Our community role

Aurora Sheboygan Memorial Medical Center is a patient-centered health care facility within Aurora’s integrated not-for-profit health care system. With over 150 physicians and providers, our hospital offers more than 25 specialties to serve the overall health needs of Sheboygan County and houses the only inpatient behavioral health unit in Sheboygan and surrounding counties.
Assessing community health status – an ongoing commitment

Improving the health of our communities begins with assessing community health status. Since 2003, we have undertaken a community health survey of our service area every three years, conducted in partnership with the Sheboygan County Health and Human Services. This helps us to focus their resources on population health issues and enables us to align our charitable resources and expertise to respond to identified community health needs in a coordinated fashion.

The community health needs assessment findings are detailed in 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

   Aurora Health Care launched an integrated system-wide enrollment strategy in 2013 to help uninsured people obtain health insurance coverage through the Health Insurance Marketplace. Through this approach, all of Aurora’s financial assistance advocates, including ours, were trained to become certified application counselors at their respective facilities. Aurora’s comprehensive enrollment strategy continues in 2014 and also includes a toll-free hotline. To better assist our uninsured patients with enrollment into coverage, we added an additional certified application counselor to our roster of financial assistance advocates.

2. Support for free clinics

   Initial efforts are under way to establish Lakeshore Community Health Center as a fully operating federally qualified health center to serve patients regardless of insurance status or ability to pay. Opened in 2012, and currently providing dental health services, the intent is to expand to provide primary care and behavioral health services in 2014. In 2013, our hospital donated office furniture and orthopedic supplies to the clinic.

   The Salvation Army Red Shield Free Clinic opened in 1992 to provide medical, dental and optometric care to qualified uninsured Sheboygan County residents. The clinic is staffed by area physicians, nurses and support personnel on a volunteer basis. In 2013, we provided necessary lab services to patients referred by the clinic and donated close to 125 hours of caregiver time, along with 10 Aurora Medical Group physicians and clinicians donating more than 84 hours to care for patients.

   We continue to support efforts to improve access to medications essential for maintaining health and quality of life. Our hospital provided two full-time registered nurses who work with funding sources to obtain support for residents of Sheboygan County who are unable to afford prescriptions. In 2013, a total of 726 patients saved a total of $6,460,247 on their out-of-pocket expenses for prescription medications.
KidShape 2.0

Good nutrition and recommended physical activity play a vital role in maintaining weight and decreasing the risk for several chronic diseases. In partnership with the Sheboygan YMCA, we offer KidShape 2.0, an eight-week community-based program for students who are overweight or obese and their families, which includes instruction and activities related to healthy eating, physical activity and behavior modification. To ensure the continued success of this program, our hospital staff complete participant assessments, assist with coordinating, planning and training for the program, present on the healthy eating component, and inform local businesses about the program. Our hospital provides scholarships for families that cannot afford the program fee. In total, 38 children and family members participated in the KidShape program in 2013.

Healthy Sheboygan 2020

Healthy Sheboygan County 2020 is a community-based initiative seeking to make positive changes in the health status of Sheboygan County by 2020. Community health committees have been created based on careful assessment of the community’s needs and input of county residents. In 2013, our caregivers served on the Alcohol and Other Drug Abuse (AODA) and Health Literacy committees.

The AODA Committee’s goal is to create an environment that is supportive of a drug-free lifestyle by reducing substance use and abuse by youth and adults and strengthening collaboration of prevention efforts within our community. An Aurora Medical Center family medicine physician actively serves on this committee and attends the monthly meetings. Additionally, he published articles on maternal drug use and heroin, which were featured in the Sheboygan Press, and presented Crimestoppers at the Sheboygan Falls health fair.

In response to increasing heroin convictions and arrests, the committee is working with the Sheboygan Police Department to pursue a grant from the Wisconsin Department of Justice to address heroin issues in the Sheboygan area. Our hospital staff also participated and served on the Sheboygan County Heroin Task Force.

To further support AODA prevention and treatment efforts, our hospital provided professional education on medication misuse for 110 participants, including physicians, pharmacists, dentists and law enforcement officials. Our caregiver led the effort to implement Screening, Brief Intervention, and Referral to Treatment (SBIRT), a comprehensive, evidence-based public health approach to screen for unhealthy alcohol use and deliver early intervention and treatment services for persons with substance abuse disorders at the Aurora Clinic in Howards Grove.

Health literacy affects people’s ability to search for and use health information, adopt healthy behaviors, and make informed decisions about their health. The Health Literacy Committee’s goal is to help people find, understand and use health information and services to make informed decisions. In 2013, a hospital caregiver assisted with the planning of the health literacy focus groups, including working with committee members to assemble lists of potential participants for each group. The focus groups consisted of county residents in the following “at risk” categories: young, senior, low-income, Spanish-speaking and Hmong-American adults. The findings will be shared in 2014 and the committee will work to identify specific ways to help groups improve their health literacy.
Clinical experience and placement
During 2013, our hospital and health centers provided more than 2,031 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 for those in pharmacy, dietetics or nutrition and respiratory therapy degree programs.

Workforce in Sheboygan County
In 2013, our food nutrition service manager served on the RCS (Empowers Employment Services) advisory board, which is comprised of local business leaders who support and promote the hiring of people with disabilities. Additionally, he served on the W-2 advisory board in Sheboygan, helping individuals find employment opportunities and develop skills to work in specific jobs. Our hospital continues to identify strategies and outreach efforts to ensure we have a diverse workforce and are able to address future healthcare workforce shortages.

Our other outreach activities in 2013 included:
- Weekly flyers and recipes promoting healthy eating during National Nutrition month
- Aurora Health Care Day of Caring, with United Way and other sponsors
- Medical directorship for local employers: Sheboygan Area School District, City of Sheboygan and Sheboygan County
- Blood drives benefitting BloodCenter of Wisconsin
- Fairview Elementary School in Plymouth for the Homework Club program, helping students with math and reading
- LIVESTRONG Cancer Survivor’s group at the Sheboygan YMCA, presenting on nutrition for cancer survivors
- Overnight Relay for Life, raising money to help in the fight against cancer
- Diabetes support group, bariatric surgery support group and Us TOO Sheboygan County prostate cancer support group
- Annual picnic to celebrate cancer survivorship; in 2013, close to 650 people attended the event
- Bucket List Bash to raise funds for the start-up of a palliative care program

Priority #3: Address the underlying causes of persistent health problems
Every
Gift
can
change a
life

During 2013, as part of a patient service area including all of Sheboygan County and part of Calumet County, a total of 148 ASMMC caregivers pledged $60,492 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 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 featured in this report, please visit Aurora.org/Foundation

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<tr>
<th>Aurora Sheboygan Memorial Medical Center 2013 Community Benefits</th>
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<td>Medicaid shortfall at cost*</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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<td>Cash and in-kind contributions for community benefit</td>
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<td><strong>Subtotal</strong></td>
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<td><strong>Total 2013 community benefits</strong></td>
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*Cost-to-charge ratios are based on Wisconsin Hospital Association percentages.

<sup>1</sup>Includes 2013 hospital assessment tax.

<sup>2</sup>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, Aurora Sheboygan Memorial Medical Center total benefit to the community is $15,364,430.