Our community role

Aurora Sinai Medical Center is a full-service, comprehensive health care facility in downtown Milwaukee, Wis. We are dedicated to offering the highest quality health care that is easily accessible and puts the patient at the center of all we do.
2013 Community Benefit Report

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 City of Milwaukee Health Department. This helps them 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.

During 2013, we published our 2013 Community Health Needs Assessment (CHNA) Report and 2014 Implementation Strategy. This comprehensive CHNA was completed in collaboration with our colleagues in the Milwaukee Health Care Partnership (mkehcp.org), a public private consortium dedicated to improving care for underserved populations in Milwaukee County. Detailed findings can be accessed by visiting Aurora.org/CommBenefits. Please note that you are invited to submit comments on the Community Health Needs Assessment.

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 four distinct ways:

1. Helping uninsured patients navigate to a health home

   Our hospital participates in the Milwaukee Health Care Partnership ED Care Coordination Initiative to help uninsured Emergency Department (ED) patients establish a “health home” in order to receive routine primary and preventive care. Using MyHealthDirect appointment-scheduling technology while these patients are still in our ED, we were able to schedule them for follow-up appointments with federally qualified health centers (FQHC), our own Aurora UW Medical Group clinics, or other medical-home clinics throughout the Milwaukee area. To assure follow-through, intake coordinators at those facilities reached out to the patients prior to their first appointment to answer their questions.

   In 2013, a total of 1,492 appointments were scheduled by our hospital ED. Of the scheduled appointments, 66% were with a FQHC and 34% were with other safety net clinics.

2. Enrollment in affordable and/or subsidized health care insurance

   An integrated system-wide enrollment strategy was launched by Aurora Health Care in 2013 to help uninsured persons 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

   • Joined with Aurora Family Service Public Benefits team to implement and staff 58 patient/community events in their respective communities

   To better assist our uninsured patients with enrollment into coverage, we added an additional certified application counselor to our roster of financial assistance advocates. Aurora’s comprehensive enrollment strategy continues in 2014 and also includes a toll-free hotline.

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3. Support for free clinics

The Bread of Healing Clinic was founded in 2000 by an Aurora Sinai Medical Center (ASMC) parish nurse. The clinic’s mission is to provide high-quality, basic medical care for people with chronic diseases who are working, but without access to health insurance, and for individuals in-between health insurance coverage. It has grown over the years and now provides vital health services at three community-based sites on Milwaukee’s north side, including the Agape Center, Cross Lutheran Church and Eastbrook Church. In total, the Bread of Healing treats more than 1,500 people annually and provides an environment of education for patients who most often experience disparities in care.

ASMC supports Bread of Healing by providing essential financial support, accepting clinic vouchers from clinic patients for radiology and lab services, and supporting Aurora Sinai physicians and caregivers (nurses and diabetic educators) who care for and treat Bread of Healing patients.

<table>
<thead>
<tr>
<th>Bread of Healing 2013</th>
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<tbody>
<tr>
<td>Patients seen by a physician</td>
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<tr>
<td>New patients</td>
</tr>
<tr>
<td>Lab tests at ASMC</td>
</tr>
<tr>
<td>Imaging studies at ASMC</td>
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</tbody>
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4. Mental health intakes

During 2013, the behavioral health professionals embedded in Aurora Sinai’s emergency department (ED) completed 728 intake assessments for patients who arrived at the hospital due to a mental health or alcohol and other drug abuse crisis. Upon assessing the patients and consulting with a psychiatrist on their findings, the specialists expedited recommended inpatient and outpatient referrals to assure that these individuals were able to experience a safe ED discharge.
Aurora Sinai Medical Center and Aurora Family Service work in partnership with the City of Milwaukee Health Department and community organizations on three key strategies to reduce infant mortality in Milwaukee, and specifically the racial disparities that impact infant mortality.

1. **Our Family Enrichment Program** provides women who deliver at Aurora Sinai Medical Center (ASMC) with support, information and guidance, including prenatal care coordination, child care coordination and parenting education. Additionally, this program offers supportive home visits by a case manager or parent educator to help parents cope with the demands of caring for a newborn (infant care and child development, managing stress and anger, completing school and learning job skills), along with group sessions in which parents support one another and learn together how to give their children a healthy start in life. In 2013, the program completed 99 risk assessments, provided support to 41 parents and involved 120 household members.

2. In 2013, **Healthy Families Milwaukee** conducted 338 assessments, 68 home-visit services to expectant parents and engaged 364 household members. These expectant parents are connected with Aurora Family Service because of high risk due to mental health issues, chronic medical issues, domestic violence or multiple parenting stresses. This program provides home-visiting services for expectant parents and their families, including ongoing family-centered case-management services, in-home parent education, assistance with navigating the health system, support and advocacy. It is a collaborative effort between three social service agencies in Milwaukee and ASMC.

3. **Healthy Next Babies** is an innovative and integrated care delivery and coordination model to decrease adverse birth outcomes among low-income African-American mothers. The program addresses two goals of the Milwaukee Lifecourse Initiative for Healthy Families:
   - Improving and maximizing existing services that help at-risk African-American mothers develop self-care skills during the inter-conception period
   - Strengthening father involvement in African American families. This grant is based on a previous work of *Healthy Mom Healthy Baby*, which is funded by the United Way of Greater Milwaukee.

Aurora caregivers, including Aurora Family Service, have been actively engaged in the Milwaukee Lifecourse Initiative for Healthy Families Collaborative from its inception. In 2014 the program will begin outreach efforts and recruiting participants.
Abuse Response Services – four distinct programs

Aurora Sinai Medical Center is widely recognized for having developed a network of integrated services to address the impact of sexual assault and domestic violence, and has been a Regional Center for Excellence since 1986.

1. **Aurora’s Sexual Assault Treatment Center (SATC)** at Aurora Sinai Medical Center is hospital-based and the only 24-hour emergency sexual assault treatment site in the city of Milwaukee. This program combines aspects of a rape crisis center and a **Sexual Assault Nurse Examiner (SANE)** program to offer trauma-informed and victim-sensitive services to people of all ages who have been affected. The primary mission of the SATC at Aurora Sinai is to meet the immediate, acute needs of victims of sexual assault by providing compassionate, culturally sensitive and comprehensive crisis response with evaluation and treatment by specially trained nurse experts and crisis counselors.

SATC served nearly 700 victims of sexual assault in 2013, and is one of the busiest and most respected sexual assault treatment centers in the United States. The center also serves as an educational and research resource for community organizations far beyond the city of Milwaukee. In 2013, the center provided 21 educational presentations to 653 members of our community. In addition, our SATC caregivers are active members of community groups in which they contribute to a growing body of knowledge about the community’s role in responding to sexual assault and abuse. Those organizations include the **Child Abuse Review Team of Milwaukee County, Milwaukee Commission on Domestic Violence and Sexual Assault**, and the **Waukesha County Coordinated Community Response Team**.

2. **The Healing Center** was established in 2001 and is an off-site program of Aurora Sinai Medical Center. The Healing Center’s mission is to offer adult sexual abuse survivors and their loved ones opportunities for healing by providing support, advocacy and community education. Our priority is serving low-income, uninsured and underinsured people who most often lack access to services that can help them heal. The Healing Center is the only resource in Milwaukee County that is specifically dedicated to serving survivors of sexual abuse and assault.

*Pictured at right: The Healing Center team Executive director, program director, counselors, advocates, interns and externs.*

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In 2013, The Healing Center served 776 unduplicated survivors, an increase of 17% over the previous year, and a total of $351,120 in free care was provided. Accomplishments in 2013 include:

<table>
<thead>
<tr>
<th>Services</th>
<th>Survivors Served</th>
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<tbody>
<tr>
<td>Individual Counseling</td>
<td>273</td>
</tr>
<tr>
<td>Trauma-informed individual counseling</td>
<td></td>
</tr>
<tr>
<td>Group Counseling</td>
<td>201</td>
</tr>
<tr>
<td>21 groups offered during the day and evening</td>
<td></td>
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<tr>
<td>Survivor Education</td>
<td>236</td>
</tr>
<tr>
<td>22 Topic Night education sessions</td>
<td></td>
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<tr>
<td>Alternative Healing</td>
<td>26</td>
</tr>
<tr>
<td>Vouchers to receive free alternative healing treatments through our partnership with CORE/El Centro</td>
<td></td>
</tr>
<tr>
<td>Advocacy</td>
<td>125</td>
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<tr>
<td>Helping survivors receive equal access to services</td>
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The Healing Center staff conducted awareness presentations that reached 2,444 people in the community, and launched a new collaboration that allows victims of sexual assault to have access to free civil legal services, reducing the waiting period from five months to three weeks.

3. Our ASMC Safe Mom Safe Baby program is a case-management service provided specifically to pregnant or recently delivered women experiencing intimate partner violence. Our clinical nurse specialist provides case management, education and advocacy, and is a resource for the other Aurora hospitals located in the Milwaukee area. The goal of the program is to increase safety and health for women and their babies while lowering their risk for complications, such as preterm birth and low birth weight. In 2013, the program provided intensive support to 26 women.

4. Our Domestic Violence Services enable patients to have confidential access to the support services they need in addition to the health care services they seek. Our dedicated clinical nurse specialist provides training to physicians, nurses, social workers, medical residents and other health care providers on domestic violence and trauma-informed care at ASMC and Aurora’s other Milwaukee County hospitals. Moreover, she acts as a resource for staff with questions about referring or treating patients who report domestic violence, conducts visits with inpatients and provides advocacy and counseling, such as connection with a shelter, restraining orders, transportation, counseling or other community resources. In 2013, a total of 75 patients received direct service, 48 patients received telephone contact and advocacy, and 117 patients received advocacy without direct service.

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2013 Community Benefit Report

Priority #3, con’t.
Address the underlying causes of persistent health problems

Other 2013 community benefit activities included:

**Aurora Parish Nurses** serve faith communities at Cross and Incarnation Lutheran churches; Gesu, Holy Redeemer, St. Bernadette, St. Michael’s and St. Rose of Lima Catholic churches and the CH Mason Clinic. They are dedicated to holistically providing care and promoting health and wellness of individuals, families, congregations and the communities they serve. These nurses:

- Act as health educators, personal health counselors, health advocates and integrators of faith and health
- Present educational workshops on health topics, such as diabetes, heart disease, bone health, mental health and healthy living. In 2013, programming and outreach included *Living Well with Diabetes*, *Stepping On* (a program to prevent falls among older adults), *Heartsaver CPR*, and healthy living courses for women.
- Coordinate health clinics to bridge resources from the community to parishioners

**Supporting breast cancer survivors**
When the going gets tough, the tough start swimming, biking and running! For members of **Team Phoenix**, survivorship includes pushing themselves to achieve a fitness goal by training for and completing their first sprint distance triathlon. A program developed by Judy Tjoe, MD, a breast cancer surgeon at ASMC and fitness enthusiast, the goal is to encourage and assist breast cancer patients and survivors to regain physical fitness after cancer treatment. On August 11, 2013, 25 breast cancer survivors crossed the finish line at the *Iron Girl Pleasant Prairie Triathlon*.

**The Midwifery and Wellness Center** at ASMC has been providing services to women and girls in the Milwaukee area for 26 years. The midwifery model of care is patient-centered and emphasizes healthy lifestyles that promote and enhance healthy pregnancies. Our midwives attended to nearly 400 births at ASMC in 2013 and nearly 2,000 visits for gynecological care.

**United Way Teen Pregnancy**
To support community-based teen pregnancy prevention programs, our hospital provided funding to the **Teen Pregnancy Collaborative**, and we continue to be one of the many community partners supporting this initiative.

**Diabetes education**
During 2013, over and above regularly scheduled office visits, our diabetes educators and nurse practitioners contacted patients to provide ongoing support and motivation for diabetics to self-manage their conditions optimally by reviewing their blood sugars and answering their questions. Additionally, they provided hundreds of hours of training to mentor nursing and medical students and residents in the practice of diabetes and nutrition education and management, and provided community education and outreach to increase awareness about diabetes prevention and management.

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

Every gift can change a life

During 2013, as part of a patient service area in Milwaukee County, a total of 503 ASMC caregivers pledged $159,378 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

Aurora Sports Medicine Institute (ASMI) is committed to the wellness, education and training of physically active individuals and organizations that promote sports and fitness. Of the thirteen ASMI sites located throughout the Aurora system, four fall under the Aurora Sinai Medical Center umbrella. In addition, the Aurora Sinai-based sites also partner with a variety of community organizations to provide physical therapy or athletic training services to high school, collegiate, professional and recreational athletes.

The Center for Senior Health and Longevity was founded at ASMC more than 30 years ago to provide geriatric specialty and consultation services to frail elderly, many of whom have multiple chronic health conditions and family/social issues. A multidisciplinary team of caregivers, including geriatricians, support the Acute Care for the Elderly (ACE) unit at ASMC, as well as at other Aurora hospitals and provide education to health care professionals. Primary care and consultative services are provided to over 1,100 patients annually.

Aurora Sinai Medical Center 2013 Community Benefits

| Financial assistance (charity care) at cost* | $4,422,000 |
| Medicaid shortfall at cost* | $28,434,000 |
| Other means-tested programs at cost* | $291,000 |
| **Subtotal** | **$33,147,000** |
| Community health improvement and education services, and community benefit operations | $605,144 |
| Health professions education | $840,390 |
| Subsidized health services (clinics) | $2,689,966 |
| Clinical research and community health research | $186,492 |
| Cash and in-kind contributions for community benefit | $555,644 |
| **Subtotal** | **$4,877,636** |
| **Total 2013 community benefits** | **$38,024,636** |

*Cost-to-charge ratios are based on Wisconsin Hospital Association percentages.

1 Includes 2013 hospital assessment tax.

2 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 Sinai Medical Center total benefit to the community is $39,596,636.