



# 2013

*Community  
Benefit plan*

*Aurora Medical Center  
1032 E. Sumner Street  
Hartford, WI 53027*

# 2013 Community Benefit plan



## Who we are, what we do

Founded in 1916, Aurora Medical Center in Washington County (Hartford) Wis., is a 71-bed general acute-care hospital serving Dodge, Washington and northern Waukesha counties. Aurora Medical Center is well known for its focused and coordinated approach to health care and its commitment to community programming.

1

## Area facilities and service partners include

- Aurora Medical Center
- Aurora Advanced Healthcare clinics
- ACL Laboratories
- Aurora Pharmacy
- Aurora Visiting Nurse Association of Wisconsin

## Distinctions

*American Academy of Sleep Medicine*

*State of Wisconsin*

- Level III Trauma Center

*The Joint Commission*

- Hospital Accreditation
- Joint Replacement Certification (Total Knee and Total Hip)
- Top performer in key quality measures of pneumonia and surgical care – 2011

*Undersea and Hyperbaric Medical Society*

- Accreditation with distinction
- Magnet Hospital

## Featured specialty medical services

### **Emergency care and other medical services:**

Aurora Medical Center provides emergency care 24 hours a day, seven days a week. Other urgent and non-urgent medical care is provided through the medical center's many programs and services. The following are just a sampling of such programs.

**Aurora Sleep Disorders Center:** At Aurora Sleep Disorders Center, a multidisciplinary team of specialists – from primary care physicians to neurologists, pulmonologists and behavioral health specialists – have expertise in addressing the wide variety of conditions that affect one's ability to get a restful night's sleep.

**Orthopedic services:** Many of Aurora Medical Center's orthopedic physicians are board certified and/or fellowship trained. Procedures offered include advanced cartilage replacement techniques on the knee, minimally invasive joint replacement surgery, arthroscopic rotator cuff repairs and all arthroscopic shoulder joint reconstructions and hip resurfacing. Aurora Medical Center's Total Knee Replacement and Total Hip Replacement program have been certified by The Joint Commission.

**Pain Management Center:** We treat the whole patient with comprehensive care and individualized programs for back, head, leg and neck pain, reflex sympathetic dystrophy, cancer pain, vascular pain, shingles and fibromyalgia/myofascial pain, among other conditions.

**Rehabilitation services:** Rehabilitation services help patients achieve or return to daily activities safely after a heart event, traumatic illness, orthopedic, sports or work-related injury, or when dealing with a chronic condition. Inpatient and outpatient services include occupational, physical and speech therapies, cardiopulmonary therapy and massage services, among others.

**Women's health care:** Experts at Aurora Medical Center address gynecological and pelvic floor concerns through minimally invasive surgical solutions and other options.

**Wound care and hyperbaric oxygen therapy:** As the only center in Washington County offering wound care and hyperbaric oxygen therapy, we address the difficult healing needs that require the special attention of a physician who is board certified in emergency medicine with fellowship training in hyperbaric medicine and wound care. Aurora Medical Center features hyperbaric oxygen chambers that accelerate healing for wounds that do not heal on their own.

**Interventional Radiology Suite:** Interventional radiology supports minimally invasive, targeted treatments using imaging guidance. Interventional radiology procedures often replace open surgical procedures because they are generally easier for the patient, involve no large incisions, offer less risk, less pain and shorter recovery times.

# 2013 Community Benefit plan



## Who we serve

Located on Wisconsin Highway 60 (E. Sumner Street) in Hartford, Aurora Medical Center primarily serves the people of Washington County (including ZIP codes 53017, 53022, 53027, 53037, 53040, 53076, 53086, 53090 and 53095), as well as Dodge and northern Waukesha counties. Major nearby highways include U.S. Highways 41 and 45.

2

## Demographics and socioeconomic factors influencing health

- **Population: 131,887**
- **Average size of household: 2.5 people**
- **Median income: \$60,446**
- **Population at or below poverty level: 5.9%**
- **White: 95.8%**
- **Hispanic or Latino: 2.6%**
- **Asian: 1.1%**
- **Black: 0.9%**
- **American Indian or Alaska Native: 0.3%**

Data from 2010 U.S. Census and American Community Survey 2010 estimates.

## Our not-for-profit role in the community

As an affiliate of Aurora Health Care Inc., the leading not-for-profit health care provider in eastern Wisconsin, we recognize our role in addressing concerns about the accessibility and affordability of health care in Washington County. Further, we recognize that we are accountable to our patients and communities, and that our initiatives to support our communities must fit our role as a not-for-profit community hospital.

**Washington County  
population: 131,887**

**Number of patient visits  
at Aurora Medical Center  
in 2011: 62,230**

## What's new

Providing community benefit is not new for Aurora Health Care. Developing and implementing a community benefit plan for our hospital is. As our community grows, and as health care continues to transform, the next step is for our community benefit efforts to become more focused on responding to identified community health needs.

This community benefit plan results from our process for assessing community health needs, obtaining input from community members, as well as public health representatives, our hospital staff and physician partners, and distilling our findings down to three priorities to guide our efforts as we work together to build healthier communities.

The community benefit strategies in this plan do not constitute the entirety of all the community benefits our hospital provides each year. A full accounting of our community benefits in 2012 will be reported mid-year 2013.



## How we assessed community health needs

A broad variety of data, including both primary and secondary research, was reviewed to prioritize the health challenges in our service area and to create this plan. See [www.Aurora.org/CommHealth](http://www.Aurora.org/CommHealth).

### Obesity in adults has increased

Obesity and inactivity are directly linked to chronic diseases, including diabetes, cancer, heart disease, hypertension and stroke. In Washington County, the leading causes of death are heart disease, cancer and diabetes.

– 2010 Wisconsin County Health Rankings

### 1. Community health surveys

Since the summer of 2003, Aurora Health Care has partnered with 30 local health departments to survey residents on their health status and habits. The Washington County Community Needs Assessment has been carried out every three years. The two most recent surveys were completed in 2008 and 2012.

### 2. Key informant interviews

During 2012, in collaboration with Froedtert Health – St. Joseph’s Hospital in West Bend, one-on-one interviews were conducted with members of the Healthy People Project of Washington County, representing a cross-section of nonprofit community and civic organizations, including education, social service, wellness, aging and faith communities.

### 3. Secondary data

Secondary data was compiled by the Center for Urban Population Health. This report includes the County Health Rankings, from the University of Wisconsin Population Health Institute, in which Washington County ranked sixth overall health of Wisconsin’s 72 counties.

### 4. Maps

A map prepared by Aurora Health Care reveals that the largest number of Medicaid and self-pay patients using Aurora Medical Center in Washington County come from Slinger and the areas immediately north and south of the hospital (Source: Medipac 2011).

### What the survey evaluates

- Behavioral and lifestyle habits of the adult population (selected information also collected about respondent’s household)
- The prevalence of risk factors and disease conditions existing within the adult population
- Health data of residents comparable to state and national measurements

### Select key findings of 2012 Washington County Community Health Survey

#### From 2000 to 2011 there was a statistical:

- Increase of respondents reporting health as fair or poor (from 12 to 19 percent)
- Decrease in overall percent of respondents reporting a routine checkup two years ago or less (from 85 to 80 percent)
- Increase in overall percent of respondents reporting high blood pressure (from 16 to 28 percent)
- Increase in overall percent of respondents aged 18 and older reporting no current personal health care insurance (from 4 to 10 percent)

**From 2008 to 2011, there was a statistical decrease in the overall percent of respondents meeting the recommended amount of physical activity (from 52 to 40 percent).**

**From 2003 to 2011, there was a statistical decrease in the overall percent of respondents reporting at least two servings of fruit (from 69 to 58 percent) or at least three servings of vegetables 29 to 22 percent) on an average day.**

**From 2000 to 2011, there was a statistical increase in the overall percent of respondents being overweight (from 61 to 70 percent).**

**In 2011, respondents were asked to pick the top three health issues in Washington County.**

#### Their responses:

Alcohol or drug use.....	64%
Chronic diseases.....	61%
Mental health/depression/teen pregnancy (tied).....	26%

# 2013 Community Benefit plan



## Social responsibility

*At Aurora Health Care, we define social responsibility as “the principle that guides our actions as a not-for-profit to improve the health and well-being of the communities we serve.” Implicit within our definition is responsible stewardship of limited charitable resources – both financial and in-kind – for carrying out our actions in responding to identified community health needs.*

4

## Community benefit core principles

### *We believe in:*

- Using research and data to inform our actions
- Engaging community input and support
- Using limited charitable resources responsibly
- Focusing on access for persons in our community with disproportionate unmet health needs
- Addressing the underlying causes of persistent health problems
- Building links between our clinical services and community health-improvement activities
- Targeting charitable resources to mobilize and build the capacity of existing community assets

## Community partnerships

As revealed in the 2012 County Health Rankings, Washington County achieved an overall ranking of six among Wisconsin’s 72 counties. While that is reassuring, there are indicators in the 2012 Washington County Community Health Survey that are cause for concern (see page 3).

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.

“The County Health Rankings show us that much of what influences our health happens outside of the doctor’s office,” said Risa Lavizzo-Mourey, MD, president and CEO of Robert Wood Johnson Foundation, which funds the Rankings. “The good news is that businesses, health care providers, government, consumers and community leaders are already joining forces in communities across the nation to change some of the gaps that the rankings highlight.”

Therefore, in this plan, we recognize the need to be a good community partner. This plan strongly reinforces our role as a partner for community capacity-building to address unmet community health needs.

Aurora Medical Center is a partner of the Healthy People Project of Washington County, having representation on the action-planning teams and contributing to their mission to implement proven strategies to improve nutrition and increase fruit and vegetable consumption, increase the amount of physical activity, and improve the overall health of Washington County residents.

When evaluating community partnership opportunities for our 2013 Community Benefit Plan, we are taking into consideration the key findings from the 2012 Community Health Survey referenced on page three.

*This Community Benefit Plan was reviewed by the Social Responsibility Committee of the Aurora Health Care Board of Directors, a committee that will review and monitor the progress of our plan each year.*

# 2013 Community Benefit plan



*Aurora Health Care's 2013 Community Benefit plan is structured around three priorities to address the needs, gaps and opportunities for progress toward improving the health status of our community.*

5

## Priority No. 1

### Access

Focus on access for persons in our community with disproportionate unmet health needs

*Scope:* In Washington County, 5.9 percent of the population lives below poverty level (*American Community Survey 2010 estimates*). According to County Health Rankings 2012, 8 percent of the population is uninsured.

The 2012 Washington County Community Health Survey revealed that from 2000 to 2011, the overall percent of respondents aged 18 and older who reported no current personal health care insurance increased (from 4 to 10 percent).

## Principal partners

### *Aurora Health Care/ Aurora Advanced Healthcare*

In 2007, Advanced Healthcare and Aurora Health Care announced an affiliation agreement to enhance care for patients and better meet the needs of the communities they serve.

*Albrecht Free Clinic* provides free medical care to uninsured and underinsured residents of Washington County. In 2011, this clinic served 1,215 patients with 3,280 patient visits.

### *Medical Center Foundation of Hartford*

Since 1977, the Medical Center Foundation of Hartford has had a rich history of helping individuals in Hartford and surrounding communities use the services of what is now Aurora Medical Center.

## What we will do

*To ensure appropriate follow-up care for underserved patients using Aurora Medical Center's Emergency Department (ED) for primary care, we will:*

- Define referral links from the hospital ED to Albrecht Free Clinic
- Ensure access (navigation) to Albrecht Free Clinic and understanding of benefits of primary and preventive care
- Ensure understanding of scope of financial assistance options as appropriate
- Accept Albrecht Free Clinic vouchers for eligible ancillary services and specialty care for the clinic's patients
- Actively serve on Albrecht Free Clinic board of directors
- Sponsor/support development efforts to expand Albrecht Free Clinic service capacity
- Support Aurora Advanced Healthcare and hospital physicians who provide in-kind services to Albrecht Free Clinic patients
- Support the Medical Center Foundation of Hartford patient transportation program for underserved patients using our facilities

*Fear of a bill should never prevent a patient from access to needed medical services at Aurora. We are committed to providing high quality medical services to our patients and to making those services affordable and available to everyone. Our Helping Hand Patient Financial Assistance Program offers a helping hand when it is needed most. This program is provided for patients of Aurora hospitals and clinics. Anyone who does not have health insurance qualifies for some level of discount through this program, regardless of income. Go to: [www.Aurora.org/CommBenefits](http://www.Aurora.org/CommBenefits) or visit: [www.Aurora.org/ContactUs/Helping-Hand](http://www.Aurora.org/ContactUs/Helping-Hand) (Aurora Helping Hand Patient Financial Assistance).*

# 2013

## Community Benefit plan



### Healthiest Wisconsin 2020 Implementation Plan 2012-2013

*Healthiest Wisconsin 2020 is not a health agenda only for state government; partners from many walks of life worked on its development and are vital to its implementation. It is a guide built on the assumption that it takes the work of many people to protect and improve the health of all.*

6

#### Priority No. 2

##### **Community health improvement**

Build links between clinical services and community health improvement initiatives

*Scope:* This priority is focused on findings of the Washington County Community Health Survey 2012 that revealed:

- A statistical *decrease* in respondents who met the recommended amount of physical activity
- A statistical *increase* in respondents who reported being overweight
- A *decrease* in respondents who reported eating the recommended servings of fruits and vegetables

#### Principal partners

##### **Healthy People Project of Washington County**

This community-based coalition promotes healthy living and the improvement of overall health in our communities, emphasizing personal nutrition and physical activity by citizens.

**Kettle Moraine YMCA** is a cause-driven organization for youth development, healthy living and social responsibility. That's because a strong community can be achieved only when we invest in our kids, our health and our neighbors.

##### **Aurora Advanced Healthcare**

##### **Local growers in Washington and Dodge Counties**

#### What we will do

##### **Fit Kids ... Fit Families**

In 2004, Aurora Medical Center in Washington County received a grant from the University of Wisconsin School of Medicine and Public Health to create a "Fit Kids ... Fit Families" program. The program was a success and is recognized as an evidence-based program by the university. Fit Kids ... Fit Families is a multidisciplinary program focused on the prevention and treatment of childhood weight concerns. The program is run in partnership with Kettle Moraine YMCA.

*To further support the Healthy People Project of Washington County, promote healthy living and improve overall health, we will:*

- Offer a discounted medically based, supervised community exercise program targeting chronic disease processes including, but not limited to, diabetes, phase III cardiac/pulmonary rehab and Parkinson's disease
- Offer nutritional consults at no charge to 80 percent of outpatients in our hyperbaric/wound and/or cardiac rehab programs
- Offer a work-site farmers market beginning in summer of 2013

*To ensure the continued success of the Fit Kids ... Fit Families program, we will:*

- Provide clerical, dietitian and coordinator support
- Promote the program to our pediatricians and family medicine providers to increase family participation

##### **Kettle Moraine YMCA**

Collaboration with the Kettle Moraine YMCA and Froedtert Memorial Lutheran Hospital on pre-diabetes screening and programming through the YMCA.

*To ensure access to locally grown produce, we will:*

- Host a weekly on-site farmers market on our hospital parking lot

# 2013

## Community Benefit plan



### Responsible stewardship of limited charitable resources

*It is not surprising that we are asked to support a wide array of community activities and events in Washington County. 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.*

7

### Priority No. 3

#### **Aurora Medical Center in Washington County Community Benefit Initiatives**

Scope: Primary prevention  
and safety

### Principal partners

#### **Law enforcement agencies**

#### **Schools**

#### **Washington County Safety Coalition**

#### **Aurora Advanced Healthcare**

### What we will do

#### **Focus: Women's health and safety**

*For women of any age who have experienced sexual assault or abuse, we will:*

- Employ a sexual assault nurse examiner, a specially trained registered nurse available to provide forensic evaluations, medical assessment and emotional support 24 hours a day
- Ensure Sexual Assault Nurse Examiner (SANE) program services are provided for any incidence, even when the program nurse examiner may not be available (while serving others), by having a process in place to assure appropriate referral

#### **Focus: Youth safety**

*To increase awareness about the dangerous consequences of drinking alcohol, and texting while driving, we will:*

- Build upon past success of "Every 15 Minutes" campaign
  - Continue to partner with Washington County Safety Coalition, as well as police, fire and emergency agencies, and actively engage community partners
  - Participate in program design and adaptations
  - Increase outreach to area schools

*To comply with the state's youth athlete concussion law (Wisconsin Act 172), we will:*

- Partner with medical center staff and Aurora Advanced Healthcare physicians to develop an algorithm for consistent management of post-concussion injuries

*To prevent, recognize and evaluate athletic injuries, we will:*

- Continue to partner with five area high schools in our primary and secondary service areas 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
  - Coordinate the rehabilitation and physical reconditioning of student athletes with injuries

#### **Focus: Disaster drills and hazmat-trained team**

- Work with local EMS and law enforcement agencies to train and participate in area disaster drills
- Eight employees are trained in Hazmat

*The Aurora Foundation engages those who share and value Aurora Health Care's vision to help people live well. We partner with patients, caregivers and community leaders to enhance the quality and scope of Aurora's services, conduct innovative patient-centered research, advance the expertise of Aurora's skilled professionals, and address the healthcare challenges of those in need.*