Aurora West Allis Medical Center 2018 Implementation Strategy Update

In 2013, Aurora West Allis Medical Center (AWAMC) conducted a Community Health Needs Assessment (CHNA) and completed a CHNA Report and Implementation Strategy that was reviewed and adopted by the Social Responsibility Committee of the Aurora Health Care (AHC) Board of Directors on November 22, 2013, and posted to the AHC website.

In 2016, AWAMC completed and published its CHNA Report and 2017-2019 Implementation Strategy, which was adopted by the Social Responsibility Committee of the AHC Board of Directors on November 17, 2016, and posted to AHC website. Each document provides a comprehensive overview of the community served and significant health needs identified and is available by visiting http://www.aurora.org/commbenefits.

Experience in carrying out the Implementation Strategy in 2017 informed the process for updating it for 2018. As previously, our AWAMC implementation strategy is organized into three main categories in alignment with three core principles of community benefit as shown below.

<table>
<thead>
<tr>
<th>Category</th>
<th>Community Benefit Core Principle</th>
<th>Focus area</th>
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</thead>
<tbody>
<tr>
<td>Priority #1: Access</td>
<td>Access for persons in our community with disproportionate unmet health needs</td>
<td>• Access</td>
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<tr>
<td></td>
<td></td>
<td>• Health care coverage</td>
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<tr>
<td>Priority #2: Community Health Improvement</td>
<td>Build links between our clinical services and local health department community health improvement plan</td>
<td>• Behavioral health</td>
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<td>• Teen pregnancy</td>
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<td>• Workplace wellness</td>
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<tr>
<td>Priority #3: Community Benefit Hospital Focus</td>
<td>Address the underlying causes of persistent health problems</td>
<td>• Senior care</td>
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<td>• Health careers education</td>
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<td></td>
<td></td>
<td>• Cancer</td>
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<td></td>
<td></td>
<td>• Hepatitis C</td>
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</tbody>
</table>

These implementation strategies do not constitute the entirety of the community benefits our hospital provides each year. An annual accounting of our reported community benefits can be found by visiting: http://www.aurora.org/commbenefits.

We help people live well. Our hospital offers all the benefits of a true community hospital. Yet, as part of Aurora’s integrated health care system (IHCS), our hospital benefits from Aurora’s system-wide expertise and programing in areas including women’s health and cancer care, greatly expanding the scope of options, opportunities and expertise we can offer to our patients in settings across Metro-Milwaukee. When this is the case, you find the designation mcs with measures reflecting regional and/or system-wide targets, tracking and reports.

Principal community health improvement tool: Community Partnerships
For any community health concern, it is widely recognized that a diverse team of engaged community partners is essential for implementing strategic community health improvement initiatives that make a difference. Therefore, we recognize the need to be a good community partner. Our implementation strategies strongly reinforce our role as a partner for community capacity-building to address unmet community health needs.

Special focus: Health Disparities
Providing culturally competent and appropriate care has always been a priority for us in helping people live well. Going forward, in addition to the demographic data already collected by our providers, we will be making an extra effort to collect demographic information on individuals touched by the programs in our Implementation Strategies. This will support our efforts to identify disparities and work to address them.
Aurora Health Care is a member of the Milwaukee Health Care Partnership (the Partnership) www.mkehcp.org, a public private consortium dedicated to improving care for underserved populations in Milwaukee County. Through the Partnership, Milwaukee’s five health systems and the Milwaukee Health Department, along with the other municipal local health departments in Milwaukee County, aligned resources to complete a shared CHNA in 2013 and 2016. Supported by additional data collection and analysis from the Center for Urban Population Health, www.cuph.org, this robust community-wide CHNA includes findings from a community health survey of over 5,600 adults, multiple secondary data sources and key informant interviews with forty-one individual interviews and four focus groups. This shared CHNA serves as the foundation for Aurora Health Care and its five hospitals located in Milwaukee County in collaboration with the Partnership to implement strategies to improve health outcomes and reduce disparities.

It is not surprising that we are asked to support a wide array of community activities and events in West Allis-West Milwaukee. However, today’s community health needs require us to reserve limited charitable resources for programs and initiatives that improve access for underserved persons and specifically support community health improvement initiatives, as outlined in this Implementation Strategy.
Focus | Access is an Aurora Health Care signature community benefit focus

Unmet medical care can lead to further health complications and increase future costs. In 2015, 20% of survey respondents in West Allis/West Milwaukee delayed or did not seek medical care due to costs in the past 12 months. The percentage of adults who receive primary health services through a medical home have decreased from 81% in 2003 to 79% in 2015, and the number of individuals with an unmet medical need remained at 11% (Source #1). Key informants identified access to health care as a top five priority (Source #3).

Principal partners
- Aurora Health Care Medical Group (AHCMG)
- Aurora Behavioral Health Services (ABHS) and Aurora Psychiatric Hospital (APH)
- Aurora Parish Nurses
- Aurora Pharmacies
- Aurora at Home
- Aurora Senior Resource Nurse Program

Community partners
- Greater Milwaukee Free Clinic (GMFC) - The clinic, located two blocks from our hospital, provides free medical care and pharmaceuticals to low income, working people in the Milwaukee area without medical insurance or the ability to pay for medical care. The clinic is staffed by volunteer professionals.
- Milwaukee Health Care Partnership (MHCP) Emergency Department Care Coordination Initiative - Includes community-wide ED to Medical Home Care Coordination. Milwaukee County EDs identify target populations, provide patient education and schedule appointments with medical homes, using MyHealthDIRECT appointment scheduling technology while the patient is at the hospital
- Sixteenth Street Community Health Centers

Target population
- Medicaid-eligible and uninsured patients using our hospital emergency department (ED) for primary care

Activities

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Measures to Evaluate</th>
<th>Targets/Tracking</th>
<th>Intended Outcomes</th>
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</thead>
<tbody>
<tr>
<td>Link Medicaid-eligible and uninsured patients with medical homes (the MHCP ED Care Coordination Initiative)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ongoing</td>
<td>Total scheduled appointments</td>
<td>Annual volume</td>
<td>Increased number of Medicaid-eligible and uninsured patients with medical home</td>
</tr>
<tr>
<td></td>
<td>Total FQHC scheduled appointments</td>
<td></td>
<td>Decreased ED admissions for primary care needs</td>
</tr>
<tr>
<td></td>
<td>FQHC appointment show rate</td>
<td>&gt; 38%</td>
<td>Increased show rate</td>
</tr>
<tr>
<td>* Provide imaging and laboratory services for Greater Milwaukee Free Clinic as necessary</td>
<td>Number of radiological and lab services at no cost</td>
<td>Annual volume</td>
<td>Improved diagnostics for GMFC patients</td>
</tr>
</tbody>
</table>

Focus | Behavioral health

In 2015, 16.0% of West Allis/West Milwaukee adults reported a mental health condition (such as depression, anxiety disorder or post-traumatic stress disorder) in the past three years, comparable to 2009 and 2012 (15.0%) (Source #1). Mental health was identified as one of the top health issues in the county by the residents (Source #1) and key informants (Source #3).

In 2015, 4% of adults in West Allis/West Milwaukee reported feeling so overwhelmed in the past year that they considered suicide, a statistically significant increase compared to 2% in 2003. This means approximately 2,040 adults in West Allis/West Milwaukee may have considered suicide in the past year (Source #1).

Principal partners
- Aurora Health Care Medical Group (AHCMG)
- Aurora Behavioral Health Services (ABHS) and Aurora Psychiatric Hospital (APH)

Community partners
- West Allis-West Milwaukee Health Department (WAWM HD)
- West Allis Police and Fire Departments
- Rogers Memorial Hospital
- West Allis/West Milwaukee Coalition
- West Allis/West Milwaukee School District
- Mental Health America – Milwaukee Chapter
- Department of Aging
- National Alliance on Mental Illness (NAMI)
- Tri-City Bank
- Greater Milwaukee Free Clinic
- City of West Allis
- Milwaukee Area Technical College (MATC)
- West Allis Clergy
- Impact 211

Target population
- West Allis/West Milwaukee residents

Activities – next page
The Mental Health and Substance Abuse Task Force is a collaboration of West Allis and West Milwaukee community leaders and partners working together to strengthen support and effectiveness of community interventions to address mental health and substance abuse issues in the community. As part of this initiative, AWAMC will work with the Task Force to:
- Convene and provide group leadership
- Identify evidence-based education on early warning signs of mental health, suicide risk and substance abuse
- Present education to existing community groups (Interfaith, Senior Center staff, businesses, etc.) and through local media coverage
- Work with IMPACT211 to ensure their list of community resources for mental health and substance abuse is up to date and comprehensive
- Create a mental health support network among area pastors

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</thead>
<tbody>
<tr>
<td>Ongoing</td>
<td>Number of Mental Health and Substance Abuse Task Force meetings held</td>
<td>Annual volume</td>
<td>Reduced stigma related to mental health and substance abuse, increasing the likelihood that persons in need and their families will receive help</td>
</tr>
<tr>
<td></td>
<td>Number of educational sessions held on early warning signs and treatment resources</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Number of groups receiving education</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Results of pre and post-intervention evaluation of education including knowledge gain and change in perception</td>
<td>Annual results</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Number of local media stories</td>
<td>2</td>
<td></td>
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<tr>
<td></td>
<td>Process milestones of work with IMPACT211</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Process milestones for creation of clergy mental health support network</td>
<td></td>
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<tr>
<td></td>
<td>* Embed Aurora Behavioral Health Counselor in the ED to expedite appropriate referrals and assist with navigation, facilitate interactions with ED staff, inpatient transfer, appointment scheduling and motivational interviewing</td>
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</tr>
<tr>
<td>Ongoing</td>
<td>Number of ED patients referred to ABHS</td>
<td>Annual volume</td>
<td>Increased access to behavioral health services</td>
</tr>
<tr>
<td></td>
<td>Number of patients assisted by inpatient, partial-hospital and other programs</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Number of hours spent with patients, including average per patient</td>
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</table>
Focus | Teen pregnancy

In 2014, births among Milwaukee County females aged 15-17 years was 16.4 per 1,000 females, higher than the state rate of 7.7 births per 1,000 females. For Milwaukee County females aged 18-19 years, the birth rate was 57.5 per 1,000 females, higher than the state rate of 34.0 births per 1,000 females.²

Principal partners
- Aurora Health Care Medical Group (AHCMG)

Community partner
- Shared Journeys charter high school – Started in September 2012, this charter high school educates pregnant and parenting teens both in parenting and academics with coursework including: Child Development I and II, Career and Social Aspects of Society I and II, Prenatal Coursework, Independent Study, Cooperative Education Employment, as well as Compass Learning for online general studies. AWAMC supports the Shared Journeys mission of academic and parenting success and meeting the unique needs of each individual student.

http://sharedjourneys.wawm.k12.wi.us/

- United Way Healthy Girls Initiative
- West Allis/West Milwaukee School District
- Life Connections
- West Allis WIC Program

Target population
- Pregnant teens in the West Allis/West Milwaukee school system

Activities – next page

<table>
<thead>
<tr>
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<th>Intended Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ongoing</td>
<td>Number of teen mothers enrolled</td>
<td>Annual volume</td>
<td>Improved birth outcomes for babies born to pregnant teens enrolled in Shared Journeys</td>
</tr>
<tr>
<td></td>
<td>Number of babies born to students, number full-term</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Percent of students who initiate breastfeeding</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Percent of students who graduate</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Percent of graduates who enroll in post-secondary education or job training</td>
<td>100%</td>
<td>Graduates are able to secure and maintain employment to support their infants</td>
</tr>
<tr>
<td></td>
<td>Percent with a low risk score on the Adult Adolescent Parenting Inventory</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Percent demonstrating an increase in communication about sexual health with partners and goal for their future</td>
<td>100%</td>
<td>Increased student knowledge about healthy relationships and avoiding risky lifestyles and a second pregnancy</td>
</tr>
</tbody>
</table>
Focus | Workplace wellness

Employers are becoming more aware that overweight and obesity, lack of physical activity and tobacco use are adversely affecting the health and productivity of their employees and ultimately, the bottom line of each business. Work-site health promotion and disease-prevention programs have been shown to improve employee health, increase productivity and yield a significant return on investment for the employers. ³

Principal partners
- Aurora Health Care Medical Group (AHCMG)

Community partners
- West Allis/West Milwaukee Chamber of Commerce
- West Allis/West Milwaukee School District
- City of West Allis
- Village of West Milwaukee
- West Allis/West Milwaukee Health Department
- Milwaukee Area Technical College (MATC)
- Wellness Council of Wisconsin
- Wisconsin Athletic Club
- Chr. Hansen, Inc.
- West Allis/West Milwaukee employers participating in the Well City West Allis/West Milwaukee Initiative

Target population
- West Allis/West Milwaukee workforce

Activities

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Ongoing</td>
<td>Number of businesses recruited</td>
<td>20</td>
<td>Successful Well-City Designation for the communities of West Allis and West Milwaukee by 2020</td>
</tr>
<tr>
<td></td>
<td>Total number employed by recruited businesses</td>
<td>6,000</td>
<td></td>
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</tbody>
</table>

Representatives from AWAMC will serve on the Well City West Allis/West Milwaukee Advisory Council, Task Force and Sub-committees to move the process forward to achieve the Well-City Designation by:
- Actively promoting and recruiting businesses to join the project
- Communicating via our website, newsletter and meetings to promote project events, trainings, collaborations and shared projects
- Coordinating worksite wellness technical assistance
- Supporting fundraising activities to sustain project
- Serving on the advisory committee

Implementati**on Strategy**  

**Priority No. 3: Community Benefit Hospital Focus**

**Focus | Senior care**

In 2014, the total number of injury-related emergency room visits among Milwaukee County adults aged 65 years and older was 7,682, which is a rate of 6,624.0 per 100,000, lower than the state rate of 6,781.7.¹ Also in 2014, the rate of injury-related hospitalizations due to falls among Milwaukee County adults aged 80-84 years was 3,805.9 per 100,000 population compared to the lower state rate of 3,023.2 per 100,000.² However, for Milwaukee County adults aged 85+ years, the rate of injury-related hospitalizations due to falls was 7,218.8 per 100,000, higher than the Wisconsin rate of 5,660.6 per 100,000 population.³

Aurora West Allis Medical Center (AWAMC) is a NICHE-designated hospital (http://www.nicheprogram.org). AWAMC’s Transitions of Care program is a non-billable, geriatric nurse-driven program to help reduce 30-day readmissions for patients aged 65 years and older who are at high risk for returning to the hospital.

**Principal partners**
- Aurora Health Care Medical Group (AHCMG)
- Aurora at Home

**Community partners**
- West Allis Fire Department Mobile Integrated Health Program (Community Paramedics)
- Area nursing homes
- West Allis-West Milwaukee Health Department
- Non-medical home care providers

**Target population**
- At-risk adults aged 65 years and older with multiple health conditions and challenges

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<th>Measures to Evaluate</th>
<th>Targets/Tracking</th>
<th>Intended Outcomes</th>
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<tbody>
<tr>
<td>Ongoing</td>
<td>Number of <em>Stepping On</em> programs offered</td>
<td>Annual volume</td>
<td>Increased mobility safety in the community, reducing risk for falls</td>
</tr>
<tr>
<td></td>
<td>Number of participants who complete all seven sessions</td>
<td></td>
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<tr>
<td></td>
<td><strong>Identify older adults at risk for readmission at AWAMC through use of the LACE tool embedded in EPIC</strong></td>
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<tr>
<td></td>
<td><strong>Identify services to be put in place for patients identified as high-risk</strong></td>
<td></td>
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<tr>
<td>Ongoing</td>
<td>Number receiving transition services</td>
<td>Annual volume</td>
<td>Reduction in the number of preventable readmissions and at-home injuries for patients in the Transitions of Care Program</td>
</tr>
<tr>
<td></td>
<td>Number of contacts the transition care nurse has with transition patients within 30-days post-discharge</td>
<td></td>
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<td></td>
<td>Number with a primary care provider (PCP) appointment at discharge</td>
<td>100%</td>
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<tr>
<td></td>
<td>Number with a PCP appointment within seven days of discharge</td>
<td></td>
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<td>Number of transition patients with a POA for Health Care on chart</td>
<td>Annual volume</td>
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<td>Average number of contacts within two days of discharge</td>
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<td></td>
<td><strong>Refer recently discharged patients to West Allis Fire Department Community Paramedic Program, based on likelihood of readmission</strong></td>
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<tr>
<td>Ongoing</td>
<td>Number of patients referred</td>
<td>Annual volume</td>
<td>Reduction in the number of preventable readmissions for patients in the Transitions of Care Program</td>
</tr>
<tr>
<td></td>
<td>Percentage of patients readmitted within 30 days</td>
<td>Rates</td>
<td></td>
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</table>
Focus | Health careers education

In 2015, seven of the 10 hardest positions to fill were related to healthcare. Employment of healthcare occupations is projected to grow 19% from 2014 to 2024, adding about 2.3 million new jobs. As outlined in the Wisconsin Health Care Workforce 2015 Report, hospitals should support the educational preparation of healthcare professionals to meet the existing and future workforce needs and for new and emerging roles as the rate of change in health care accelerates.

Principal partners
- Aurora Health Care Medical Group (AHCMG)
- Aurora West Allis Medical Center caregivers
- Aurora Consolidated Lab

Community partner
- West Allis-West Milwaukee School District
- Dental Associates
- Rotary Club of West Allis
- West Allis-West Milwaukee Chamber of Commerce
- Cristo Rey Jesuit High School
- Milwaukee Area Technical College (MATC)
- Alverno College
- Marquette University
- University of Wisconsin

Target population
- Local high school students

Activities

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<tr>
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<tbody>
<tr>
<td>Prepare and encourage students to pursue a path in the healthcare industry:</td>
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<tr>
<td>• Video-tape a wide range of health professionals performing job-related tasks</td>
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<tr>
<td>• Host half-day event to share videos followed by a question-and-answer period with health care professionals and representatives from health professions training/academic programs</td>
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<tr>
<td>• Offer job shadowing opportunities in our facility</td>
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<tr>
<td>• Actively serve on the West Allis/West Milwaukee School District Academic and Career Planning Implementation Action Group</td>
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<tr>
<td>• Provide four half-day per week work-study positions for students from Cristo Rey Jesuit High School in Milwaukee</td>
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</table>

- Ongoing
- Number of students who attend event
  - Annual volume
- Percentage of students who correctly identify the level of academic preparation required to pursue various health-related careers
  - 90%
- Number of students who job shadow
  - Annual volume
- Number of students from Cristo Rey participating in work-study
  - Annual volume

Area high school students are inspired to pursue health-related careers and pursue required training, schooling.

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Focus | Cancer screening and care utilization among Spanish-speaking individuals

From 2009-2013, the cancer rate for Hispanics in Milwaukee County was 406.0 per 100,000, higher than the state rate of 368.6 per 100,000 Hispanic residents and the U.S. rate of 348.8 per 100,000 Hispanic residents. Further, Hispanic women in Milwaukee County had a higher rate of breast cancer at 98.9 per 100,000 than Hispanic women in Wisconsin at 96.3 per 100,000 and the U.S at 91.9 per 100,000. Hispanic women in Milwaukee County had a higher rate of cervical cancer at 9.7 per 100,000 than non-Hispanics in Milwaukee County and the U.S. at 6.0, 6.9 and 5.5 per 100,000 respectively. Hispanic men in Milwaukee County had a higher rate of prostate cancer at 122.0 per 100,000 than Hispanic Wisconsin and U.S. residents at 97.3 per 100,000 and 104.3 per 100,000, as well as non-Hispanic residents of Milwaukee County, Wisconsin and the U.S. at 123.1, 118.6 and 114.0 per 100,000 respectively.  

Principal partners
- Aurora Health Care Medical Group (AHCMG)
- Aurora Cancer Services (ACS)

Community partner
- West Allis-West Milwaukee Health Department
- Susan G. Komen Foundation
- American Cancer Society
- Sixteenth Street Community Health Centers
- CORE/El Centro

Target population
- Spanish-speaking residents of West Allis/West Milwaukee

Activities

<table>
<thead>
<tr>
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</tr>
</thead>
</table>
| Ongoing    | - Recruit and utilize existing bilingual lay people to be advocates – Promotores – in our community  
                        - Foster grassroots transmission of information about cancers through Promotores program  
                        - Provide cancer-related information including cancer prevention, early detection, treatment and clinical trial opportunities and referrals through Promotores |                  | Increased awareness about and access to cancer services among the Spanish-speaking community |
|            | Number of bilingual lay people trained to serve as cancer Promotores, by gender      | 6 (1 male)       |                                                                                  |
|            | Number of educational opportunities provided                                      | Annual volume    |                                                                                  |
|            | Number of individuals who receive cancer-related information, including demographics |                  |                                                                                  |
|            | Number of referrals for services provided                                           |                  |                                                                                  |
|            | Results of pre- and post-education knowledge evaluation                             | Annual results   | Increased knowledge of warning signs and risk factors for cancer as evidenced by improvement in scores on knowledge evaluation |

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Focus | Cancer survivorship

The 2008-2012 cancer age-adjusted incidence rate in Milwaukee County was 503.4 per 100,000 population, higher compared to the state at 447.7 per 100,000. Many cancer survivors are faced with health challenges for months and sometimes years after the completion of cancer treatment. Research conducted by the Virginia Commonwealth University suggests that cancer survivors need to take a more comprehensive approach to their health, rather than focusing just on their cancer. 11

Principal partners
- Aurora Health Care Medical Group (AHCMDG)
- Aurora Cancer Services

Community partner
- Wisconsin Athletic Club

Target population
- Cancer patients and survivors

Activities

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<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Ongoing</td>
<td>Number of attendees at education/discussion sessions</td>
<td>Annual volume</td>
<td>Improvement in quality of life for cancer survivors</td>
</tr>
<tr>
<td></td>
<td>Number of participants in lifestyle modification program</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Number of participants showing improvement in quality of life assessment questionnaire</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Number of participants engaging in 150 minutes of physical activity per week</td>
<td></td>
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<tr>
<td></td>
<td>Number of participants in lifestyle modification classes, by topic</td>
<td></td>
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<tr>
<td></td>
<td>Number referred to additional system-wide Aurora-hosted offerings (next page)</td>
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</table>

**Help survivors transition from diagnosis to wellness through a variety of services and access to resources, as well as an opportunity to connect with other cancer survivors, by:**

- Offering monthly education/discussion sessions for cancer survivors
- Providing a series of free lifestyle modification classes for cancer patients/survivors including yoga, stress management for cancer, optimizing nutrition prior to cancer treatment, managing nutrition-related side effects during cancer treatment, Look Good Feel Better, advance care planning, nutrition and cancer, and aromatherapy during your cancer treatment
- Sponsor and promote annual cancer survivorship celebration

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**System Activities – The Aurora Cancer Care (ACC) Program**

- ACC education and screening events take place year-round across Metro Milwaukee. These events and activities benefit people and communities we serve and to which we refer and support through our participation:
  - *Sankofa* – Aurora Sinai Medical Center
  - *Team Phoenix* – Aurora Sinai Medical Center
  - *Reflections of Wellness* – Aurora West Allis Medical Center
  - *Living Well Beyond Cancer*** – Aurora West Allis Medical Center
  - *Spanish Cancer Clinic* – Aurora St. Luke’s Medical Center
  - Milwaukee Public Schools HPV Education Program – Milwaukee Metro
  - Southeast Asian Community Health Forums and Cancer Curriculum development – Milwaukee Metro
  - Aurora Cancer Care Speakers Bureau
  - *Know Your Family History Program*
  - Milwaukee-area partnerships developed through the *Wisconsin’s Collaborative Approach to Increase Colorectal Cancer Screening* grant
  - Workplace education and screenings across our metro area

* Breast cancer survivors of all stages, ages, and fitness levels train for a sprint distance triathlon as the impetus to regain an active lifestyle to achieve lifelong health and fitness. Treatment side effects are taken into consideration, including scarring and fibrosis caused by surgery and radiation, deconditioning due to chemotherapy, and altered metabolism caused by early menopause.

** A fourteen-week lifestyle management program to help survivors restore and enhance their wellness and confidence during and after treatment, two new sessions per year
According to the CDC, hepatitis C-related mortality in 2013 surpassed the total combined number of deaths from 60 other infectious diseases. Death certificates often underreport hepatitis C.

The greatest hepatitis C burden falls on baby boomers, those born from 1945 to 1965. Many baby boomers were infected during medical procedures prior to 1985, when injection and blood transfusion technologies were not as safe as they are today. Without diagnosis and treatment, hepatitis C may lead to liver cancer and other life-threatening diseases and may be transmitted to others.

In Milwaukee County, almost 285,000 people are aged 50 years or older. In 2014, according to the Wisconsin Division of Public Health:

- Number of newly diagnosed cases of hepatitis C in Milwaukee County – 797
- Milwaukee County hepatitis C incidence rate per 100,000 population – 83.1
- Wisconsin hepatitis C incidence rate per 100,000 population – 56.1
- Median age of death in Wisconsin due to hepatitis C – 57 years
- Hepatitis C is under-reported on death certificates and plays a larger role in premature death in Wisconsin than is recognized.

Principal partners
- Aurora Health Care Medical Group (AHCMG)
- Aurora Walker’s Point Community Clinic

Community partner
- AIDS Resource Center of Wisconsin

Target population
- Adults born from 1945 to 1965 residing in the Greater Milwaukee South service area

System Activities – Hepatitis C

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<th>Time Frame</th>
<th>Measures to Evaluate</th>
<th>Targets/Tracking</th>
<th>Intended Outcomes</th>
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<tr>
<td>Ongoing</td>
<td>Data collected regionally as part of Greater Milwaukee South service area</td>
<td>Increased number of patients with hepatitis C are identified and referred for follow-up care and treatment</td>
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<tr>
<td></td>
<td>Screen patients for hepatitis C in primary care and specialty clinics, and to diagnose, manage, treat and track all patients diagnosed with Hepatitis C</td>
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