Our community role

Since 1917, Aurora Lakeland Medical Center has remained dedicated to the well-being of Walworth County residents. Our caregivers apply their knowledge, skills, time and charitable resources to respond to community health needs and create a healthier community.
Assessing community health status - an ongoing commitment

Improving the health of our communities begins with assessing community health status. During 2013, we published our 2013 Community Health Needs Assessment (CHNA) Report and 2014 Implementation Strategy, which you can find by visiting Aurora.org/CommBenefits. Please note that you are invited to submit comments on the CHNA report.

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

During 2013 we implemented this priority in two distinct ways:

1. Enrollment in affordable and/or subsidized health care insurance
   Aurora Health Care launched an integrated system-wide enrollment strategy in 2013 to help uninsured persons obtain 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.

2. Support for free clinics
   The Open Arms Free Clinic (OAFC), located in Elkhorn, Wis., provides primary medical care to underserved and uninsured persons. Currently, OAFC is the only clinic of its kind in Walworth County. In 2013, we provided pro bono radiology services to 51 OAFC patients. The Aurora Medical Group also supported the clinic by providing 30 specialty consults to OAFC patients at no charge. We continue to support the invaluable work of the volunteer physicians and clinicians at OAFC who refer patients to our hospital for diagnostic imaging services.

   In addition to the primary medical care they offer, Open Arms Free Clinic also provides a cardiology clinic once a month, headed by our hospital’s cardiologist, Cary Berkowitz, MD. During the clinic, we offer echocardiograms using the Mac500 EKG machine, which was donated by our hospital’s cardiovascular services team.

   Our certified application counselors assist OAFC patients in applying for Aurora’s Helping Hand Patient Financial Assistance to cover their medically necessitated follow-up care. OAFC patients are referred to Aurora’s enrollment hotline and the Walworth County Department of Health and Human Services to obtain coverage through the Health Care Marketplace.
Workforce development and health professions education

We supported the continued development of skills and knowledge among emergency medical service (EMS) technicians and paramedics responding to 911 calls in our patient service area. In 2013, we provided educational sessions on evidence-based best practices for EMS professionals in Delavan, Elkhorn and LaGrange. The training topics included trauma patient management and coronary artery/12-lead education.

Other 2013 workforce development initiatives included:
• Co-sponsoring an open house for EMS Week with Lyons Fire Department/Rescue Squad. We also provided educational materials on strokes and traumatic brain injuries at the event.
• Providing over 1,500 hours of clinical experiences, job shadowing, and mentoring at our facility for students working to become licensed or certified health professionals in various health-related fields

Blood pressure awareness

Knowing and understanding one’s blood pressure reading is important, as it may be the first sign of risk for a serious health event, such as a heart attack or stroke. To raise awareness about high blood pressure we:
• Offered free blood pressure screening events for community members at our hospital in February and May
• Distributed educational materials and performed 360 blood pressure screenings for individuals at the Walworth County Fair
• Provided free drop-in blood pressure screenings twice per month at Aurora Medical Group clinics in Walworth County

Newborn health and safety

Providing a safe start for our community’s tiniest members is one of our priorities. We have a number of strategies aimed at protecting the well-being of babies born in our hospital and for children as they grow within our community. Some of those initiatives included:
• Calling new mothers after discharge to check on the well-being of mother and baby and to answer questions covering breastfeeding, post-partum care for mom, and caring for a newborn
• Providing car seat safety education to families discharged from our birthing center. In addition, we offered community members car seat safety checks at our hospital and at car seat safety clinics hosted at various public venues throughout the community
• Partnering with Walworth County Public Health Division of the Department of Health & Human Services to support safe sleep practices and inform new parents about the Safe Sleep program in Walworth County

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Helping frail elderly

2013 was a busy year for our hospital’s caring and compassionate senior resource nurses (SRN), Kathy and Kris, who responded to 1,678 referrals from the community, as well as Aurora physicians. They assisted aging adults and involved family members by providing on-site or in-home assessments of their personal, social and medical needs and connected them to community services, which, in many cases, increased their ability to remain independent in their homes. When this was not advisable, they coordinated a safe and secure transition to the most appropriate level of care available in the community. In addition, our SRNs:

- Facilitated Living Well with Chronic Conditions, a 6-week program for community members to teach self-management skills for individuals with chronic health conditions. There were 24 participants in the 2013 series.
- Instructed 25 senior citizens at the Delevan Senior Center on fall prevention, demonstrating evidenced-based exercises and sharing the importance of falls education.
- Offered a blood pressure clinic for seniors twice a month at various senior living centers. During this time, the SRNs were also available to provide blood pressure education and answer other questions.

Creating a new standard of care with the Sexual Assault Nurse Examiner (SANE) program

Aurora’s Sexual Assault Nurse Examiner (SANE) program offers trauma-informed and victim-sensitive services to people of all ages. Our sexual assault nurse examiners are specially trained nurses available 24 hours a day to assist victims of sexual assault by collecting medical evidence and providing forensic evaluations, testifying as expert witnesses in court, and offering emotional support and referrals to vital services, such as counseling or other care providers.

In addition to providing comfort and care directly to victims of sexual assault, our nurse examiners advance the capacity of the broader community in Walworth County to respond to issues related to sexual assault and personal violence. During 2013, our SANE nurses:

- Served as faculty for the Wisconsin Coalition Against Sexual Assault, through which they provided SANE training
- Shared their expertise with local, county and state coalitions and sexual assault response teams
- Provided educational opportunities for counselors, teachers and parent groups requesting sexual assault education and prevention training
- Supported the efforts of the Walworth County Child Advocacy Center (Treehouse) and the Child Advocate Agency/Sexual Assault Nurse Examiner Peer Review Meetings
### Aurora Lakeland Medical Center 2013 Community Benefits

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial assistance (charity care) at cost*</td>
<td>$1,222,000</td>
</tr>
<tr>
<td>Medicaid shortfall at cost*</td>
<td>$4,755,000¹</td>
</tr>
<tr>
<td>Other means-tested programs at cost*</td>
<td>$339,000</td>
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<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$6,316,000</strong></td>
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<tr>
<td>Community health improvement and education services, and community benefit operations</td>
<td>$297,269</td>
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<tr>
<td>Health professions education</td>
<td>$79,800</td>
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<tr>
<td>Subsidized health services (clinics)</td>
<td>$21,880</td>
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<tr>
<td>Cash and in-kind contributions for community benefit</td>
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</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$497,748</strong></td>
</tr>
<tr>
<td><strong>2013 Total Community benefits</strong></td>
<td><strong>$6,813,748</strong>²</td>
</tr>
</tbody>
</table>

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

¹Includes 2013 hospital assessment tax.

²Unlike 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 Lakeland Medical Center total benefit to the community is $13,321,748.

During 2013, as part of a patient service area in Walworth County, a total of 119 ALMC caregivers pledged $67,360 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.

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

Every Gift Can Change a Life