Our community role  Providing community benefits is nothing new for our hospital. At Aurora Medical Center in Manitowoc County, located in Two Rivers, Wis., we maintain a keen focus on how we contribute to the health and well-being of the communities we serve. As our communities grow, and as health care continues to transform, our community benefit efforts become increasingly more focused on helping people live well. And that begins with a community-wide effort to assess community health status.
Assessing community health status – an ongoing commitment

In 2007 and 2010, we at Aurora Medical Center have underwritten a community health assessment of Manitowoc County, conducted in partnership with our local health department. This helps them to focus their resources on population health issues and enables us to align our charitable resources and expertise to respond to identified community health needs. During 2012, we supplemented this set of primary research with a secondary data report and key-informant interviews. We repeat the community health assessment every three years and we are pleased in 2013 to have Holy Family Memorial join us in conducting the next community health assessment. To see community health research and our 2013 Community Benefit Plan, please visit: Aurora.org/CommBenefits

Creating healthier communities

Since its formation in 2001, members of our hospital leadership team have participated on the steering committee of the Healthiest Manitowoc County 2020 Coalition (HMC2010 and HMC2020) and continued through 2012. Our collective efforts to improve the health of our communities were rewarded in 2012 when HMC2020 was awarded a $460,000 community transformation grant to create a healthier place to live, work and play. This grant will promote healthy food systems, physical activity and tobacco-free living.

Addressing access for underserved persons

The first task of HMC2020 was to assure, by 2020, that all residents have affordable access to comprehensive, patient-centered health services that are safe, effective, affordable, timely, coordinated and navigable. To that end, we continued to carry out our work with HMC2020 during 2012 to support and participate in the development of a Federally Funded Community Health Center for Manitowoc County residents.

Community building activities

Community-building activities consider root causes of health problems, such as unsafe living conditions, stress and environmental issues that undermine people’s ability to be healthy and safe. Through these activities, we build links between our hospital and community improvement initiatives by serving on boards and committees with people and organizations that are effective at what they do, including:

- Two Rivers Business Association
- Two Rivers Environmental Advisory Board
- Rotary (Two Rivers Noon Rotary and Manitowoc Sunrise Rotary)
- The Chamber of Manitowoc County
- Leadership Manitowoc County
- Wisconsin Health Information Exchange
- Two Rivers Parks and Recreation Advisory Board and Bike Committee
- The Y Board of Directors
- Lakeshore Technical College Foundation Board
- Felician Village Board of Directors
Community health services, education and outreach

During 2012, we provided more than 1,000 hours of health education and services through classes, activities and events held on our campus and in community-based settings, reaching 2,972 local residents. These health education and services included:

- Stepping On – a falls prevention program for older adults in the community
- **The Senior Health Fair** at the Two Rivers Senior Center
- **Meals on Wheels** for homebound residents – 11,562 meals provided in 2012
- **Infant car seat installation** by our certified technician who instructs and assists new parents
- **Manitowoc Farmers Market group** – financial support to provide an Electronic Benefits Machine that enables families on the Food-Share program to make purchases at the market
- **Reality Store** – participated in this Chamber of Commerce event for students at local high schools to help students learn basic skills in financial planning, goal setting, decision-making and career planning

Additionally:

- We sponsored fitness classes for kids at The Y to encourage healthy activities and fight childhood obesity through the **Strong Kids** program.
- We provided our yearly contribution to the **Stock the Shelves** program to benefit our local food pantries and programs.
- Our **Diabetes Support Group**, held on a monthly basis, informed participants about topics covering heart, kidney and mental health, and engaged them with interactive activities, such as “Diabetes Jeopardy,” and helped them to manage their conditions throughout the course of the year.
- We hosted **Career Camp and Health Careers Summer Camp** at our hospital for 30 high school students from four counties.
- We provided **sports medicine** licensed athletic trainers at Two Rivers and Mishicot high schools, along with athletic training coverage for community events, including Two Rivers Polar Bears and the Lakeshore Storm, and **WIAA sports physicals for student athletes** in local school districts.
- Aurora Medical Group provided more than 200 hours of complimentary **blood pressure checks** for local residents.
- A nurse from our OB/GYN unit provided weekly **prenatal teen parent support classes** at Lincoln High School.
- We partnered with the **Aging and Disability Resource Center’s Transition** program to reduce hospital re-admissions.
- We provided support to assure more than 2500 patient transports were provided to individuals without other means to access health services.
Powerful tools for caregivers

Each year, our hospital partners with the Aging and Disability Resource Center, Wisconsin Caregiver Alliance and River's Bend, a local long-term care facility, to offer “Taking Care of You: Powerful Tools for Caregivers.” And 2012 was no exception. This six-week, interactive class, offered twice a year at no charge to members of the general public, was targeted to family members and friends who care for older adults with stroke, Alzheimer’s disease, Parkinson’s disease and other long-term conditions. There were 10 participants for each class.

Health professions education

Our hospital is pleased to serve as a clinical rotation site for surrounding colleges and universities. Some of the rotations are arranged as a one-on-one precepted experience by one of our Aurora caregivers, while others are classes with up to eight students and an on-site instructor. In 2012, nursing students alone accounted for more than 4,000 hours of on-site clinical experience, coming to us from the University of Wisconsin – Oshkosh, Lakeshore Technical College and Silver Lake College.

Other placements included:

• **More than 5,000 hours of clinical placements** with radiology students from Lakeshore Technical College, dietetic interns from the University of Wisconsin – Green Bay, a cardiac rehab student from the University of Wisconsin – Milwaukee, and a pharmacy student rotation from Creighton and Concordia Universities

• **More than 200 hours guiding a professional-practice experience** for Health Information Technology students from Herzing University and Northeast Wisconsin Technical College

• **Additional hours for students of physical and occupational therapy**, and for those seeking careers as health unit coordinators

In-kind community partnerships that provide resources

Every year, Aurora Medical Center Manitowoc County opens its doors to host three major area fundraising events for not-for-profit organizations addressing community health needs. Funds raised at these events represent a large portion of the operating budgets for these vital not-for-profit organizations:

• **March of Dimes March for Babies**
• **Make a Wish Foundation Walk for Wishes**
• **Alzheimer’s Association Memory Walk**
### 2012 Community Benefit Report

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial assistance (charity care) at cost*</td>
<td>$649,000</td>
</tr>
<tr>
<td>Medicaid shortfall at cost*</td>
<td>$3,626,000</td>
</tr>
<tr>
<td>Other means-tested programs at cost*</td>
<td>$224,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$4,499,000</strong></td>
</tr>
<tr>
<td>Community health improvement and education services, and community benefit operations</td>
<td>$322,281</td>
</tr>
<tr>
<td>Health professions education</td>
<td>$611,075</td>
</tr>
<tr>
<td>Cash and in-kind contributions for community benefit</td>
<td>$592,934</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$1,526,290</strong></td>
</tr>
<tr>
<td><strong>Total 2012 community benefits</strong></td>
<td><strong>$6,025,290</strong></td>
</tr>
</tbody>
</table>

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

1Includes 2012 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. When Medicare shortfalls are added, our total benefit to the community is $5,839,290.

---

During 2012, 56 percent of area Aurora caregivers pledged $68,390 to the Aurora Partnership Campaign— their show of support for 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 described in this report, please visit: Aurora.org/Foundation