Our community role  Aurora Sheboygan Memorial Medical Center has 130 staffed beds and more than 150 physicians and providers serving the needs of Sheboygan County. As part of Aurora Health Care, the leading not-for-profit health care provider in eastern Wisconsin, we recognize that we are accountable to our patients and our communities, and that our initiatives to support our communities must fit our role as a not-for-profit community hospital. During 2012, our community benefit outreach services and activities reached more than 28,400 people.
Assessing community health status – an ongoing commitment

Improving the health of our communities is a communitywide effort and begins with assessing community health status. Since 2003, we have undertaken a community health assessment of our service area every three years, conducted in partnership with Sheboygan County Human Services. This helps Sheboygan County Human Services to focus resources on population health issues and enables us to align our charitable resources and expertise to respond to identified community health needs. To see community health research dating back to 2003 and our Community Benefit Plan for 2013, please visit: Aurora.org/CommBenefits

Improving access for uninsured persons

Ensuring access to primary care services was the No. 1 health initiative of the 2012 Community Health Improvement Plan for Sheboygan County. In an effort to serve the underserved population of Sheboygan County, we have dedicated efforts to support these key community partners by volunteering our time, talents and expertise. Community partners include:

- **Lakeshore Community Health Center** is a federally qualified health center that serves patients regardless of insurance status or ability to pay. To help Lakeshore Community Health Center increase its capacity, we work collaboratively with St. Nicholas Hospital/Prevea Health to provide necessary ancillary services for its patients, including lab, radiology and pharmacy services. In addition, the supervisor of clinical operations for Aurora Medical Group serves on the Lakeshore Community Health Center board of directors.

- **The Salvation Army Red Shield Free Clinic** opened in 1992 to provide medical, dental and optometry care to qualified uninsured Sheboygan County residents. The clinic is staffed by area physicians, nurses and support personnel who volunteer their time and services to the clinic and its patients. We support the clinic by providing necessary ancillary services, including lab, radiology and pharmacy services, for patients referred by the clinic. In 2012, 14 Aurora Medical Group physicians and clinicians donated a total of more than 158 hours to care for patients in the clinic.

- To increase access to medications essential to keeping patients well, we have two full-time registered nurses who work with funding sources to obtain support for patients who are unable to afford prescriptions. This program is available to all Sheboygan county residents, regardless of their medical system providers. In 2012, 3,882 patients saved a total of $3,752,099 on their out-of-pocket expenses for prescription medications.

Encouraging children to “live well” with KidShape 2.0

In response to the need for kids to get more physical activity, prevent obesity and improve nutrition, we have continued to collaborate with the YMCA and KidShape 2.0 program. This eight-week community-based program for students who are overweight or obese and their families includes instruction and activities related to healthy eating, physical activity and behavior modification. Our caregivers support the program by participating on planning committees, assisting with staff training for the program and participating as expert presenters.
Other 2012 community benefit activities included:

- Implementing community outreach strategies to provide “Y Balance” screenings, blood pressure checks, vision/hearing screenings and injury evaluations at multiple locations throughout the community
- Conducting 70 car seat safety checks at the hospital and an additional 80 car seat checks at various community events free of charge
- Participating in bicycle helmet fittings at the Random Lake Elementary School Bike Rodeo event
- Providing first aid/safety training for local Boy Scouts so they can fulfill requirements of their First Aid Merit Badge
- Participating in the Day of Caring, a United Way event in which the caregivers and leaders from both our hospital and Aurora Sheboygan Clinic provided work hours for the community on projects such as raking, cleaning and painting at local nonprofit organizations; we were also the main sponsor for this event
- Providing programs on advance directives and important conversations for members of the Generations Senior Center
- Volunteering as medical advisors – Aurora Sheboygan Clinic physicians provided services for multiple community partners including:
  - Cedar Grove/Belgium Middle School
  - Oostburg School District
  - Plymouth School District
  - Sheboygan County Head Start Program
  - Sheboygan County Health Department
  - Willow Glen Academy
- Providing job training opportunities for high school students with cognitive delays – six students per semester (each trained by one of our caregivers along with a school district employee) perform tasks in areas of housekeeping, food service and maintenance; some students from this program have been hired and are now gainfully employed with us
- Bringing patients and community members together for support and encouragement:
  - Touched by Cancer support group
  - Us Too – Sheboygan County prostate cancer support group
  - I Love Someone with Cancer support group
  - Diabetes support group
  - Aurora Sinai bariatric support group
  - Grief support group held at the hospital in partnership with Aurora Visiting Nurse Association

In-kind activities supported by Aurora Sheboygan Memorial caregivers include:

- Providing professional training for emergency medical technicians in Howards Grove, Kiel, Oostburg, Plymouth, Sheboygan and Sheboygan Falls – 144 hours of training for 453 students
- Serving as drivers for Meals on Wheels, a community program partially supported by United Way
- Coordinating blood drives
- Working with the Sheboygan Rotary on the Emily’s Dream project to deliver books for children from birth to age 5
- Collecting for Coats For Kids and helping with the coordination and delivery of collected items to area children
- Supporting the summer lunch program with in-kind donations and volunteer hours – this program, a collaboration with United Way, Boys & Girls Clubs, Sheboygan County Interfaith Organization, Head Start and the Sheboygan Area School District, serves about 650 children every day for eight weeks
<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Financial assistance (charity care) at cost*</td>
<td>$1,849,000</td>
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<tr>
<td>Medicaid shortfall at cost*</td>
<td>$6,573,000</td>
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<td>Other means-tested programs at cost*</td>
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<td><strong>Subtotal</strong></td>
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<td>Community health improvement and education services, and community benefit operations</td>
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<tr>
<td>Health professions education</td>
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<td>Subsidized health services (clinics)</td>
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<td>Cash and in-kind contributions for community benefit</td>
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<tr>
<td>Research</td>
<td>$3,250</td>
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<td><strong>Subtotal</strong></td>
<td><strong>$1,209,874</strong></td>
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<tr>
<td><strong>Total 2012 community benefits</strong></td>
<td><strong>$9,743,874</strong></td>
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*Cost-to-charge 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 expense from the community benefit calculations. When Medicare shortfalls are added, our total benefit to the community is $9,860,874.

During 2012, as part of a patient service area including all of Sheboygan County and part of Calumet County, a total of 381 caregivers pledged $143,863 to the Aurora Partnership Campaign – showing 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, including 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