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:

- 203 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.
- 1,655 complimentary rides to and from our hospital were provided for those who lacked resources for transportation.
- 1 patient referred from Lakeshore Community Health Care received diagnostic imaging services at no cost.

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

**Focus | Behavioral health and memory care**

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 Manitowoc County. In 2016, 15% of Manitowoc 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 (9%). To address this community priority in 2018:

- 2 behavioral health informational and educational programs were provided for 36 community members.
- 79 memory assessments were completed for patients to expedite referrals.
Priority #3  

**Address the underlying causes of persistent health problems.**

### Focus | Nutrition, physical activity, and overweight/obesity

Healthy Manitowoc County and the 2020 Manitowoc County Community Health Improvement Plan (CHIP) both identified nutrition and physical activity as a key health priority. During 2018, we:

- Conducted 2 KidShape 2.0 sessions, a six-week community-based program for students who are overweight or obese, and their families. In total, 14 children and 20 adults from 9 families participated. Results were as follows:
  - 9 children completed the entire 6-week session.
  - 6 had a decreased BMI at the end of 6 weeks.
  - 9 reported getting the recommended amount of physical activity.
  - 10 children and 12 adults showed improvement on the behavioral modification assessment.
- Facilitated 21 community education programs on physical health and fitness for 145 local students, 104 faculty, and 100 other community members.
- Donated $28,547 in cafeteria food to local food pantries.

### Focus | Chronic disease

In November 2018, Lakeshore Community Health Care (LCHC) hosted a Diabetes Education course that included a cooking class, a token for fresh vegetables and fruit from the farmers market, and groceries to make the three recipes shown in class. Our hospital provided assorted kitchen tools, crockpots, and reusable grocery bags for the 19 families that attended the classes.

As part of Aurora’s population health strategy, 2,707 patients in our Green Bay, Manitowoc, and Marinette service area were tested for hepatitis C; of those, 72 tested positive, 31 had positive confirmatory tests, and 28 patients entered treatment.

### Focus | Aurora Healing and Advocacy Services

Sexual violence can have harmful and lasting consequences for survivors, families, and communities including, but not limited to, unintended pregnancy, sexually transmitted infections, long-term physical consequences, immediate and chronic psychological issues, health behavior risks, and financial costs.

During 2018, our Forensic Nurse Examiners provided trauma-informed care for 29 individuals at our hospital and conducted 5 education, prevention, and outreach programs for 59 community members.
Every gift can change a life.

Advocate Aurora Give Well Campaign
During 2018, a total of 55 hospital team members pledged $25,476 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>$780,000</td>
</tr>
<tr>
<td>Medicaid shortfall at cost*</td>
<td>$3,763,000</td>
</tr>
<tr>
<td>Other means-tested programs at cost*</td>
<td>$237,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$4,780,000</strong></td>
</tr>
<tr>
<td>Community health improvement and education services, and community benefit operations</td>
<td>$615,042</td>
</tr>
<tr>
<td>Health professions education</td>
<td>$647,214</td>
</tr>
<tr>
<td>Other cash and in-kind contributions</td>
<td>$172,054</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$1,434,310</strong></td>
</tr>
<tr>
<td>Language assistance services**</td>
<td>$14,054</td>
</tr>
<tr>
<td>Volunteer services**</td>
<td>$79,360</td>
</tr>
<tr>
<td><strong>Total 2018 Community Benefits</strong>*</td>
<td><strong>$6,307,724</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 $10,288,724.

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