As an affiliate of Advocate Aurora Health, our purpose is to help people live well. Our process begins with our Community Health Needs Assessment (CHNA), for which we obtain input from community members, public health representatives, and community partner organizations. We use that information to prioritize identified community health needs and develop an Implementation Strategy (IS) plan with specific targets and measures for the needs we are best positioned to address. This report shares highlights of progress we made on our plan in 2020. To see our most recent CHNA report and IS plan, please visit www.aurora.org/commbenefits.

In 2020, Advocate Aurora’s community benefit programming efforts pivoted and transformed to meet the newly identified significant health needs of the community during the COVID-19 pandemic. Implementation was delayed for some previously planned programs, and activities for some existing programs slowed, paused or shifted to a virtual platform. This allowed our team members and resources to be redirected to focus on the community’s need to prevent and control the spread of COVID-19.

**Priority #1 | Access, a signature community benefit focus for Advocate Aurora Health**

Along with having a consistent primary care provider and medical home, access to medical care offers an opportunity to detect and treat disease at an earlier stage, improve overall health, prevent disease and disability, and reduce preventable deaths. To address this in 2020:

- 2,024 patients who arrived at our Emergency Department (ED) seeking non-emergent care and did not have a primary care physician were seen by an Aurora Health Care primary care provider within 28 days following their ED visit.
- 581 visits with an Aurora Health Care Medical Group bilingual pediatrician were provided to children through our hospital’s partnership with N.E.W. Community Clinic. This total includes providing services to 100 new patients.
- 2,056 pediatric specialty care appointments were provided at our hospital in partnership with UW Health for patients who otherwise would have experienced barriers to accessing the care they needed.
- 145.5 hours of medical services were provided at the UW-Green Bay Health Center, which served 97 students.
- 932 women were screened for the Well Baby Project.
**Priority #2**  
**Behavioral Health, a signature community benefit focus for Advocate Aurora Health**

**Focus | Behavioral health**

According to our hospital’s CHNA, mental health and alcohol and other drug use (behavioral health) are ranked among the top five health issues for Brown County. In response to this identified critical need in 2020, we:

- Discharged 99 patients to Willow Creek Behavioral Health for follow-up services. Willow Creek Behavioral Health is a focused mental and behavioral health facility, treating men, women, children, adolescents and seniors in Brown County.
- Treated 101 patients through 419 visits at the suboxone clinic located in the Aurora Medical Group Family Practice clinic in our Orthopedic and Sports Medicine Center.
- Work with the Brown County Alcohol and Drug Coalition for Change and Connections for Mental Wellness was paused in 2020 due to COVID-19. Both groups plan to re-convene in 2021.

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

Through the Advocate Aurora Health Community Strategy, we’ve pledged to build health equity, ensure access, and improve health outcomes in our communities through evidence-informed services and innovative partnerships by addressing medical needs and social determinants.

**Focus | Obesity and food security**

Physical activity and nutrition ranked among the top five health issues for Brown County in our most recent CHNA. To address this in 2020, we:

- Continued actively participating in Wello. Details of this group’s work can be found online at: https://wello.org
- Participated on the Beyond Health Nutrition and Physical Activity Subcommittee: Work completed through this committee includes:
  - The task force created and promoted its Facets of Wellness social media campaign.
  - They also began to focus planning on food policy with Feeding America and worked to enhance the Brown County Activity guide as a community resource for wellness.
  - The task force participated in creating an online map to assist residents with finding healthy food resources within the community.
- Participated in planning for virtual events that promote movement. 452 community members participated in the virtual Medley and 350 people participated in the virtual Race the Lake.

**Focus | Youth injury prevention**

Wisconsin Assembly Bill 259 requires that youth who may have sustained a concussion or head injury during an athletic activity may not continue participating in the activity until they are assessed by a health care provider who has been trained in the evaluation and management of concussion and head injuries. The law is designed to ensure the safety and well-being of our active youth. To address this in 2020, in addition to supporting local student athletic events, our hospital provided:

- 673 baseline concussion screenings for student athletes. Of these, 68 student athletes with previous concussion baseline screenings were treated for concussion.
- 897 free health screenings and injury assessments for community members.
**Focus | Chronic diseases**

Chronic diseases are long-lasting conditions that usually can be controlled but not always cured. People living with chronic illnesses must manage daily symptoms that affect their quality of life to avoid acute health problems and complications. 2020 outreach includes:

- 14 evidence-based Healthy Living with Diabetes sessions were held for 22 community members.
- 6 skin cancer screening events were held with 102 participants.
- 9 stroke education sessions were held with 699 attendees.

**Focus | Social Determinants of health: Workforce Development**

The Wisconsin Academy for Rural Medicine (WARM) is a medical education program for students who intend to practice rural medicine. The goal of this program is to help increase the number of physicians who practice medicine in rural Wisconsin to help improve the health of rural Wisconsin communities. Aurora BayCare is one of three regional sites participating in WARM. Our hospital hosted 52 medical students in the WARM program rotation during 2020. Of those:

- 10 students went on to post-graduate medical education in primary care, internal medicine, pediatric, and OB/GYN.
- 6 students passed Step 2 standardized examinations.

Additionally, our hospital team members remained committed to supporting health professions students of all levels and from various programs seeking educational opportunities within our facility, including continuing education opportunities for current emergency medical service (EMS) professionals. During 2020:

- 8 Emergency Medical Technician (EMT) scholarships totaling $4,000 and 3 Paramedic scholarships totaling $3,000 were provided to local students.
- 1 EMS huddle session was hosted virtually for 20 EMS professionals.

**Priority #4 | Covid-19 Pandemic Response**

The COVID-19 pandemic brought significant changes to the way people work, communicate, learn, play, eat, socialize, and receive health care. As COVID-19 raced across our community, our team members answered the call to serve at the front lines of the pandemic.

**Focus | COVID-19 Testing and Vaccinations**

Our hospital, in close partnership with state and local government entities, developed a robust testing strategy in our community. In 2020, our hospital completed 11,198 tests for community members.

Our vaccination strategy also started in 2020 with our team members who were providing care to patients and community members. In 2020, 1,350 people received their first dose of the COVID-19 vaccine through our hospital. As supplies increased and eligibility expanded, we opened vaccination appointments to community members. As of October 14, 2021, 16,876 individuals have been partially vaccinated and 17,042 have been fully vaccinated through our hospital.
### Focus | COVID-19 Community Education and Outreach

In response to COVID-19, Advocate Aurora Health pivoted community outreach work to provide highly needed resources, programs and education for the community. Some examples include:
- Providing resources to local business about testing and COVID-19 case management.
- Educating Hispanic community members about the COVID-19 vaccine.
- Initiating the Hispanic Outreach Committee to reduce health inequities.

#### Community benefits by the numbers

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial assistance (charity care) at cost*</td>
<td>$2,863,000</td>
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<tr>
<td>Medicaid shortfall at cost*</td>
<td>$22,217,000</td>
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<tr>
<td>Other means-tested programs at cost*</td>
<td>$612,000</td>
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<tr>
<td><strong>Subtotal</strong></td>
<td>$25,692,000</td>
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<tr>
<td>Community health improvement and education services, and</td>
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<tr>
<td>community benefit operations</td>
<td>$734,761</td>
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<tr>
<td>Health professions education</td>
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<tr>
<td>Subsidized health services</td>
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<tr>
<td>Other cash and in-kind contributions</td>
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<tr>
<td><strong>Subtotal</strong></td>
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<tr>
<td>Language assistance services***</td>
<td>$129,977</td>
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<tr>
<td>Volunteer services***</td>
<td>$162,295</td>
</tr>
<tr>
<td><strong>Total 2020 Community benefits</strong></td>
<td>$27,609,272</td>
</tr>
</tbody>
</table>

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

** Advocate Aurora Health has elected to exclude Medicare shortfalls and bad-debt expenses from individual hospital community benefit calculations for our Wisconsin Hospitals.

***In 2018, Advocate Health Care in Illinois and Aurora Health Care in Wisconsin joined to create Advocate Aurora Health. The State of Illinois requires the inclusion of graduate medical education expenses and the provision of non-employee volunteer and language-assistance services in community benefit reporting. These categories have been added to the Advocate Aurora public hospital reports in Wisconsin to create consistency across all Advocate Aurora Health community benefit reports.

### Give well. Together, we have the power to transform care and create a stronger community.

During 2020, a total of 21 hospital team members pledged $13,784.20 to the Advocate Aurora Team Member Giving Campaign. The campaign supports more than 1,300 local not-for-profit funds, including Advocate Aurora Health funds, local United Way agencies, and other not-for-profit organizations responding to important community health needs.

Giving comes in many forms. Your gift can help transform health care in our community and help more people live well. Visit [www.aurorahospitalfoundation.org](http://www.aurorahospitalfoundation.org/) to learn more about the many different ways you can give.

To see our most recent Community Health Needs Assessment report and Implementation Strategy plan, please visit [www.aurora.org/commbenefits](http://www.aurora.org/commbenefits).