Our community role

Aurora West Allis Medical Center, 15 minutes from anywhere in metro Milwaukee, is a hub for a complete range of primary and acute care programs and a tertiary care center for women’s health services through all stages of life. As caregivers, we apply our knowledge, skills, time and charitable resources to respond to community health needs and create a healthier community, focusing primarily on the City of West Allis and the Village of West Milwaukee. As part of Aurora’s integrated health care system, the significant needs of all people we serve are strategically addressed through Aurora’s coordinated, system-wide network of providers and service sites in Milwaukee County.
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 West Allis 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 (mkehbp.org), a public private consortium dedicated to improving care for underserved populations in Milwaukee County. Supported by additional analysis from the Center for Urban Population Health, our comprehensive CHNA Report includes findings from a community health survey of 400 West Allis/West Milwaukee residents, key informant interviews and a secondary source data analysis. All findings are detailed in our 2013 CHNA Report and 2014 Implementation Strategy, which you can find by visiting Aurora.org/CommBenefits. When you do, 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 three 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 patients prior to their first appointment to answer their questions.

In 2013, a total of 425 appointments were scheduled by our hospital emergency department. Of the scheduled appointments, 22% were with a FQHC and 78% were with other safety net clinics.

2. Enrollment in affordable and/or subsidized health care insurance
Aurora Health Care launched an integrated system-wide enrollment strategy 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 59 patient/community events in their respective communities

We hired an additional financial assistance advocate for our hospital, who also became certified, and continue to help people navigate the government website and enroll in the insurance program that is right for them. Aurora’s comprehensive enrollment strategy continues in 2014 and also includes a toll-free hotline.

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3. Support for free clinics

On Lincoln Avenue, just a few short blocks west of our hospital, the Greater Milwaukee Free Clinic (GMFC) provides primary medical care to underserved, uninsured persons who come from all four corners of the Greater Milwaukee community. The clinic helps patients enroll in reduced-cost drug programs through pharmaceutical manufacturers and retail outlets. In 2013 the GMFC, which is open two nights each week, experienced its busiest year ever. We continue to support the invaluable work of the volunteer physicians and clinicians at GMFC who refer patients to our hospital for diagnostic lab and imaging services, which aided in accurately diagnosing breast cancer, liver failure, diabetes and other conditions. In 2013 the value of these diagnostics was over $22,000 for 43 patients. Our certified application counselors assist GMFC patients in applying for Aurora’s Helping Hand Financial Assistance program to cover their medically necessitated follow-up care. GMFC patients are referred to Aurora’s enrollment hotline and the West Allis Health Department to obtain coverage through the Health Insurance Marketplace, as well.

Priority #2:
Build links between our clinical services and the local health department community health improvement plan (CHIP)

In 2013, Aurora West Allis Medical Center actively participated with other community agencies to help the people of West Allis/West Milwaukee and surrounding communities live well through a variety of approaches:

- Where people gather, so do we. As primary sponsor of National Night Out, a popular annual event organized by the West Allis Police Department that offers many family-fun activities and safety displays, our hospital hosted a health fair with 26 health information booths providing educational tools and information about first aid, heart disease, colorectal cancer, warning signs of stroke and medication safety. Our clinical teams provided blood pressure and other screenings and answered many questions raised by participants.
- We partnered with the West Allis/West Milwaukee Chamber of Commerce to provide resources for area employers to help improve the health of the workforce in our community.
- In total, more than 6,300 people engaged in our year-long calendar of community health education programs, outreach activities and support groups during 2013. They learned how to live heart healthy, manage nutrition and weight, incorporate prevention and wellness strategies into their lives, and find support and strength as they struggle through and beyond diabetes, stroke, amputations, bereavement or other challenges.

Combining faith with healing

Our Aurora parish nurse at First United Methodist Church, located in downtown West Allis, serves a diverse faith-community of longtime parishioners, as well as homeless people. Her name is Pat, and she has been a parish nurse for 20 years.

Credentialed by the American Nurses Association, this busy RN and diabetes educator is a principal partner to our hospital and physician partners, combining spiritual and emotional support with nursing to those who seek help to manage health challenges.

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Pat’s contributions to community health improvement are extensive. In addition to her duties at the church, Pat provides community outreach in a variety of venues, presenting topics that cover the endocrine system, women and heart care, women and depression and chronic disease.

In fact, chronic disease is one of the top three community health issues reported by adults in our most recent Community Health Survey. During 2013, Pat facilitated Healthy Living with Diabetes at the Edgerton Clinic, and when we hosted the evidence-based Living Well with Chronic Disease at our hospital – twice – Pat facilitated one six-week series, and another Aurora parish nurse, Wanda, came from her parish to facilitate the other.

Screening for behavioral health concerns
Alcohol and drug use also ranked among the top three community health issues reported by adults in our 2012 Community Health Survey. During 2013, the behavioral health professionals embedded in our Emergency Department (ED) completed 843 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, they expedited recommended inpatient and outpatient services to assure that these individuals were able to experience a safe ED discharge.

Helping frail elderly
2013 was a busy year for our hospital’s caring and compassionate senior resource nurse, Marge, who responded to 773 referrals from the community, as well as Aurora physicians. She assisted aging adults and involved family members by providing on-site or in-home assessments of their personal, social and medical needs and connected them to community services which, in many cases, increased 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, and during 2013, Marge played a vital role in our community education efforts that included:

- Our annual Recognition, Renewal and Care for Caregivers event at Manor Park. This day-long program of education and self-care for individuals who are the in-home caregivers for an adult family member with a chronic, debilitating health condition was designed to provide knowledge and skills to help them successfully continue in their caregiving role, while also providing them with a day off and an opportunity for networking with other caregivers. Sixty-eight family caregivers attended, 35 for the first time, and nine families took advantage of the respite care we provided for their loved ones.
- A three-part educational series to support family members in understanding dementia, a program offered twice in 2013, in partnership with the Alzheimer’s Association

Note: This program is so necessary and so successful that we are adding a second senior resource nurse in 2014.
Supporting women’s health

Aurora West Allis Medical Center is home to the Aurora Women’s Pavilion, where women experience comprehensive care in a relaxed, healing environment. As we do every year, during 2013 we provided a range of programs and support services for women in every stage of life. In addition to multiple educational programs related to women’s health topics including stress incontinence, heart health, nutrition and exercise, midlife, menopause and sleep concerns, these programs included:

• **Living Well Beyond Breast Cancer** — 37 women participated in our 12-month program during 2013, with an average weight loss of over 8 pounds per participant. The program incorporated 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, improved cancer survivorship. Judging by the comments in their program evaluations, they were delighted with the results:
  - I feel as though I have a new lease on life!
  - It has actually gotten me moving and, aside from the cancer, I am probably more fit and in better shape than I have been in a while.
  - Great nutrition/exercise education, awareness of taking time for you, great info on aromatherapy, and the psychology pieces were helpful to address some of the hidden issues.
  - I increased confidence, lost weight, became fit, learned self-love.

• We continued our support for Shared Journeys charter school by providing space, childbirth and breastfeeding classes and serving on its governance board. Shared Journeys offers pregnant and parent teens the opportunity to attend school on-line or in a blended format to promote graduation and positive outcomes for teen mothers and their infants.

• Reduced cost or free **childbirth and parenting classes** for expectant families who otherwise could not afford to attend.

• Proactive **breastfeeding support** for pregnant women and new moms was provided by our certified lactation consultants who responded to over 2,000 phone calls and 50 emails.

• Our **My Morning with Mom** and **My Evening with Mom** support groups continue to meet weekly and are well attended, averaging 25 moms for the morning sessions and 12 for the evening sessions. These moms have a Facebook page moderated by one of our registered nurses who is also an International Board Certified Lactation Consultant; she screens information that members post and references the American Academy of Pediatricians to correct any misinformation.

• Having a newborn admitted to the neonatal intensive care unit (NICU) can be frightening for new parents, and bringing baby home after a lengthy stay in the NICU can cause anxiety. For that reason we added a **family coach** to provide the appropriate level of education and training, support and referral sources that each individual family needs.
Every Gift can change a life

During 2013, as part of a patient service area in the City of West Allis, a total of 575 AWAMC caregivers pledged $104,007 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

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### Aurora West Allis Medical Center 2013 Community Benefits

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial assistance (charity care) at cost*</td>
<td>$2,587,000</td>
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<tr>
<td>Medicaid shortfall at cost*</td>
<td>$16,681,000</td>
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<tr>
<td>Other means-tested programs at cost*</td>
<td>$554,000</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>
<td>$433,647</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>
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<tr>
<td><strong>Total 2013 community benefits</strong></td>
<td><strong>$21,272,312</strong></td>
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*Cost-to-charge ratios are based on Wisconsin Hospital Association percentages.

†Includes 2013 hospital assessment tax.

*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 West Allis Medical Center total benefit to the community is $22,831,312.