Our community role

Aurora Medical Center in Oshkosh evolved from the merging of several independent primary care groups that came together in 1995. In 2003, Aurora Medical Center in Oshkosh opened to serve the patients of this growing physician group. As part of Aurora’s integrated health care system, the significant needs of all people we serve are strategically addressed through Aurora’s coordinated, system-wide network of providers and service sites in the Winnebago County area. As caregivers here in the Fox Valley, we apply our knowledge, skills, time and charitable resources to respond to community health needs and create a healthier community, focusing primarily on the Winnebago County area.
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.

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

   An integrated system-wide enrollment strategy was launched by Aurora Health Care in 2013 to help uninsured persons obtain health insurance coverage through the Health Insurance Marketplace. Our patient financial counselor was trained to become a certified application counselor and assisted nine individuals through the full enrollment process and responded to numerous questions related to enrollment. In total, we conducted 15 enrollment events within our market area.

2. Support for free clinics

   Aurora Medical Center in Oshkosh is one of three major health care systems in Winnebago County that collaborate to provide ongoing support for the Living Healthy Community Clinic (LHCC). This freestanding community clinic is operated by the University of Wisconsin-Oshkosh College of Nursing to provide confidential, cost-effective medical care to uninsured residents of Winnebago County who have difficulty accessing medical care due to financial constraints and lack of insurance coverage.

   In 2013, LHCC served 990 individuals and provided $2,272,650 in medical services. Over 80% of the patient visits involved direct primary care (patients seen by a nurse practitioner and/or physician), with the remaining visits for program enrollment, medication refills and simple checks (e.g., blood pressure) by a registered nurse. The clinic filled over 5,800 prescriptions for its clients. In addition, LHCC began providing limited mental health counseling on site.

   Our role: In addition to providing lab and basic diagnostic services four months of the year on a rotating basis with our collaborating health systems, our Aurora Medical Group partner provides in-kind housekeeping, medical waste removal, and outside maintenance at no charge to the clinic. Additionally, our hospital provides direct financial support to the clinic for operations and pharmacy medication discounts. Our hospital’s caregivers further support LHCC in other ways:

   - Our chief clinical and support services officer serves on the clinic’s advisory board.
   - Our emergency service manager meets quarterly with LHCC staff to ensure that our Emergency Department provides appropriate care and feedback to LHCC regarding processes for referring patients and follow-up.

During 2013, we also provided over $8,000 of free lab services to the St. Francis Community Clinic in Oshkosh, a community-based clinic providing health care services to uninsured and underserved individuals.
Priority #2:  
Build links between our clinical services and the local health department community health improvement plan (CHIP)

**Fox Valley Community Health Coalition and Weight of the Fox Valley**

A dozen Aurora leaders participated in the Weight of the Fox Valley (WOFV) summit in March of 2013 and supported the costs of the initial WOFV planning summit. This same group re-convened in July to recommend priorities for Aurora-specific actions related to promotion of healthy weight. The current Aurora-specific priority is to develop a more significant array of interventions for weight loss among at-risk patients in the primary care setting.

Our medical group administrator continues to serve on the WOFV initiative leadership team, which convened in September and November of 2013 to begin organizing a long-term, multifaceted community effort. Our administrator also chairs the metrics committee for the WOFV initiative.

In addition, our medical group administrator continues to actively serve on the Fox Valley Community Health Coalition, which involves four health systems and multiple local health departments. The coalition is focused on gaining an understanding about the local obesity epidemic, connecting with others who are concerned about this issue and identifying steps for a regional effort to build a healthier Fox Valley.

**Winnebago County Heroin Task Force**

In October 2013, six of our caregivers attended the inaugural Winnebago County Heroin Task Force meeting. We are optimistic that this task force will have an impact in our community. The Winnebago County Heroin Task Force formed to develop a community strategy to reduce and prevent heroin use and overdoses in our community, utilizing successful measures implemented in Brown County based on the Four Pillar Drug Strategy of harm reduction, prevention, treatment and enforcement. Based on these pillars, breakout groups were formed to brainstorm next steps and potential solutions, which will be our primary focus in 2014.

Priority #3:  
Address the underlying causes of persistent health problems

**Abuse response services - Sexual Assault Nurse Examiner program**

Abuse and sexual assault are never the victim’s fault – no matter where or how it happens. Victims deserve to feel valued, respected and safe. At AMCO, our Aurora Sexual Assault Nurse Examiner (SANE) program provides a safe haven for immediate, acute care to individuals who have been sexually assaulted.

During 2013, our hospital’s five sexual assault nurse examiners provided trauma-sensitive care to 20 persons and completed referrals to providers of medical, clinical, counseling and/or advocacy services. Our abuse response services team collaborated with the University of Wisconsin-Oshkosh to address immediate needs in responding to sexual assault victims on campus. We work with other hospital organizations within Winnebago, Calumet and Outagamie Counties to build the response regionally for sexual assault victims. Through collaborative consultation, SANE training opportunities were presented in the Fox Valley area in late 2013.

*continued on page 3*
Priority #3, con’t.

Address the underlying causes of persistent health problems

Our SANE nurses contribute their expertise to coalitions of multi-disciplinary community partners to address providers’ response to sexual assault victims on a local and regional basis. These coalitions include:

- **Winnebago County Sexual Assault Response Team** – Participants include sexual assault nurse examiners, law enforcement agencies, county District Attorney’s office, community-based advocacy/Reach, and Child Advocacy Center
- **Tri-County Sexual Assault Response Team** – Participants include Calumet, Outagamie and Winnebago Counties
- **Winnebago County Coordinated Community Response Team** – This is a community-based coalition with members working together to identify gaps in services and resources within their community, with a focus on domestic violence, sexual assault, human trafficking, child and elder abuse, along with drug-endangered child prevention and intervention
- **Sexual Assault Regional Task Force** – This group includes law enforcement and other SANE program staff to continue to develop programs for sexual assault victims
- **Fox Valley Child Advocacy Center** – This agency ensures services to victims of child and sexual abuse
- **International Association of Forensic Nurses** – Our SANE coordinator serves on the Wisconsin Chapter Board of Directors

**Prenatal care and parent education**

For pregnant women who are uninsured, *Bella Medical Center* offers a full complement of supportive training and support for finding a job and learning how to budget and parent. Our education department provides supportive, one-on-one prenatal and new-parent training and counseling for women at Bella who are referred by the public health department.

In collaboration with *Family Services of Northeast Wisconsin*, we provided hospital assessments at Aurora Medical Center in Oshkosh to first-time moms (pregnant and postpartum) to assess their level of risk and offer resources to support *Parent Connection*, a parent education and early learning program that encourages, strengthens and supports families throughout Oshkosh and the Fox Cities.

**Fox Valley Health Care Alliance**

Another way we support health professions education is through the *Fox Valley Health Care Alliance* (FVHCA). The FVHCA was formed in October 2004 to serve the healthcare workforce and education needs in the counties of Calumet, Fond du Lac, Green Lake, Outagamie, Waupaca, Waushara, and Winnebago. The newly formed Simulation Workgroup goals include:

- Creating a model in which the use of simulation is collaborative between facilities and academia
- Addressing facility saturation and limited capabilities to provide adequate clinical placement experiences
- Enhancing current caregiver competence by creating simulated experiences that are high risk/low volume.

In late 2013, our caregivers represented our hospital and the FVHCA on a statewide initiative to improve and standardize clinical placements.

*continued on page 4*
Priority #3, con’t.
Address the underlying causes of persistent health problems

Every gift can change a life

During 2013, as part of a patient service area in Winnebago County, a total of 77 AMCO caregivers pledged $18,184 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 30 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

Clinical experience and placements
During 2013, our hospital and health centers provided more than 21,000 hours of student clinical experience and placement hours for students from multiple universities and technical colleges across Wisconsin for undergraduate and graduate nursing programs, physical and occupational therapy, and those in programs to serve in roles such as medical assistants, pharmacy, lab, radiology and surgical technicians, respiratory therapists, athletic trainers and paramedics.

Aurora Medical Center in Oshkosh 2013 Community Benefits

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial assistance (charity care) at cost*</td>
<td>$1,330,000</td>
</tr>
<tr>
<td>Medicaid shortfall at cost*</td>
<td>$5,506,000¹</td>
</tr>
<tr>
<td>Other means-tested programs at cost*</td>
<td>$253,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$7,089,000</strong></td>
</tr>
<tr>
<td>Community health improvement and education services, and community benefit operations</td>
<td>$331,539</td>
</tr>
<tr>
<td>Health professions education</td>
<td>$1,063,723</td>
</tr>
<tr>
<td>Subsidized health services (clinics)</td>
<td>$407,874</td>
</tr>
<tr>
<td>Cash and in-kind contributions for community benefit</td>
<td>$142,795</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$1,945,931</strong>²</td>
</tr>
<tr>
<td><strong>Total 2013 community benefits</strong></td>
<td><strong>$9,034,931</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 Medical Center in Oshkosh total benefit to the community is $15,952,931.