Our community role

Founded in 1916, Aurora Medical Center in Washington County (Hartford, Wis.) is an acute-care hospital serving Dodge, Washington and northern Waukesha counties. Our hospital is well known for the focused and coordinated approach to health care and commitment to community programming we provide.
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 Washington County 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, which you can find by visiting Aurora.org/CommBenefits. Please note that you are invited to submit comments on the Community Health Needs Assessment.

Here 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

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, many of Aurora’s financial assistance advocates were trained to become certified application counselors at their respective facilities. To ensure understanding of the scope of financial assistance options, our financial counselors either met with or followed up with a phone call on all self-pay patients, providing information on financial options including Aurora’s Helping Hand Patient Financial Assistance program.

2. Support for free clinics

Albrecht Free Clinic (AFC) provides free medical care to uninsured and underinsured residents of Washington County. In 2013, this clinic served close to 1,000 patients and 2,850 patient visits, with 70% of patients having a chronic condition such as heart disease, diabetes, asthma, lower back pain, dental decay and infection, and 20% having been seen at the clinic for 10 or more years. In 2013, our Emergency Department (ED) caregivers promoted the benefits of receiving primary care at AFC.

Aurora Medical Center in Washington County supports AFC by accepting vouchers for eligible ancillary services and providing specialty care to patients referred by the clinic. Our hospital accepted 156 vouchers from AFC for services ranging from therapy to diagnostic imaging and lab tests in 2013.

Although we are not far from the City of Milwaukee, our service area is rural and for some people, travel to and from our facilities is a challenge. We continue to support the mission of the Medical Center Foundation of Hartford to provide a dependable patient transportation program for underserved patients using our facilities by providing office space and resources for the executive director of the foundation. A total of 12,159 patients received transportation services in 2013.
Priority #2: 
*Build links between our clinical services and the local health department community health improvement plan (CHIP)*

**Fit Kids ... Fit Families**

Good nutrition and recommended physical activity play a vital role in maintaining weight and decreasing the risk for several chronic diseases. The *Healthy People Project of Washington County*, a community-based coalition, promotes healthy living and the improvement of overall health in our communities, emphasizing personal nutrition and physical activity by citizens. **Fit Kids ... Fit Families** is an evidence-based, multi-disciplinary program focused on the prevention and treatment of childhood weight concerns that we have supported for many years.

To ensure the continued success of the **Fit Kids ... Fit Families** program, our hospital provides clerical, dietitian and coordinator support and promotes the program to our Aurora Advanced Healthcare pediatricians and family medicine providers to increase family participation. In 2013, we engaged 89 children and family members, an increase from 70 participants in 2012.

**Community exercise program and work-site farmers market**

To further support the *Healthy People Project of Washington County* in its efforts to promote healthy living and improve overall health, our hospital continues to offer a discounted, medically based community exercise program targeting chronic disease processes, with 325 community members participating throughout 2013. To ensure access to locally grown produce, our hospital hosted a weekly on-site farmers market on our hospital grounds from June to mid-September 2013.

Priority #3: 
*Address the underlying causes of persistent health problems*

**Sexual Assault Nurse Examiner program**

The primary mission of our *sexual assault nurse examiner* (SANE) program at Aurora Medical Center in Washington County is to meet the immediate, acute needs of victims of sexual assault by providing compassionate and comprehensive crisis response with evaluation and treatment by specially trained nurse experts. To ensure availability and 24/7 coverage, our hospital employed a second sexual assault nurse examiner in 2013, enabling us to provide services to all sexual assault victims presenting at our facility. In 2013, our SANE program provided services to 10 victims of sexual assault. In 2014, our sexual assault nurse examiners will be working with area schools and increasing outreach efforts.

**Athletic trainers**

Recognition and proper response to concussions when they first occur can help prevent further injury or complications. During 2013, in partnership with our medical center staff and Aurora Advanced Healthcare physicians, we developed and implemented an algorithm for consistent management of post-concussion injuries. Our hospital partnered with Kettle Moraine Lutheran, Kewaskum, Living Word Lutheran, Slinger, West Bend East and West Bend West high schools to provide licensed athletic trainers to work collaboratively with coaches to manage and administer the initial treatment of athletic injuries, provide emergency care or first aid for athletic injuries, and coordinate the rehabilitation and physical reconditioning of student athletes with injuries. In 2013, our licensed athletic trainers worked with more than 400 local student athletes.

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

Disaster drills and hazmat-trained team
In October 2013, our hospital partnered with Dodge County, Hustisford schools and law enforcement, and Washington County officials on two active shooter drills.

Aurora Parish Nurse
The Aurora Parish Nurse at Stillwaters Community United Methodist Church is dedicated to holistically providing care and promoting health and wellness to individuals, families, congregations and communities. In her role she acts as a health educator, personal health counselor, health advocate and integrator of faith and health. In 2013, she was a member of the Healthy People Project of Washington County and served on the nutrition subcommittee (which secured a grant to improve school lunches in all the school districts in Washington County), helped with the Bike-to-Work initiative to increase physical activity in the community, and served on the Best You Food Force for the Kewaskum School District to improve students’ knowledge about healthy eating.

Clinical experience and placement
During 2013, our hospital and health centers provided more than 5,605 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 those in pharmacy, dietetics or nutrition and respiratory therapy degree programs.

Our other outreach activities in 2013 included:

- **Women’s Health and Wellness**, an event at the Schauer Arts & Activities Center, including presentations, educational booths and the great salad demonstration
- **We Believe in YOUnth Fair**, promoting positive youth activities and giving parents an opportunity to acquire important information to reduce at-risk behaviors among youth of all ages, and providing a presentation and table on nutrition and health/fitness
- **Making a Difference Class**, providing transitional/alternate education opportunity for high school students, teaching a class on finance and sharing professional work experience
- **State Legislators and Healthcare Leaders**, a discussion and forum hosted by our hospital president
- **Community Boards and Committees**: Our caregivers, including our hospital president and chief clinical services officer, served on a variety of community organization boards and committees aimed at improving the health and quality of life for residents in Washington County.
During 2013, as part of a patient service area in Washington County, a total of 91 AMCWC caregivers pledged $11,099 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 Medical Center in Washington County
#### 2013 Community Benefits

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial assistance (charity care) at cost*</td>
<td>$558,000</td>
</tr>
<tr>
<td>Medicaid shortfall at cost*</td>
<td>$3,363,000</td>
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<tr>
<td>Other means-tested programs at cost*</td>
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<tr>
<td><strong>Subtotal</strong></td>
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<tr>
<td>Community health improvement and education services, and community benefit operations</td>
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<tr>
<td>Health professions education</td>
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<tr>
<td>Subsidized health services (clinics)</td>
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<tr>
<td>Cash and in-kind contributions for community benefit</td>
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<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$921,312</strong></td>
</tr>
<tr>
<td><strong>Total 2013 community benefits</strong></td>
<td><strong>$5,057,312</strong></td>
</tr>
</tbody>
</table>

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

1Includes 2013 hospital assessment tax.

2Unlike some community benefit reports that include additional categories as community benefits, Aurora Health Care has elected to include Medicare shortfalls and bad-debt expenses from the community benefit calculations. However, when Medicare shortfalls are added, Aurora Medical Center in Washington County total benefit to the community is $12,424,312.