Improving community health begins with assessing community health status. Every three years, we complete a Community Health Needs Assessment (CHNA), for which we obtain input from community members, public health representatives, and community partner organizations. We use that information to prioritize identified community health needs and develop an Implementation Strategy (IS) plan with specific targets and measures for the needs we are best positioned to address. This report shares highlights of progress we made on our plan in 2019. To see our most recent CHNA report and IS plan, please visit www.aurora.org/commbenefits.

**Priority #1**

*Access, a signature community benefit focus for Aurora Health Care*

**Focus | Access**

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 2019:

- 213 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.
- 41 uninsured and Medicaid-eligible patients were referred to a local Federally Qualified Health Center or Free Clinic for follow-up services.
- 953 complimentary rides to and from our hospital were provided for those who lacked resources for transportation.

**Priority #2**

*Alignment with Community Health Improvement Plan focus on behavioral health*

**Focus | Behavioral health**

According to our hospital’s CHNA, mental health and alcohol and other drug use (behavioral health) are ranked among the top five health issues for Manitowoc County. In response to this identified critical need in 2019:

- 4 behavioral health informational and educational programs were provided for 135 community members.
- 129 memory assessments were completed for patients to expedite referrals.
### Priority #3  
**Address the underlying causes of persistent health problems.**

#### 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 2019, our hospital’s Sexual Assault Nurse Examiners (SANEs) provided trauma-informed care to 30 survivors and all were provided with follow-up referrals for additional support services. Our SANEs also facilitated 43 community education/prevention/outreach events with 3,600 attendees.

#### Focus | Obesity and food security

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 2019:

- 28 seminars were provided on physical health and fitness and prevention of sports injuries to 374 students, 180 faculty, and 721 community members.
- $33,736.50 in cafeteria food and $33,737.00 in financial support was provided to local food pantries.

### Community benefits by the numbers

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial assistance (charity care) at cost*</td>
<td>$730,000</td>
</tr>
<tr>
<td>Medicaid shortfall at cost*</td>
<td>$2,061,000</td>
</tr>
<tr>
<td>Other means-tested programs at cost*</td>
<td>$203,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong>*</td>
<td><strong>$2,994,000</strong></td>
</tr>
<tr>
<td>Community health improvement and education services, and community benefit operations</td>
<td>$258,269</td>
</tr>
<tr>
<td>Health professions education</td>
<td>$376,099</td>
</tr>
<tr>
<td>Other cash and in-kind contributions</td>
<td>$176,118</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$810,486</strong></td>
</tr>
<tr>
<td>Language assistance services***</td>
<td>$19,609</td>
</tr>
<tr>
<td>Volunteer services***</td>
<td>$42,811</td>
</tr>
<tr>
<td><strong>Total 2019 Community Benefits</strong></td>
<td><strong>$3,866,906</strong></td>
</tr>
</tbody>
</table>

* 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 individual hospital community benefit calculations.
*** 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.
During 2019, a total of 44 hospital team members pledged $17,749.27 to the Advocate Aurora Give Well Campaign. The campaign supports more than 1,300 local not-for-profit funds, including Advocate Aurora Health funds, local United Way agencies, and other not-for-profit organizations responding to important community health needs.

Giving comes in many forms. Your gift can help transform health care in our community and help more people live well. Visit [https://www.aurorahealthcarefoundation.org/](https://www.aurorahealthcarefoundation.org/) to learn more about the many different ways you can give.

Our hospital team members support Manitowoc County community events in several ways each year. One 2019 example is the Trunk or Treat event held at the Manitowoc Public library on October 29. This event had volunteers from around the city who opened their vehicles with fun décor and safe treats for the kids to come enjoy some fall fun in a safe place. The event hosted over 800 community members.

Tracy Lindberg, Clinic Manager, helped us distribute free gently used books and healthier treat options to community members during the 2019 Trunk or Treat event at the Manitowoc Public library.

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).