Our community role  Aurora West Allis Medical Center is located in the heart of West Allis, giving our community convenient access to high-quality care. As caregivers, we understand our connection to the communities we serve and we are dedicated to community-outreach initiatives to help our neighbors live well. Every day, we apply our knowledge, skills, time and charitable resources to respond to community health needs in meaningful ways in an effort to create a healthier community.
Assessing community health status – an ongoing commitment

Improving the health of our communities is a communitywide effort and begins with assessing community health status. Since 2005-2006, we have underwritten a community health assessment of our service area every three years, conducted in partnership with our local 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.

2012-2013 Community Health Needs Assessment

Aurora West Allis Medical Center is a member of the Milwaukee Health Care Partnership (mkehcp.org), a public/private consortium dedicated to improving care for underserved populations in Milwaukee County. Through the partnership, Milwaukee's five health care systems, along with the health department and other partners, aligned resources to complete a shared community health needs assessment in 2013. Supported by additional analysis from the Center for Urban Population Health, this robust communitywide assessment includes findings from a community health survey of more than 1,900 adults, significant key informant interviews and a secondary source data analysis. This shared assessment serves as the foundation for our hospital's implementation strategy to improve health outcomes and reduce disparities in West Allis and the neighboring communities we serve.

This 10-year body of community health research can be found by visiting Aurora.org/CommBenefits. Later this year, based on findings of the 2013 assessment, we will publish a community benefit plan for 2014.

Improving access for uninsured persons

A group of volunteers, with the help of donated funds and equipment, opened the Greater Milwaukee Free Clinic in December 1995. The mission of this clinic is to provide primary medical care and pharmaceuticals to underserved members of the community. Our hospital accepts referrals from this clinic to provide diagnostic lab and radiology services, which has aided in diagnosing patients of the clinic with breast cancer, liver failure, diabetes and other conditions. In 2012, the clinic experienced its busiest year ever, completing 2,535 patient visits. For patients referred from the clinic, our hospital provided $39,695 in diagnostic lab and radiology services, and financial aid counselors to work with all uninsured patients needing hospital care.

Responding to the call

Aurora West Allis Medical Center is home to one of only two sexual assault treatment centers in Milwaukee County; the other is located at Aurora Sinai Medical Center in downtown Milwaukee. The primary mission of the Sexual Assault Treatment Center is to meet the needs of victims of sexual assault by providing compassionate, culturally sensitive and comprehensive crisis response, with evaluation and treatment by specially trained, professional nurse experts and crisis counselors. The center also serves as an educational and research resource for community organizations whose services interface with the center, as well as the community at large.

Helping seniors on multiple levels

Our senior resource nurse is a registered nurse who is specially certified as a geriatric nurse. Throughout 2012, she responded to referrals from the community, as well as Aurora physicians, to assist aging adults and involved family members by providing on-site or in-home assessments of their personal, social and medical needs, then connecting them to community services, which in many cases increases their ability to remain independent in their homes. When this was not advisable, she coordinated a safe and secure transition to the most appropriate level of care available in the community.

Our hospital has a long history of focusing on the aging members of our community. During 2012, our community education efforts related to senior health and wellness included:

- A physician to meet with attendees at the senior health fair at the local YMCA
- The “Recognition, Renewal and Care for Caregivers” event at Manor Park (This day-long program of education and self-care for individuals who are the primary caregiver for an adult family member with a chronic health condition was designed to provide knowledge and skills to help them successfully continue in their caregiving role, while providing them with respite and an opportunity for networking and support with other caregivers. Eighty-six family caregivers attended.)
- An educational program for individuals diagnosed with early Alzheimer’s disease, as well as their families, to learn more about memory loss, common decisions and first steps in care
- The six-week series “Living Well with Chronic Conditions,” an interactive workshop that provided tools for living a healthy life while managing a chronic condition
- The West Central Interfaith Volunteer Breakfast to recognize volunteers who serve older adults in the West Allis community
Reaching out to improve community health

In 2012, Aurora West Allis Medical Center actively participated with other community agencies to help the people of West Allis and surrounding communities live well through a variety of approaches:

- As primary sponsor of National Night Out, an event organized by the West Allis Police Department that offers many family-fun activities and safety displays, our hospital conducted a health fair that included more than 30 health information booths providing educational tools and information about first aid, heart disease, colorectal cancer, warning signs of stroke and medication safety, along with screenings, including blood pressure screenings.
- We partnered with the West Allis/West Milwaukee Chamber of Commerce to provide resources for area employers to help improve the health of their work force and sponsored the kick-off luncheon for the holiday weight challenge.
- We offered numerous community health and wellness presentations attended by more than 2,000 adults.

Supporting women’s health

Aurora West Allis Medical Center is home to Aurora Women’s Pavilion, where women experience comprehensive care in a relaxed, healing environment. A we do every year, we provided a range of programs and support services for women in every stage of life during 2012. In addition to multiple educational programs related to women’s health topics, including stress incontinence, heart health, nutrition and exercise, midlife and menopause, and sleep concerns, these programs included:

- The development of a charter school - Shared Journeys, which offers pregnant and parenting teens the opportunity to attend school online or in a blended format by providing space for the program and hospital representation on its governing board
- Childbirth and parenting education classes for students enrolled in the West Allis/West Milwaukee School-Age Parent Program
- Reduced cost or fee-free childbirth and parenting classes for expectant families who otherwise could not afford to attend
- Proactive breastfeeding support for pregnant women and new moms (To ensure a positive and productive breastfeeding experience for new moms and their babies, our certified lactation consultants responded to more than 2,000 phone encounters on our breastfeeding support phone line. During these phone calls, the lactation consultants provided information and encouragement, answered questions and addressed concerns. Our caregivers also completed in-person consultations with women who were already breastfeeding or were anticipating breastfeeding after their child was born.)
- My Morning with Mom – a facilitated support group in which new moms bring their babies and network with one another to share experiences and find answers to questions they may have about their babies’ well-being
- Yoga for Breast Cancer Survivors – a class that encourages survivors to heal through movement and breathing exercises
- Living Well Beyond Breast Cancer – a 12-month program that incorporates a three-month health club membership, nutrition education, exercise, stress management, peer support and lifestyle coaching to address the long-term health effects of, and optimize wellness for, cancer survivors

Screening for behavioral health concerns

In 2012, our behavioral health intake professionals completed 843 assessments in our Emergency Department for patients who arrived at the hospital due to a mental health or an alcohol/drug abuse crisis. These professionals met with the patients, consulted with a psychiatrist on their findings, and facilitated recommended inpatient and outpatient services. This service helped to ensure that patients and their loved ones were able to experience a safe discharge after a behavioral health crisis.
### 2012 Community Benefit Report

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial assistance (charity care) at cost</td>
<td>$2,246,000</td>
</tr>
<tr>
<td>Medicaid shortfall at cost</td>
<td>$15,245,000</td>
</tr>
<tr>
<td>Other means-tested programs at cost</td>
<td>$465,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$17,956,000</strong></td>
</tr>
<tr>
<td>Community health improvement and education services, and community benefit operations</td>
<td>$512,824</td>
</tr>
<tr>
<td>Health professions education</td>
<td>$121,850</td>
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<tr>
<td>Subsidized health services (clinics)</td>
<td>$171,263</td>
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<tr>
<td>Cash and in-kind contributions for community benefit</td>
<td>$99,419</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$905,355</strong></td>
</tr>
<tr>
<td><strong>Total 2012 community benefits</strong></td>
<td><strong>$18,861,355</strong></td>
</tr>
</tbody>
</table>

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

1Includes 2012 hospital assessment tax.

2Unlike 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. When Medicare shortfalls are added, our total benefit to the community is $28,076,385.

During 2012, as part of a patient service area including the city of West Allis, a total of 948 caregivers at Aurora West Allis Medical Center pledged $167,435 to the Aurora Partnership Campaign – their show of support for 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, including 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 described in this report, please visit: Aurora.org/Foundation