



2009

Community Benefits Report

The mission of Aurora Health Care is to promote health and well-being, prevent illness, provide state-of-the-art diagnosis and treatment whenever and wherever we can best meet people's individual and family needs, and contribute to the overall welfare of the communities we serve.



Aurora Health Care Foundation®



In our 2009 Community Benefits Report, you will learn about some of the ways Aurora Health Care reaches out into the community – through collaborative partnerships with local schools, faith-communities and other non-profit community-based organizations – to provide access for people who need attention and care, rather than waiting for them to find us behind the walls of our hospitals and clinics.

We're proud that in 2009, a year when organizations across the country were cutting their community service budgets in response to the global economic downturn, the people of Aurora found a better way by cutting \$100 million in expenses – without cutting the amount of community benefits provided. Highlights include:

- More than \$32 million in community benefits
- More than 425,000 hours of employee time in our communities

- More than \$162 million in uncompensated care provided through the combined charitable assets of all of our health service providers, including Aurora Medical Group, Aurora Visiting Nurse Association, Aurora Family Service, Aurora Pharmacy and ACL Labs, as well as Aurora hospitals, clinics and health centers

This report is a testament to the commitment and leadership of our medical staff, employee caregivers and community partners whose dedication to service touches tens of thousands of lives and contributes to the health, safety and quality of life in eastern Wisconsin.

Nick Turkal, MD
President and CEO
Aurora Health Care



Our communities are becoming increasingly diverse. The health risks associated with chronic diseases, such as diabetes and obesity, are particularly high in communities where the impact of our global economic challenges are most deeply felt. Our goal is to improve access to the care that people need, along with support to help them manage their conditions and lead healthier lives.

Meeting the health care needs of our communities cannot be achieved through any one Aurora Health Care department or facility. It takes the combined efforts from all parts of our integrated health care system, working together with our compassionate caregivers and community partners, to respond to these needs in the most complementary and community-focused ways.

We are proud to share this 2009 Community Benefits Report with our many donors and friends who support Aurora's mission and community outreach.

Bev Greenberg, President
Aurora Health Care Foundation



Following are just a few examples of the needs-based, ongoing collaborative approaches we've developed and sustained to respond to identified community health needs.* To read stories about other community benefits Aurora provides across eastern Wisconsin, please visit the Wisconsin Hospital Association searchable community benefit database at www.wiservepoint.org. To learn more about Aurora Health Care, please go to: www.AuroraHealthCare.org.

Free Care and Community Clinics A safety net for uninsured

Aurora Walker's Point Community Clinic

The Aurora Walker's Point Community Clinic located in the heart of Milwaukee's near south side provides urgent care, family medicine and specialist services with hours of operation that include weekdays, Friday evenings and two Saturdays per month. In 2009, the clinical team of Aurora Walker's Point Community Clinic provided care and services for 11,000 patient visits, serving a total of 3,529 unique patients, among whom 2,038 were new patients. Average patient income is \$800 per month. In addition, 1,800 social service visits were completed.

Salvation Army Clinic for homeless persons in Milwaukee

Aurora Walker's Point Community Clinic caregivers also provide clinical care at the Salvation Army Clinic for homeless persons, where walk-in patients are accommodated. Aurora physicians volunteer to provide medical evaluations at this clinic one night per week. Working together, they completed 2,400 visits that included screenings and treatment for 1,100 individuals. Of these, 24 percent are children and 95 individuals are from the shelter's respite program. Average income for patients ranges from \$0 - \$200 per month.

Bread of Healing Clinic

 Bread of Healing Clinic was founded in 2000 by an Aurora parish nurse in partnership with a medical resident at Aurora Sinai Medical Center. Today, Bread of Healing holds clinics at three community-based sites and provides patients with primary care services free of charge. In 2009, Bread of Healing served an average 400 patients per month, and Aurora's ACL Labs provided free services. The clinic provides medications to those in need and assists patients in obtaining medications and medical care that fall outside of the clinic's resources.

In every community, there are uninsured and underinsured people who need medical care and support. In total, Aurora provides support to 23 free and sliding-fee-scale clinics across eastern Wisconsin that served more than 20,000 people in 2009. Following are just four examples:

Aurora Sheboygan Memorial Medical Center and the Red Shield Free Clinic

In operation since 1992, The Salvation Army Red Shield Free Clinic serves the medical needs of low-income people who lack insurance. It's the only clinic of its kind in Sheboygan County and an invaluable community resource. In the past five years, visits to the clinic have increased 52 percent.

Aurora physicians and caregivers provide volunteer staffing. During 2009, more than 1,000 patient visits were completed.

In addition to seeing a doctor, many people seeking medical care at the clinic require lab work and receive a voucher to have it completed at Aurora Sheboygan Memorial Medical Center. In addition, the hospital assists in funding prescription medications for the clinic's patients.

Aurora support for Albrecht Free Clinic

For 15 years, the James E. Albrecht Free Clinic has provided needed services to uninsured persons in Washington County. The clinic serves patients in two locations – one in West Bend and the other at Aurora Medical Center in Washington County, which is located in Hartford. Aurora Medical Center physicians and nurses volunteer to staff the clinics in both locations. In just one night, an average of 32 patients will come to the clinic in Hartford for diagnosis and treatment. Hospital outpatient services are provided on a voucher system basis, and the hospital's chief nurse executive, Jeff Euclide, is a longtime volunteer board member.

* Visit www.Aurora.org/CommHealth to learn more about community health assessments we've sponsored in partnership with local health departments.

Aurora BayCare Medical Center support for “open door” community clinic

Aurora BayCare Medical Center supports uninsured patients at Community Clinic of Door County, providing more than \$7,500 in follow-up lab and diagnostic services in 2009. Aurora physicians donate their time to keep this clinic running and serve on its board of directors. The clinic provides health care services on a sliding-fee basis with patients paying only what they can.

Aurora’s support for Twin Counties Free Clinic

Since it opened in 2000, with the financial support of Aurora Health Care and Bay Area Medical Center, Twin Counties Free Clinic has completed more than 5,728 patient visits for under- and uninsured residents of

Marinette County, Wis., and Menominee County, Mich. Persons with health challenges who have no insurance turn to this clinic to receive expert medical evaluation and care, the medications they need, and support to qualify for a patient assistance program.

A total of 520 clinic visits were completed during 2009. Aurora donates space in its medical office building for the clinic to be open Tuesday evenings, and Aurora physicians and caregivers volunteer their services. Aurora surgeon Bryan Flynn, MD, serves as the medical director of the clinic, and Jean Mlsna, administrator of Aurora Health Care in Marinette and Oconto counties, serves as a member of the board.

The clinic receives a portion of the proceeds from the Aurora MACC Run/Walk held each year in July, which is sponsored in part by Aurora Health Care.



Subsidized Health Care

Eliminating racial and ethnic disparities in birth outcomes in Wisconsin

The Midwifery and Wellness Center, an Aurora UW Medical Group practice at Aurora Sinai Medical Center, provides access to high-quality, holistic obstetrical/gynecological care to a medically underserved population of Milwaukee. Nearly 90 percent of patients ages 15 to 44 live in ZIP codes with the highest infant mortality rates – neighborhoods noted for housing insecurity, unemployment and poverty. The Midwifery and Wellness Center addresses teen pregnancy, premature birth, access to quality care, interpersonal violence, risk assessment and infant mortality.

The nurse midwives of the Midwifery and Wellness Center engage in community-oriented primary care, reaching out

to African-American and Latino populations in the schools and community clinics, including Aurora Clarke Square Family Health Center and Milwaukee Health Services. The outreach in the schools includes prenatal group visits every other week at North Division High School. Each nurse midwife is community-based within Aurora’s integrated health care delivery system while remaining actively engaged in teaching and community-based participatory research projects in Milwaukee.

When combined with deliveries at all Aurora UW Medical Group clinics listed below, Midwifery and Wellness Center deliveries result in fewer low birth weight babies for both adolescent and adult women.

Aurora UW Medical Group Clinics	Patients Served		Patient Visits		Patient Deliveries	
	2008	2009	2008	2009	2008	2009
Family Care Center	2,227	2,552	8,173	9,067	11	14
Family Practice Center	4,643	5,098	27,706	29,638	35	32
Midwifery and Wellness Center	912	949	6,216	6,496	289	265
Women’s Health Center	3,524	4,023	17,481	20,686	840	990
Aurora Clarke Square Family Health Center	1,078	1,331	5,018	6,305	14	14
ExclusivelyForWomen	1,067	1,244	3,776	4,649	40	66
Aurora Wiselives Center	2,569	2,757	8,946	9,796	8	6

Aurora UW Medical Group Internal Medicine Clinic

The Internal Medicine Clinic is an Aurora UW Medical Group clinic located in the Outpatient Health Center at Aurora Sinai Medical Center. Internal medicine physicians at this clinic provide quality health care for adults. With

a focus on health education, patients learn to manage chronic illnesses and work with caregivers to establish a plan focused on disease prevention and developing a healthy lifestyle.

Aurora UW Medical Group Clinic	Patients Served		Patient Visits	
	2008	2009	2008	2009
Internal Medicine Clinic	3,424	3,914	16,673	18,100

Aurora’s Center for Senior Health and Longevity

This innovative, healthy aging program addresses all the unique health needs of older adults through highly skilled and compassionate senior resource nurses who provide:

- Home visits to assist seniors whose preference is to live at home or in the most independent setting possible
- Coordination of care for seniors as they move between care settings

The center fosters intergenerational care and respect, and provides free expertise and geriatric education to more than 400 clinical caregivers in Wisconsin through the annual “Going From Good to Great in the Care of Seniors” conference.

Aurora UW Medical Group Clinics	2009	
Center For Senior Health & Longevity	1,041 Patients	6,536 Patient Visits
Senior Resource Nurse	4,793 Clients	5 Counties

Abuse Response Services

Aurora Sinai Medical Center is proud to be a part of the development of a network of services addressing the impact of sexual assault and domestic violence to help women from across the state and across state lines.

Aurora’s **Sexual Assault Treatment Center** is a hospital-based program combining aspects of a rape crisis center and a sexual assault nurse examiner program to offer victim-sensitive services to people of all ages who have been affected. Service numbers for 2009 include:

- 2,329 calls to the 24-hour crisis response phone line
- 586 unique crisis services and forensic examinations (239 for persons under the age of 18)
- 718 support services provided for “secondary” victims (family, friend)
- 107 community education/prevention/outreach presentations
- 3,082 number of persons who attended the presentations

Domestic Violence Services provides safe environments with skillful staff across all Aurora Health Care settings. The staff provides screening to promote disclosure of abuse, appropriate interventions for patients who are victims of abuse, and confidential access to support services. This service also creates collaborative relationships in the community to bridge the gap between health care and legal/social services.

Safe Mom Safe Baby is a program, unique to Aurora, developed to provide an evidence-based, collaborative model for providing sensitive and effective services to pregnant women experiencing domestic violence. During 2009, Aurora’s Safe Mom Safe Baby program served 100 women.

The Healing Center offers ongoing healing for victims of sexual violence at any point in their healing process. During 2009, at a convenient and nurturing community-based setting, The Healing Center provided a continuum of free services in English and Spanish to 743 survivors, and reached an additional 3,831 people through community education and outreach. Services include individual counseling, support groups, advocacy, survivor-led workshops and alternative therapies, such as acupuncture, massage, Reiki, and community education and training on prevention, risk reduction, partner/acquaintance abuse and recovery.

The
**Healing
Center**
Healing Happens Here!

Community Health Services and Partnerships

Aurora School-Based Health Program in Milwaukee

The Aurora Health Care School-Based Health Program, in existence since 1999, offers acute and primary health care and preventive services at 14 low-income schools in the Milwaukee area. Services include acute and emergent care during school hours, referrals for primary, specialty and mental health services, and case management for students with chronic health problems, such as diabetes or asthma. Other than the Milwaukee Health Department, Aurora's School-Based Health Program is the only program in the

city of Milwaukee to provide immunizations to students in the school setting throughout the school year. This service has significantly improved schools' immunization rates and provided children with vital protection from vaccine-preventable illnesses. The program also strives to improve the health of Milwaukee's youth and decrease the incidence of obesity by providing sports physicals in the school clinics so children can participate in athletic activities.

Children Served by Aurora's School-Based Health Program in 2008

School Year:	2007/2008	2008/2009
Children seen in health room	9,982	11,060
Children sent back to class and able to stay in school	9,096	10,232
Children receiving health education in classroom	4,792	5,330
Children screened (vision, hearing, depression, etc.)	1,548	1,945
Summertime sports physicals	129	141
Immunizations	2,213	2,820

Site-based pediatric clinic in Green Bay elementary school

Working in a converted gym locker room at Nicolet Elementary School in Green Bay, Yolo Diaz, MD, an Aurora pediatrician, provides medical care to low-income and uninsured children from Brown County – one of several program sites of the NEW (Northeast Wisconsin) Community Clinic in the Green Bay area. The mission of the clinic is to provide access to care for low-income and uninsured families.

Aurora Health Care employs Dr. Diaz to care for students at the clinic four to five days per week. She provides checkups and helps students with asthma, depression and other ailments, averaging 60 patient visits each month. From February 2009 to February 2010, Dr. Diaz has seen and treated 470 students. Additionally, she serves on committees for Head Start and the Greater Green Bay Community Foundation.



Aurora Parish Nurse Program: 30 faith community partnerships in five counties

Aurora parish nurses are central figures in the congregations they serve, combining faith with nursing to provide a vital link to people in need at all stages of life. Aurora parish nurses also serve as health counselors. They listen with caring compassion to assist individuals

and their families in dealing with health concerns in ways that are most culturally appropriate and meaningful to their lives. Concerns such as medications, blood pressure, diabetes, nutrition, weight control and end-of-life issues are everyday matters for Aurora's parish nurses.

Persons served by Aurora Parish Nurse Program in 2009	
Congregational membership	60,560
Weekly reach	28,370
Service Provided	Number Served
Individual parishioners served	8,355
Individual contacts	15,374
Group session participants	20,108
Health screening participants	8,850
• Community or health care referrals	1,016
• Breast cancer screening assessments: 14% referred follow-up	1,172
• Colorectal cancer screening assessments: 23% referred follow-up	629
• Stroke risk assessments: 18% referred follow-up	284
• Tobacco use assessments: 29% referred for follow-up	1,546
• Advance care planning assessments and discussions	799
• Advance directives completed or verified on file: 38%	305



Behavioral Health: Focus on Family Stability

Aurora Family Service

All services provided by Aurora Family Service are guided by the belief that *families create the future*.

Family coaching fills a gap between medical care and behavioral health services, embedding therapists skilled in family therapy at the Aurora West Allis Medical Center Neonatal Intensive Care Unit, Aurora Walker’s Point Community Clinic and Aurora Sinai Medical Center. Each year, these therapists provide more than 5,700 hours of counseling to more than 1,400 individuals and families throughout the Milwaukee area and at its family counseling clinic.

Elder Services Money Management Program, a part of the Aurora Family Service Center for Financial Wellness, offers seniors a single point of access to a wide range of knowledge and experience in financial counseling, housing counseling, banking, money management and social benefit programs.

Consumer Credit Counseling Service serves more than 4,700 individuals and families by providing access to financial advocacy services and education, as well as resources to help them remain independent in their homes and communities. Combined, families served have successfully repaid more than \$7 million in debt.

Family Enrichment Program offers a full range of services for pregnant teens and young mothers, providing prenatal and postnatal home visitation, counseling, support, advocacy, education and community resource assistance

during the critical time that will directly impact the future of a child’s life.

Family Therapy Training Institute trains competent professionals in the field of marriage and family therapy. Graduate students entering the program possess the skills, maturity and commitment to effectively serve couples and families. Throughout its history, the institute has graduated more than 300 students.

Public Benefits Connection helps economically disadvantaged, uninsured individuals navigate the complexities and rigors of applying for and procuring public benefits. For many families, the stress of exposure to community violence, chronic medical conditions and unemployment put family relationships at risk and increase the likelihood of mental health concerns that jeopardize involvement in ongoing employment and education.

All told, Aurora Family Service caregivers and coordinators travel more than 140,000 miles each year to serve more than 10,000 families.

Additionally, the Aurora Health Care **Family Counseling Clinic** is an outpatient mental health clinic certified by the Wisconsin Department of Health Services and accredited by the Council on Accreditation. It is a department of Aurora Family Service and the only department that provides direct mental health services. The clinic employs six full-time licensed marriage and family therapists, two half-time clinic coordinators, and a clinic manager.

Persons served through Aurora Family Service programs and services in 2009

Family Enrichment Program – for at-risk mothers, infants and their families	1,095
Community Mental Health Partnership	3,166
Wraparound Services – 90% high-risk youth	89
Consumer Credit Counseling Service	5,768
Public Benefits Connection	1,792
Family Care – coordinated case management and guided referral to appropriate community resources	375
Money Management	781
Senior Housing Case Management	350
Family Therapy Training Institute	33
Milwaukee Mental Health Consultants – 344 hours of mental health consults and training to community groups, schools, medical clinics	14
Family-to-Family Thanksgiving – families receive a full Thanksgiving dinner with all the trimmings to prepare and eat at home	3,000

As a community-based, not-for-profit integrated health care system, we take seriously our responsibility to invest our resources and energies into understanding and responding to the diverse health care needs within our communities. To help local health departments focus their resources on areas of greatest need and enable us to align our outreach partnerships with them, we underwrite the community health needs assessments posted at www.Aurora.org/CommHealth.

As 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. Further, we recognize that we are accountable to our patients and communities and that our initiatives to support our communities must be cost-effective, stretch limited financial resources and fit our role as a not-for-profit organization.

Charity Care at cost*	\$25,066,000
Medicaid Shortfall at cost*	\$131,432,000
Losses on Other Public Programs at cost*	\$5,918,000
Total Uncompensated Care	\$162,416,000
Community Benefit Programs	
Community Health Education & Outreach	\$3,362,237
<i>Aurora Parish Nurse Program, School-Based Health Program, seniors education and outreach, as well as community programs on disease prevention topics, such as nutrition, exercise, chronic disease management, controlling asthma, etc.</i>	
Transportation for Indigent Patients	\$364,308
In-kind Services and Sponsorships	\$6,555,251
<i>Community-building initiatives, workforce development and neighborhood support, research, prescription drugs, etc.</i>	
Counseling	\$1,071,842
<i>Aurora Psychiatric Hospital and Aurora Behavioral Health Services substance abuse and mental health counseling, Sexual Assault Treatment Center counseling, and Aurora Family Service New Parents Initiative, Family Enrichment Program and money management counseling</i>	
Free Clinics	\$5,951,703
<i>Aurora Walker's Point Community Clinic, Bread of Healing, Salvation Army Clinic, etc.</i>	
Health Screenings & Immunizations	\$1,059,758
<i>Diabetes, cancer, cholesterol, mental health/depression screenings, and Aurora Visiting Nurse Association of Wisconsin Shoo The Flu & Pneumonia Too! program</i>	
Support Groups and Self-help	\$272,022
<i>AIDS/HIV, Alzheimer's disease, asthma/COPD, bereavement, cardiac/heart healthy, caregivers, cancer, diabetes, nutrition and weight loss, substance abuse, tobacco/smoking cessation</i>	
Health Professions Education	\$13,725,988
<i>Health professions education for medical students, nursing students, allied health professionals, including scholarships, mentoring and job-shadow programs</i>	
Total Community Benefit Programs	\$32,363,109
Total 2009 Community Benefits**	\$194,779,109

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

**Unlike some community benefit reports that include additional categories as community benefits, Aurora has elected to exclude Medicare shortfalls and bad debt expense from the community benefit calculations. When Medicare shortfalls are added, Aurora's total benefit to the community is \$594,546,109.