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:

- 950 patients who arrived at our Emergency Department (ED) seeking non-emergent care did not have a primary care physician. Of those, 215 were seen by an Aurora primary care provider within 28 days following their ED visit.
- 99 individuals received tele-intake services in our ED for behavioral health issues.
- 30 inpatients were provided with telepsychiatry consultations at our hospital.
- 1,683 complimentary rides to and from our hospital were provided for those who lacked resources for transportation.
- 12 patients referred from Lakeshore Community Health Care or Salvation Army Red Shield Center received diagnostic imaging services at no cost.

Fun for the community and fitness too, the annual Aurora Two Rivers 10-Mile (see page 2).
Priority #2 | **Build links between our clinical services and local community health improvement plans.**

**Focus | Nutrition, physical activity, overweight/obesity and the link to diabetes**

In 2016, 70% of the children in Manitowoc County did not eat the recommended five or more servings of fruits or vegetables per day, and 31% did not get the recommended 60 minutes of physical activity five or more days per week. Healthiest Manitowoc County and the 2020 Manitowoc County Community Health Improvement Plan (CHIP) both identified nutrition and physical activity as a key health priority. During 2017, we:

- Conducted two KidShape 2.0 sessions with 12 children and 24 adults from 11 families. Results were as follows:
  - 11 children completed the entire 6-week session.
  - 5 had a decreased BMI at the end of 6 weeks.
  - 8 reported getting the recommended amount of physical activity.
  - 11 showed improvement on the behavioral modification assessment.
- Facilitated 26 community presentations/seminars on physical health and fitness for 541 local students, 118 faculty and 290 other community members.
- Donated $26,089 in cafeteria food to local food pantries.
- Collected 480 pounds of food for a food drive to support local community members experiencing food insecurity.
- Subsidized 830 meals through the Two Rivers Meals-on-Wheels program.
- Donated exercise equipment to the City of Manitowoc to promote healthy family exercise.
- Once again hosted the Two Rivers 10-Mile health and fitness 3-person relay, 2-mile run/walk and 1/3 mile kids' run with more than 300 participants.
- Developed a strategic partnership and program protocols with Lakeshore Community Health Care and “Mi Pueblo” Hispanic Community Center to begin in 2018.

Priority #3 | **Address the underlying causes of persistent health problems.**

**Focus | Aurora Healing and Advocacy Services**

Sexual assault and rape are underreported and the definition of sexual assault varies across different agencies; therefore, the number and rate may vary depending on the source. Sexual violence can have harmful and lasting consequences for victims, families and communities including, but not limited to, unintended pregnancy, sexually transmitted infections, long-term physical consequences, immediate and chronic psychological consequences, health behavior risks and financial cost to victims, families and communities. During 2017, our hospital’s Forensic Nurse Examiners (FNEs):

- Provided 34 people with trauma-informed care in response to sexual assault, as well as 1 case of domestic violence, 1 case of human trafficking and 5 victims of other crimes.
- Referred 42 individuals to counseling and social service agencies in our community for ongoing support.
- Conducted 16 community education/prevention/outreach trainings for 231 attendees, including:
  - 90 individuals working within law enforcement
  - 5 Registered Nurses
  - 6 Advocates
  - 67 Emergency Medical Service (EMS) personnel
  - 63 other community members

**Focus | Population health: Hepatitis C**

As part of Aurora’s population health strategy, during 2017, 2,463 patients in Aurora’s Green Bay, Manitowoc and Marinette service area were tested for hepatitis C; of those, 51 tested positive, 25 had positive confirmatory tests and 24 patients entered treatment.
Every gift can change a life.

Aurora Partnership Campaign

During 2017, a total of 90 hospital caregivers pledged $37,768 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

| Financial assistance (charity care) at cost*       | $976,000 |
| Medicaid shortfall at cost*                        | $3,440,000 |
| Other means-tested programs at cost*              | $177,000  |
| **Subtotal**                                      | $4,593,000 |
| Community health improvement services and community benefit operations | $402,885 |
| Health professions education                      | $392,783  |
| Other cash and in-kind contributions for community benefit | $286,177 |
| **Subtotal**                                      | $1,081,844 |
| **Total 2017 Community Benefits**                 | $5,674,844 |

* 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 $9,290,844.

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To see our most recent Community Health Needs Assessment report and Implementation Strategy plan, please visit www.aurora.org/commbenefits.

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Aurora Medical Center in Manitowoc County
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