# 2020 – 2022

# Implementation Strategy

Advocate Aurora Health (AAH) is among the 10 largest not-for-profit, integrated health systems in the United States and a leading employer in the Midwest with more than 70,000 team members, including more than 22,000 nurses and the region's largest employed medical staff and home health organization. A national leader in clinical innovation, health outcomes, consumer experience and value-based care, the system serves nearly 3 million patients annually in Illinois and Wisconsin across more than 500 sites of care. As an AAH hospital, we recognize our role in addressing concerns about the accessibility and affordability of health care and we recognize that we are accountable to our patients and our twin-city communities of Marinette, WI and Menominee, MI and that our initiatives to support our communities must fit our role as a not-for-profit community hospital.

The implementation strategies presented here are the result of our process for assessing community health needs, obtaining input from community members and public health representatives, prioritizing needs and consulting with our hospital staff and physician partners.

Our full Marinette and Menominee Counties Community Health Needs Assessment Report is available here: **www.aurora.org/commbenefits.**

Aurora Health Care®

We are AdvocateAuroraHealth

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Our implementation strategies are organized into three main categories aligned with three core principles of community benefit:

| Category | Community Benefit Core Principle |
|---|---|
| **Priority #1** | **Access and Coverage**<br>*Increase access for persons in our community with disproportionate unmet health needs. In this section we outline our approach to link our community's most vulnerable residents with medical care.* |
| **Priority #2** | **Community Health Improvement Plan**<br>*Build links between our clinical services and the local health department community health improvement plan (CHIP). In this priority we outline our approach to addressing behavioral health needs, a top finding in our needs assessment.* |
| **Priority #3** | **Hospital Focus**<br>*This section describes our approach to addressing obesity within our community.* |

In addition to alignment with community benefit principles, our implementation strategies illustrate the coordination between population health activities within our hospital or clinic walls and outreach activities designed to target the broader community.

## 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.

This Community Benefit Implementation Strategy was adopted by the Aurora Health Care Community Board on August 7, 2019.

# Priority No. 1:
## Access, a signature community benefit focus for Aurora Health Care

### Target population
**Uninsured residents of Marinette and Menominee Counties**

### Principal partner
**Aurora Health Care Medical Group (AHCMG)**

### Community partner
**Twin Counties Free Clinic**

### Impact goal
**Increased access to care**

### Current findings
In 2019, 7% of Marinette and Menominee County residents were uninsured, according to County Health Rankings. Additionally, in 2019 the ratio of residents to primary care physicians was 1,450:1 for Marinette County, compared to the Wisconsin average of 1,250:1, and 2,590:1 for Menominee County, compared to the Michigan average of 1,260:1, meaning there many fewer primary care physicians available to residents in our service area. Access to health care was ranked as a top health issue by Key Informants.

### Our strategy
#### For our patients
- Recruit primary care physicians, physician assistants, nurse practitioners, and specialty care physicians to the area
- Continue to expand clinic locations into Marinette and Menominee Counties. These clinics, both located in counties designated as Health Professional Shortage Areas, will provide convenient locations for residents to establish a medical home[1]

MEASURES:
- Number of new providers recruited, by type
- Process milestones of clinic expansion
- Number of individuals accessing care at new clinic locations

#### For our community
- To support the Twin Counties Free Clinic, provide:
  - Volunteer staff
  - No-cost clinic administration space
  - Discounted tests and procedures
- Provide financial counseling that provides both patients and the public with a better understanding of health coverage options available to them and how to better manage health care costs. This will be done primarily through staff financial counselors who are licensed in both Michigan and Wisconsin to encourage sign-ups for both Exchange coverage and Michigan and Wisconsin Medicaid programs during enrollment periods. We will also ensure community agencies are aware of this no-cost service available to their clients

MEASURES, number of:
- Team members volunteering; discounted tests and procedures provided for Twin Counties patients
- Financial counseling sessions provided

[1] *Health Resources & Services Administration -- HPSA Find. Available at https://data.hrsa.gov/tools/shortage-area/hpsa-find. Accessed June 28, 2019.*

# Priority No. 2:
## Alignment with Community Health Improvement Plan focus on behavioral health

### Target population
**Residents of Marinette and Menominee Counties**

### Principal partners
- **Aurora Health Care Medical Group (AHCMG)**
- **Aurora Behavioral Health Services (ABHS)**

### Community partners
- **Healthy Youth Coalition**
- **Anti-Opiate Task Force**
- **United Way**
- **Marinette County Drug Court**
- **Marinette County Mental Health Court**
- **ADAPT**
- **Northpointe Behavioral System**
- **Libertas**
- **Chamber of Commerce**

### Impact goal
**Increased awareness and opportunities for behavioral health support**

### Current findings
In 2019, according to the County Health Rankings, 23% of Marinette County and 21% of Menominee County adults reported engaging in excessive drinking, according to the County Health Rankings. Additionally, in 2019 the opioid prescribing rate of prescriptions per 100 residents was 60.9:100 for Marinette County (higher than the Wisconsin rate of 52.6:100) and 32.9:100 for Menominee County (lower than the Michigan rate of 74.2:100).[2] Alcohol and drug use were ranked as a top health issue by Key Informants.

### Our strategy
#### For our patients
- Provide medical staff leadership to raise awareness among our prescribers around new state and federal laws impacting prescription practices

MEASURE:
- Process milestones

#### For our community
- Provide support for the public awareness program, Drug Take Back Day, enabling community members to safely and securely discard of unwanted opioid and other prescriptions, reducing their availability within the community. We will also work to raise awareness of how prescriptions can be safely disposed-of year round
- Provide coordination of the Behavioral Health Alliance. Our hospital will act as lead for resuming quarterly meetings with local partners and law enforcement who deal with various aspects of behavioral health care and response
- Support the Healthy Youth Coalition Every 15 Minutes program. This program, which utilizes our Paramedic and ED departments, works with school systems to provide students with a dramatic enactment of the possible impact of their choices
- Assume a leadership role in the newly formed HOPE Consortium, which will assess current resources available and determine what is needed for residents battling substance abuse in Oconto, Marinette, Menominee, Shawano, and Florence counties. The team will develop a strategic workforce plan to sustain long-term prevention and treatment resources in all five counties
- Support the Tri City HR Employee Awareness Program, coordinated through the Chamber of Commerce, designed to build awareness and educate employees about substance abuse
- Support the local Drug Court, by providing access to 24/7 drug testing at our cost

MEASURES:
- Pounds of drugs collected
- Process milestones
- Number of tests performed and cost savings provided

[2] *Centers for Disease Control and Prevention – Opioid Overdose: U.S. County Prescribing Rates. Available at https://www.cdc.gov/drugoverdose/maps/rxcounty2017.html. Accessed June 11, 2019.*

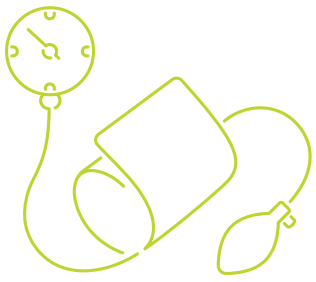
# Priority No. 3:
## Focus on obesity

### Target population
**Residents of Marinette and Menominee Counties**

### Principal partner
**Aurora Health Care Medical Group (AHCMG)**

### Community partner
**YMCA**

### Impact goal
**Increased awareness of and opportunities for healthy habits**



## Current findings
In 2019, according to the County Health Rankings, 34% of Marinette adults and 32% of Menominee adults were considered obese. Additionally, 20% of adults in Marinette County and 22% of adults in Menominee County were physically inactive. Lack of physical activity was ranked a top health issue by Key Informants.

## Our strategy
### For our patients
- Provide medically-based weight loss programs though established patient programs including cardiopulmonary rehab/physical therapy, primary care, and diabetic education

MEASURES:
- Number of participants
- Weight loss progress or other status improvements (BMI, lowered BP, lowered cholesterol, etc.)

### For our community
- Provide local school children with educational programs on healthy habits. The program will be developed by our hospital's Dietary and Physical Therapy staff. It will then be offered to schools for incorporation into physical education/ health curriculums
- Continue to invest in local school systems with funding for physical education to support exercise and healthy living programs outside of interscholastic sports programs
- Support local organized walks, runs, and bike rides including organizing the Waterfront Run, Leowstrong Bike Ride, Jim Hodge Run, and Caring Hearts Walk, as well as financially supporting other runs/walks in the two counties. We will also provide discounts and other incentives for youth involvement in these events
- Expand Heart and Sole Sisters Middle School running program to at least two other school systems
- Develop model for promoting and increasing use of hospital grounds walking trails that can be extended to other community resources that promote healthy lifestyles (e.g. bike paths, walking trails, running routes etc.)

MEASURES:
- Number of healthy habits programs provided; number of children reached
- Process milestones related to physical education grants
- Number of run/walk/ride participants, including youth receiving discounts
- Process milestones related to expansion of Heart and Sole Sisters
- Process milestones related to model for increasing use of hospital walking trails; usage rates