinants of health are the structural elements and conditions in which people are born, grow, live, work, and age. Education leading to employment is one factor that can help one gain the income, health insurance and other benefits, and stability necessary for good health. Our hospital caregivers remain committed to supporting health professions students of all levels and from various programs seeking educational opportunities within our facility. During 2018, our hospital:

- Hosted 201 students who toured our campus.
- Provided 2 Certified Nursing Assistant positions for local high school students.
- Provided content experts for 8 Careers in Health Care presentations to 300 students in Ozaukee County schools.
- Hosted 18 volunteer opportunities for students with cognitive and physical disabilities.

Our hospital team members helped local Emergency Medical Service providers educate students on health topics at Grafton High School during their Wellness Fair.
Advocate Aurora Give Well Campaign

During 2018, a total of 195 hospital team members pledged $96,283 to the Advocate Aurora Give Well 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 1,300 funds including 350 Aurora funds, local United Way agencies, and other not-for-profit organizations responding to important community needs.

Aurora Health Care*
Foundation
give.aurora.org

### 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>$1,115,000</td>
</tr>
<tr>
<td>Medicaid shortfall at cost*</td>
<td>$11,151,000</td>
</tr>
<tr>
<td>Other means-tested programs at cost*</td>
<td>$259,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$12,525,000</strong></td>
</tr>
<tr>
<td>Community health improvement and education services, and community benefit operations</td>
<td>$441,258</td>
</tr>
<tr>
<td>Health professions education and GME**</td>
<td>$769,306</td>
</tr>
<tr>
<td>Other cash and in-kind contributions</td>
<td>$236,916</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$1,447,480</strong></td>
</tr>
<tr>
<td>Language assistance services**</td>
<td>$19,898</td>
</tr>
<tr>
<td>Volunteer services**</td>
<td>$63,270</td>
</tr>
<tr>
<td><strong>Total 2018 Community Benefits</strong>*</td>
<td><strong>$14,055,648</strong></td>
</tr>
</tbody>
</table>

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

** In 2018, Advocate Health Care in Illinois and Aurora Health Care in Wisconsin joined together to create Advocate Aurora Health, the 9th largest not-for-profit health system in the country. The State of Illinois requires the inclusion of graduate medical education expenses and the provision of non-employee volunteer and language-assistance services in community benefit reporting. These categories have been added to Aurora’s public reports to create consistency across all Advocate Aurora Health community benefit reports.

*** 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 $38,500,648.

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).