Improving the health of our communities is a community-wide effort and begins with assessing community health status every three years. We obtain input from community members and public health representatives, consult with our hospital staff and physician partners to prioritize the community health needs identified, and develop specific targets and measures for the needs we are best positioned to address. Our implementation strategies are organized into three main priorities in alignment with three core principles of community benefit as shown in this progress report.

**Priority #1 | Increase access for persons in our community with disproportionate unmet health needs.**

**Focus | Access is an Aurora Health Care signature community benefit focus**

Along with having a consistent primary care provider and medical home, access to medical care can detect and treat disease at an earlier stage, improve overall health, prevent disease and disability and reduce preventable deaths. To address this in 2017, at our hospital:

- 1,409 patients who arrived in our Emergency Department (ED) seeking non-emergent care did not have a primary care physician; of those, 303 patients saw an Aurora primary care provider within 28 days following their ED visit.
- 7 individuals received tele-intake services in the ED for behavioral health issues.
- 92 patients were referred to Lakeshore Community Health Care to establish a health home.
- 34 patients were provided with STD testing at the Anchor of Hope clinic. Our hospital subsidized this cost for the clinic.
- 940 complimentary rides were provided to and from Aurora facilities for patients who lacked transportation resources.

**Priority #2 | Build links between our clinical services and local community health improvement plans.**

**Focus | Alcohol, tobacco and other drug abuse and mental health**

Among the key informants interviewed, mental health (ranked #1) and alcohol and drugs (ranked #2) were included as top five health issues in Sheboygan County. Overall health depends on both physical and mental well-being. To increase access to behavioral health services and increase awareness for community members in 2017:

- 8 community partners adopted the SBIRT (Screening, Brief Intervention, & Referral to Treatment) model. Our hospital supported this adoption process through our work on the Healthy Sheboygan County 2020 AODA Committee.
- 286 physicians, pharmacists and dentists in our community were educated on medication misuse.
- 3 outreach/education sessions were provided about medication misuse/behavioral health with 37 community members.
- 1 Wisconsin Recovery Community Organization (WIRCO) training for Recovery Coaches was held at our hospital with 15 attendees.
Focus | Health knowledge and health literacy

Health literacy is the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions about their own health or that of their loved ones. Additionally, the Red Cross recommends that at least one person in every household and place of business receives training in CPR and proper use of an Automated External Defibrillator (AED). This training can give that person the knowledge and confidence to respond during an emergency situation with skills that can help save a life. To educate our community during 2017 our hospital:

- Provided 27 CPR/AED trainings to 202 community residents.
- Held 2 sessions on “Is CPR Right for Me or a Loved One” for the community with 63 individuals attending the panel discussions.
- Supported the Advance Care Planning Coalition. Through our participation on the coalition our caregivers:
  - Facilitated 1 No One Dies Alone (NODA) training for 22 volunteers from Rocky Knoll and Pine Haven long term care facilities.
  - Helped 60 individuals complete advanced care plans.
  - Provided training to the Aurora Wellness team to support their outreach to local employers.
  - Presented on Advance Care Planning at the Aging Mastery program at Generations in Plymouth for 13 people.
  - Presented “Being Mortal” screening and discussion for Aurora Medical staff and at the Sheboygan County Senior Activity Center, reaching 32 community members and 13 physicians.

Focus | Nutrition, physical activity & overweight/obesity

Among key informants interviewed, physical activity was included as a top five health issue for Sheboygan County. Based on findings from the 2014 Sheboygan County Community Health Survey, about two of three (67%) adult respondents were classified as overweight or obese (up from 59% in 2003). To address this during 2017:

- 10 hospital caregivers were engaged on the Healthy Sheboygan County 2020 committee for nutrition, physical activity and overweight/obesity.
- A free onsite farmers market with healthy recipes was offered every Wednesday on our hospital campus.
- KidShape was presented in two first grade classes in the Plymouth Joint School district and reached 46 kids. Plans were finalized to host KidShape on site in January and February 2018.

Priority #3 | Address the underlying causes of persistent health problems.

Focus | High blood pressure and cholesterol, stroke

Based on the 2011 Public Health Profile, the Sheboygan County cerebrovascular disease death rate was 47.0 per 100,000, slightly higher compared to Wisconsin (45.0 per 100,000). Cerebrovascular disease, also referred to as stroke, is a leading cause of death and is a major cause of adult disability.

Based on the 2014 Sheboygan County Community Health Survey, 27% of respondents reported high cholesterol (up from 19% in 2003) and 28% reported high blood pressure (up from 17% in 2003) in the past three years. As outlined by the Centers for Disease Control and Prevention, high blood pressure and cholesterol are risk factors for heart disease and stroke. Therefore, during 2017 we provided:

- 10 blood pressure education/screening events completed by our hospital caregivers, during which 269 individuals were screened and educated on blood pressure and stroke, with all participants reporting a gain in knowledge and their intent to change their behavior.
- Educational materials, including BEFAST, stroke risk scorecard and stroke fact sheet, were provided to 40 area businesses to educate their employees.
Focus | Cancer

Cancer is a leading cause of death in Sheboygan County. Our cancer nurse navigators are registered nurses with oncology-specific clinical knowledge. They offer individualized assistance to community members, patients, families and caregivers to help overcome health care system barriers and guide individuals and their families from cancer diagnosis through treatment and into post-treatment and survivorship. At our hospital’s 2017 community cancer education and screening events:

• 32 individuals were screened for melanoma and 119 were educated.
• 572 individuals were identified as low risk and 536 individuals were identified as high risk through the Gail Model breast cancer screening.
• 90 CT lung screenings were provided with 10 repeat high-risk screenings conducted.

Focus | Aurora Healing and Advocacy Services

Sexual assault and rape are underreported and the definition of sexual assault varies across different agencies; therefore, the number and rate may vary depending on the source. Sexual violence can have harmful and lasting consequences for victims, families and communities including, but not limited to, unintended pregnancy, sexually transmitted infections, long-term physical consequences, immediate and chronic psychological consequences, health behavior risks and financial cost to victims, families and communities. During 2017, our hospital’s Sexual Assault Forensic Nurse Examiners (FNEs):

• Provided 168 people with trauma-informed care in response to sexual assault. All of those individuals were offered the option of law enforcement or mandated reporting and:
  - 81 were offered emergency contraception.
  - 80 received information on emergency contraception.
  - 103 calls to Safe Harbor were made on behalf of victims.
  - 47 received forensic evidence collection services.
  - 102 cases utilized our hospital’s SDFI-TeleMedicine Forensic Photo Documentation System.
• Conducted 22 community education/prevention/outreach trainings for 413 attendees to increase community awareness.

Additionally, The Lakeshore Child Advocacy Center, one of our local partners that received Aurora Better Together funding support, is making progress. A lease has been signed and renovations on the new building are complete. Furnishings have been procured and the video equipment/room is being completed. Ozaukee, Sheboygan and Washington Counties have all committed to three years of funding, but at a diminishing level each year. Other funding is currently being sought and hiring is under way.

Our hospital team also continues to work with the Sheboygan County human trafficking team, which meets every other month. The current focus is developing a memorandum of understanding for interpreter services.

Focus | Population health: Hepatitis C

As part of Aurora’s population health strategy, during 2017, 6,458 patients in Aurora’s Greater Milwaukee North and Sheboygan service area were tested for hepatitis C; 112 tested positive, 66 had positive confirmatory tests and 65 patients entered treatment.
Every gift can change a life.

Aurora Partnership Campaign

During 2017, a total of 180 hospital caregivers pledged $57,787 through the Aurora Partnership Campaign to support the not-for-profit causes and organizations most important to them, including Aurora’s Well Community programs.

To learn how you can make a gift to support programs featured in this report, please visit aurora.org/foundation

<table>
<thead>
<tr>
<th>Aurora Health Care 2017 Community Benefit Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial assistance (charity care) at cost*</td>
</tr>
<tr>
<td>Medicaid shortfall at cost*</td>
</tr>
<tr>
<td>Other means-tested programs at cost*</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
</tr>
<tr>
<td>Community health improvement services and</td>
</tr>
<tr>
<td>community benefit operations</td>
</tr>
<tr>
<td>Health professions education</td>
</tr>
<tr>
<td>Other cash and in-kind contributions</td>
</tr>
<tr>
<td>for community benefit</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
</tr>
<tr>
<td><strong>Total 2017 Community Benefits</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, our hospital’s total benefit to the community is $20,222,048.

To see our most recent Community Health Needs Assessment report and Implementation Strategy plan, please visit www.aurora.org/commbenefits.