During 2014 we conducted a comprehensive Community Health Needs Assessment of Sheboygan County. The findings are summarized in our CHNA Report (see: www.aurora.org/commbenefits). We invite you to review this information and submit written comments using our online form.

Our process for prioritizing among the significant health needs enabled us to develop our community benefit plan for the next three years. This “implementation strategy” can be found beginning on page 40 of our CHNA Report and is prioritized around three core principles of community benefit, as is this 2014 Community Benefit Report.

For all patients who arrived in our Emergency Department (ED) who did not have a primary care physician, we promoted the benefits of receiving primary and preventive care by becoming established with a “health home” and referred individuals accordingly:

- Our Financial Advocates assisted un-and under-insured patients in applying for coverage through the Federal Marketplace and securing appointments with our Aurora Health Care Medical Group (AHCMG) physicians.
- Our ED staff promoted the benefits of becoming established with
  - Lakeshore Community Health Center (LCHC), a Federally Qualified Health Center that provides primary, preventive medical, oral and behavioral health services operating in Sheboygan and Manitowoc Counties, or
  - Salvation Army Red Shield Free Clinic, which provides medical, dental and optometric care to qualified uninsured Sheboygan County residents. Our medical group physicians volunteer their services at this vital safety net clinic, and our hospital provides diagnostic lab services to patients referred by LCHC.

In 2014, Aurora Health Care established the Better Together Fund to support FGHCs and free clinics across Aurora’s service area. In 2015, LCHC will be awarded a one-time contribution of $1M to support our partnership to expand primary and behavioral health services ($500,000 each at both the Sheboygan and Manitowoc County locations).

Priority #2:

Build links between our clinical services and local health department community health improvement plan, Healthy Sheboygan County 2020.

Alcohol and other drug abuse and mental health
In March 2014, we helped facilitate a Community Conversation about mental health and AODA and hosted more than 300 community participants. From this conversation, three action groups were created including, access, coordination of care and education, and our hospital hired a half-time staff member who focuses on project management and plays a lead role on all three of the workgroups.

Alcohol and Other Drug Abuse (AODA) and mental health committees. In 2014 our hospital was granted the ability to recruit J1 Visa applicants to help expand our recruitment for adult addiction providers and adolescent psychotherapists for 2015. Additionally, our professional education efforts reached approximately 75 people including, physicians, pharmacists, dentists and law enforcement.

Health literacy: We presented the results of the 2014 Community Health Needs Assessment to 113 community members at the Sheboygan Call-to-Action event hosted at Lakeshore Technical College. This sub-committee launched the OK2ASK Campaign to help patients play an active role in their health care needs and decisions in order to improve the quality of care received and to encourage patients to ask questions when they do not understand.

Nutrition, physical activity and overweight/obesity: We sponsor KidShape 2.0, an evidence-based, six-week program for children who are overweight or obese and

(over)
their families, in partnership with the Sheboygan YMCA. A total of 25 families participated, of which 10 were able to participate with a scholarship from our hospital. Of those families completing the program, 65% increased and improved their physical activity levels and reported positive behavioral changes.

Sheboygan County Activity and Nutrition committee (SCAN): The mission of SCAN is to reduce the incidence of obesity and improve the health of children, families, and communities. SCAN met its goal of reducing obesity from 28% to 27% by 2014. This committee increased its focus on promoting increased participation in employee health and fitness, hosting its second annual wellness workshop for employers in which Aurora caregivers played an active role by conducting walks, bike rides and providing healthy meals and snacks. This committee built the framework for its 2015 goal to help Sheboygan County receive a “Well County” designation from the Wellness Council of Wisconsin.

Health risk factors
In 2014, we provided blood pressure screening and education for 528 people, visiting:
- Sartori, Plymouth Joint Schools, City of Sheboygan (including 150 weigh-ins help kick off a weight loss program), and Feeding America (for uninsured).
- A women’s event in Kohler we reached 1,200 attendees.

Cancer Care
To emphasize survivorship and improve overall wellbeing for cancer patients and survivors, we:
- Presented a program for 20 survivors at the local YMCA LIVESTrong program and eight area high-schools reaching 300 students with information about melanoma and the importance of sun safety.
- Held a focus group for women who utilized our services to determine how we can improve access.
- Displayed the Strollin’ Colon to support community and employer health fairs promoting the need for colon cancer screenings, reaching over 1500 community members.

Healthcare workforce development
During 2014 our hospital and health centers provided more than 1,100 hours of clinical experience and placement hours for students from multiple universities and technical colleges working on undergraduate and graduate health and medical degrees. This includes over 100 hours dedicated to providing education, skills training, and supervision for:
- Emergency Medical Service providers (Sheboygan Fire Department; Orange Cross, Plymouth and Kiel Ambulance Services and Sheboygan Critical Care Paramedics)
- Local Law Enforcement (WI State Patrol, Sheboygan Sheriff, Sheboygan Falls, Plymouth and Kohler Police Departments, and WI State Patrol)

2014 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>$2,111,240</td>
</tr>
<tr>
<td>Medicaid shortfall at cost</td>
<td>$6,637,000</td>
</tr>
<tr>
<td>Other means-tested programs at cost</td>
<td>$92,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$8,840,240</strong></td>
</tr>
<tr>
<td>Community health improvement and education services, and community benefit operations</td>
<td>$380,181</td>
</tr>
<tr>
<td>Health professions education</td>
<td>$332,558</td>
</tr>
<tr>
<td>Subsidized health services (clinics)</td>
<td>$1,036,415</td>
</tr>
<tr>
<td>Cash and in-kind contributions for community benefit</td>
<td>$421,030</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$2,170,184</strong></td>
</tr>
</tbody>
</table>

**Total 2014 community benefits** $11,010,425

* 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 the community benefit calculations. However, when Medicare shortfalls are added, Aurora Sheboygan Memorial Medical Center’s total benefit to the community is $14,084,425.