Our community benefit plan is guided by our community health needs assessment (CHNA). To see our CHNA report, please visit www.aurora.org/commbenefits. This annual report provides updates on our community benefits implementation strategy in 2015.

To increase access, our Financial Advocates assisted un- and under-insured patients in securing appointments with our Aurora Health Care Medical Group partners to receive primary care and apply for coverage through the Federal Insurance Marketplace, along with Aurora’s Helping Hand Patient Financial Assistance Program to cover their medically necessitated care. In addition, our Patient Assistance team helped community members who had no resources for essential medications gain access to $5,708,826.04 in medications at no cost to the individuals.

Our hospital and medical group also partners with Lakeshore Community Health Center (LCHC) and Salvation Army Free Clinic (SAFC), both of which serve as health homes to un- and under-insured residents of Sheboygan County. In 2015, we supported these clinics by:
- Promoting their services and encouraging uninsured individuals to establish a health home relationship with LCHC or SAFC
- Redeeming vouchers for eligible ancillary services and providing specialty follow-up care to patients referred by SAFC. Laboratory services are provided on average to six patients per month
- Supporting Aurora physicians who donated time at SAFC to care for patients

The **Aurora Better Together Fund** aims to increase access to primary care and behavioral health services and sexual assault and domestic violence prevention and treatment programs across eastern Wisconsin. Two of our community based partners received Aurora Better Together funding in 2015:
- Lakeshore Community Health Center, to expand screening and treatment enabling patients to experience behavioral health intervention as part of their regular primary care
- Safe Harbor, for expanding to a full-time schedule of therapy services for victims of domestic violence and sexual assault

Visit [www.aurorahealthcare.org/better-together](http://www.aurorahealthcare.org/better-together) to learn more about these organizations and Aurora’s Better Together Fund.

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**Priority #2:**

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

Our hospital is actively engaged in Healthy Sheboygan County 2020 committees. Representatives participate on the Leadership, Sheboygan County Activity and Nutrition Committee, Well County, SBRT, Anti-stigma and Heroine committees.

**Alcohol and other drug abuse and mental health**

All patients need the right care, at the right time, in the right place. The need for behavioral health services does not always require inpatient services. To increase access points for people managing their mental health concerns an intensive outpatient program (IOP) was opened Oct. 19, 2015. 6) Individuals were admitted to our IOP during its first few months of operation. Our hospital also has full in-patient as well as Partial Hospital programs to serve patients with mental health concerns.

Additionally, behavioral health specialists expedited admissions or referrals for behavioral health services for 59 people assessed and triaged in our ED.

**Health literacy**

To improve the quality of care received, the O2K24SK Campaign was implemented to help patients play an active role in addressing their health care needs and in making informed decisions. Our nursing staff wear Okay to Ask pins in support of this Healthy Sheboygan County 2020 campaign encouraging patients to ask questions when they do not understand.
Nutrition, physical activity and overweight/obesity

In 2015 we collaborated with the local YMCA to offer KidsShape 2.0, which consists of six weekly 15 hour sessions. The first 45 minutes of each session is taught by our dietitian. During the second half of the class, the children exercise with a YMCA instructor while the parents stay with our hospital’s exercise physiologist to learn about behavior modification and role modeling. A total of 16 families (32 participants) completed the program and reported feeling better equipped to make healthy food choices and increase activity.

To reduce the incidence of obesity and promote more daily movement, we worked with 29 local employers to introduce off-site employee wellness centers where we screened employees for risk factors for chronic disease and educated them about activities to reduce their modifiable risks. In addition, our hospital collaborated with Aging and Disability Resource Center in providing space for Stepping On and Living with Chronic Disease classes and hosted a Fall Prevention event.

Stroke

According to our most recent Community Health Needs Assessment, cerebrovascular accidents, also referred to as stroke, are a leading cause of death and a major cause of adult disability. Knowing the signs and symptoms and receiving fast treatment are important to prevent death and disability from stroke. To educate our community about stroke we:

• Provided stroke education at all Sheboygan areas schools and sent home information flyers with each student to share with their families, grandparents and aging neighbors
• Facilitated three events to share stroke awareness education to employees at 29 area businesses
• Distributed 750 stroke magnets at the Doug Opal Run for Kids. Proceeds from this event provided financial assistance for YMCA memberships and camperships for at-risk and disadvantaged children, teens and families

Cancer Care

Each year, our cancer care team also provides many outreach services. Our cancer care team includes certified nursing professionals called nurse navigators who are specially trained to guide individuals and their families from diagnosis through cancer treatment and into post-treatment or, if needed, end-of-life care. In 2015, our cancer nurse navigators:

• Provided support to 2,390 people and referred individuals, including their family and friends, to our community partners for additional services such as complementary medicine
• Touched 1,664 lives through community education and screening events
• Maintain our current Breast Center of Excellence accreditation and continue to promote our high-risk breast clinic to capture potential high-risk candidates

Child safety

Our hospital provides free car seat checks, not just to parents giving birth at our hospital but to the entire community. Our certified car seat technician completed approximately 250 checks in 2015. We also provided seats to families unable to afford an appropriate car seat to ensure their child’s safety. Jane, a mother of three, was in need of an infant seat for her new baby. We provided a seat, installed it into her vehicle and performed an inspection and reinstallation of the seats for her two older children following standard safety guidelines. Jane left our hospital with all three of her children buckled safely in the back seat of her vehicle. The following Monday, Jane called our hospital and informed us that her family had been in an accident on Sunday and that her children were unharmed thanks to the car seats they were in.

2015 Community benefits by the numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial assistance (charity care) at cost*</td>
<td>$918,000</td>
</tr>
<tr>
<td>Medicaid shortfall at cost*</td>
<td>$7,289,000</td>
</tr>
<tr>
<td>Other means-tested programs at cost*</td>
<td>$136,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$8,343,000</strong></td>
</tr>
<tr>
<td>Community health improvement and education services, and community benefit operations</td>
<td>$452,895</td>
</tr>
<tr>
<td>Health professions education</td>
<td>$465,218</td>
</tr>
<tr>
<td>Subsidized health services (clinics)</td>
<td>$243,440</td>
</tr>
<tr>
<td>Cash and in-kind contributions for community benefit</td>
<td>$508,680</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$1,670,233</strong></td>
</tr>
<tr>
<td><strong>Total 2015 community benefits</strong></td>
<td><strong>$10,013,233</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 the community benefit calculations. However, when Medicare shortfalls are added, Aurora Sheboygan Memorial Medical Center’s total benefit to the community is $11,035,233.