Aurora Medical Center - Manitowoc County Community Health Implementation Strategy

January 1, 2023 – December 31, 2025

Community health improvement is an effective tool for creating a shared vision and supporting a planned and integrated approach to improving health outcomes. The basic premise of community health improvement is that entities identify community health issues, prioritize those that can be addressed, and then develop, implement, and evaluate strategies to address those issues. Tax-exempt hospitals are required to conduct a community health needs assessment (CHNA) and develop an implementation strategy to document how the hospital will address prioritized community health needs. The following outlines a summary of the CHNA process and provides details on Aurora Medical Center - Manitowoc County's plans to address their prioritized community health needs.

SUMMARY OF MANITOWOC COUNTY COMMUNITY HEALTH NEEDS ASSESSMENT PROCESS

Every three years, Aurora Health Care, Holy Family Memorial—Froedtert & the Medical College of Wisconsin, Lakeshore Community Action Program (CAP), Lakeshore Community Health Care, Manitowoc County Public Health Department, and United Way of Manitowoc County conduct a collaborative Community Health Need Assessment (CHNA) in Manitowoc County. The CHNA serves as the foundation from which hospitals and the local health department develop their respective community health improvement strategies.

These findings are also intended to inform a broader audience — community health centers, government health agencies, public health departments, philanthropy, community-based organizations, and civic leaders — about the top health issues facing our community.

The Manitowoc County CHNA relies on three sources of information:

- **Community Health Survey (primary data):** online and phone surveys conducted January – June 2022, with more than 1,300 (400 phone and 958 online) Manitowoc County residents completing questions related to the top health needs in the community, individuals' perception of their overall health, access to health services, and social drivers of health, including racism and health equity.
- **Stakeholder Interviews and Focus Groups (primary data):** conducted by health system community benefit leaders with 35 individuals representing 32 organizations to identify the community's most pressing health issues and effective health improvement strategies.
- **Metopio (secondary data):** Advocate Aurora Health has a contract with Metopio to provide an internet-based data resource for their hospitals. This robust platform offers curated data from public and proprietary sources for information on health behaviors and health risks, health outcomes, health care utilization, demographic, and community-level drivers of health like economic, housing, employment, and environmental conditions. Data for each indicator is presented by race, ethnicity, and gender when the data is available (Metopio: *https://public.metop.io*).

This report along with additional Manitowoc County CHNA materials can be found here:
Community Benefits | Aurora Health Care

Aurora Health Care®

Aurora Medical Center - Manitowoc County
5000 Memorial Drive
Two Rivers, WI 54241

SIGNIFICANT HEALTH NEEDS IDENTIFIED AND SELECTED FOR IMPLEMENTATION STRATEGY AND WHY

Advocate Aurora Health has a strong history of community engagement and service. A targeted strategy was developed to build on this history—one that transforms and aligns our community-facing work through a health equity lens. Health equity means everyone has a fair and just opportunity to be as healthy as possible. The Advocate Aurora Health Community Strategy provides an overarching framework for the health system centered on six areas of focus which include: access to innovative care; access to behavioral health; workforce development; community safety; housing; and food security. The Aurora Manitowoc County Community Health Implementation Strategy aligns with the Advocate Aurora Community Strategy, but this plan is unique to the health needs of the community served by Aurora Manitowoc County. Aurora Manitowoc County prioritized the following health issues to be addressed with their 2023-2025 Community Health Implementation Strategy:

- Access to Innovative Care and Services
- Behavioral Health: Mental Health and Substance Use
- Living Well: Food Security

Access to Innovative Care and Services

Access to health care was a top health issue identified in the Aurora Manitowoc County Community Health Needs Assessment. Key stakeholder and survey respondent data call out that access to care is more comprehensive than just being seen by a health care provider. For this strategy, Access to Innovative Care and Services is about creating conditions in our hospital, across our health system and in our community to provide accessible, available, affordable, and targeted health care and health services to support everyone's ability to live well.

Data indicates that access to health care coverage and health care utilization is a top concern in Manitowoc County. The overall rate of uninsured residents in Manitowoc County is 4.1 percent, which is slightly less than the Wisconsin rate of 5.5%. The highest rate of uninsured residents is among the Hispanic or Latino population (13.2 percent) and the Asian or Pacific Islander population (13.0 percent). From 2017-2021, the rate of preventable emergency department visits for Manitowoc County was 2,091.1 visits per 100,000 residents, but the rate was higher for the non-Hispanic Black population at 9,613.8 visits per 100,000 residents.

Behavioral Health: Mental Health and Substance Use

Behavioral health, which includes treatment and services for mental health conditions and substance use disorder, is a growing public health concern and was identified as a top health issue in the Aurora Manitowoc County Community Health Needs Assessment. The 2017-2021 mental health emergency department rate in Manitowoc County was 968.4 admissions per 100,000 residents. Non-Hispanic Black residents were disproportionately impacted, with a rate of 3,717.7 visits per 100,000 residents.

From 2017-2021, the Manitowoc County opioid-related emergency department visit rate was 326.1 visits per 100,000 residents. Non-Hispanic Black residents were disproportionately impacted, with a rate of 1,062.3 visits per 100,000 residents.

Living Well: Food Security

The socioeconomic and environmental conditions where people live, work, learn, play and pray have a direct impact on a wide range of health and quality of life outcomes. Living well is the aspirational goal we have when communities address targeted, yet critical community health needs. In the Aurora Manitowoc County Community Health Needs Assessment, the community identified food security as a condition that needs to be addressed to achieve living well.

In 2020, 13.3 percent of Manitowoc County residents experienced food insecurity, meaning the household has experienced limited or uncertain access to food, an increase from 8.4 percent in 2018.

PRIORITY: Access to Innovative Care and Services

IMPACT:

Improve health among residents by creating conditions that provide accessible, available, affordable, and targeted health care and health services to support everyone's ability to live well

DESCRIPTION OF HEALTH NEED DATA:

- Ten percent of Manitowoc County phone survey respondents reported an unmet medical care need in the last 12 months
- Eighty-four percent of Manitowoc County online survey respondents reported having a health care provider they regularly go to for check-ups and when they are sick

Source: Manitowoc County Community Health Survey, 2022

- The overall rate of uninsured residents in Manitowoc County is 4.1 percent. The highest rate of uninsured residents is among the Hispanic or Latino population (13.2 percent) and the Asian or Pacific Islander population (13.0 percent)

Source: American Community Survey, 2016-2020

- The rate of preventable emergency department visits for Manitowoc County is 2,091.1 visits per 100,000 residents, but the rate is higher for the non-Hispanic Black population at 9,613.8 visits per 100,000 residents

Source: Wisconsin Health Association Information Center, 2017-2021

ALIGNMENT WITH EXISTING STRATEGIES

LOCAL: **ADVOCATE AURORA COMMUNITY STRATEGY**
- Access to Innovative Care

NATIONAL: **HEALTHY PEOPLE 2030**
- Settings and Systems: Health Care

STRATEGY #1: Increase appropriate use of primary care

SPECIFIC INTERVENTIONS AT AURORA MANITOWOC COUNTY	COLLABORATIVE PARTNERS	OBJECTIVES
• Provide appropriate follow-up with non-emergent patients using our emergency department for primary care	• Aurora Medical Group	• Through process improvements, increase percentage of non-emergent patients presenting in our Emergency Department that are navigated to a primary care provider to 25% by the end of 2023

MEASURING OUR IMPACT

- Number of non-emergent ED visits without a primary care physician; seen by an Aurora Medical Group primary care provider within 28 days

HEALTH PRIORITY: Access to Innovative Care and Services cont.

STRATEGY #2: Increase access to innovative services

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
• Provide transportation vouchers for individuals with transportation limitations needing access to medical services		• Increase access to transportation to medical services
• Provide transportation vouchers from our hospital for un- and under-insured patients, enabling them to access medical services at other locations	• Lakeshore Community Health Care	• Increase access to transportation to health care services
• Provide needed prescriptions upon discharge free of cost to under-insured patients who lack resources through the Aurora Essential Medication Fund	• Aurora Pharmacy • Other local pharmacies	• Increase patients who are able to access needed medications

MEASURING OUR IMPACT

- Number of cab and bus vouchers provided; value
- Number of prescriptions provided; value

HEALTH PRIORITY: Behavioral Health: Mental Health and Substance Use

IMPACT:

Improve mental health and reduce misuse of drugs and alcohol among Manitowoc County residents through preventative strategies and increased access to behavioral health services

DESCRIPTION OF HEALTH NEED DATA:

- Seventy-two percent of online survey respondents reported alcohol and substance use as a top health issue in Manitowoc County
- Twenty-five percent of phone survey respondents reported having a mental health condition

Source: Manitowoc Community Health Survey, 2022

- The 2017-2021 mental health emergency department rate in Manitowoc County was 968.4 admissions per 100,000 residents. Non-Hispanic Black residents were disproportionately impacted, with a rate of 3,717.7 visits per 100,000 residents
- From 2017-2021, the Manitowoc County opioid-related emergency department visit rate was 326.1 visits per 100,000 residents. Non-Hispanic Black residents were disproportionately impacted, with a rate of 1,062.3 visits per 100,000 residents

Source: Wisconsin Health Association Information Center, 2017-2021

ALIGNMENT WITH EXISTING STRATEGIES

LOCAL: **ADVOCATE AURORA COMMUNITY STRATEGY**

- Access to Behavioral Health Services

STATE: **WISCONSIN STATE HEALTH PLAN PRIORITY AREAS**

- Alcohol
- Opioids
- Suicide

NATIONAL: **HEALTHY PEOPLE 2030**

- Health Conditions: Mental Health and Mental Disorders
- Health Behaviors: Drug and Alcohol Use

STRATEGY #1: Increase access to Behavioral Health Services

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
• Provide Aurora Behavioral Health resources in our Emergency Department to expedite appropriate referrals and assist with navigation, facilitate interactions with staff, and provide inpatient transfers, appointment scheduling and motivational interviewing	• Aurora Behavioral Health Services	• Identify and refer patients to appropriate Behavioral Health services
• Implement Behavioral Health Integration program at Aurora Two Rivers clinic, which will allow a warm transfer straight to a Behavioral Health Care Coordinator immediately following a Primary Care Provider visit. The Behavioral Health Care Coordinator will screen and schedule the patient with a therapist	• Aurora Behavioral Health Services • Aurora Medical Group	• Improve partnerships and reduce wait time to Behavioral Health services

HEALTH PRIORITY: Behavioral Health: Mental Health and Substance Use cont.

STRATEGY #1: Increase access to Behavioral Health Services cont.

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
• Support Painting Pathways Club House	• Painting Pathways Clubhouse	• Provide transportation to those with mental illness
• Provide referrals to Lighthouse Recovery Community Center for patients who have experienced a drug overdose	• Lighthouse Recovery Community Center	• Increase resources to all those who have been affected by addiction
Through a partnership between local school districts and the Advocate Aurora Health Student and Family Assistance Program (SFAP) provide: • Virtual or in-person confidential counseling • Behavioral education on topics such as anger management and marijuana use • Life-balance services, such as financial counseling, legal consultation or assistance finding childcare	• Aurora Employee Assistance Program	• Increase access to Behavioral Health resources for students and their families

MEASURING OUR IMPACT

- Number of Emergency Department patients assessed for Behavioral Health services
- Number of patients scheduled; average wait time
- Dollar value of support
- Number of referrals
- Number of school district partnerships; number of families served

STRATEGY #2: Improve mental health through collaborations

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
• Provide behavioral health informational and educational programs for community members		• Educate Manitowoc County residents on mental health topics
• Participate in the Healthiest Manitowoc County Substance Abuse/Mental Health Coalition, which works to create a community that helps support people who have a substance use disorder or suffer from mental illness in staying safe, getting treatment, and maintaining their recovery	• Healthiest Manitowoc County	• Improve the mental health of Manitowoc County residents
• Designate a team member to serve on the Crisis Center workgroup, to expand access to Behavioral Health services, through process and workflow improvements	• Holy Family Memorial • Manitowoc Police Department • Manitowoc Sheriff's Department	• Expand access to Behavioral Health

MEASURING OUR IMPACT

- Number of educational programs held; attendees
- Process milestones of Healthiest Manitowoc County
- Process milestones of Crisis Center workgroup

HEALTH PRIORITY: Living Well

IMPACT:

Increased access to nutritious foods

DESCRIPTION OF HEALTH NEED DATA:

- In 2020, 13.3 percent of Manitowoc County residents experienced food insecurity, meaning the household has experienced limited or uncertain access to food, an increase from 8.4 percent in 2018

Source: Feeding America, 2020

ALIGNMENT WITH EXISTING STRATEGIES

LOCAL: **ADVOCATE AURORA COMMUNITY STRATEGY**

- Food Security

STATE: **WISCONSIN STATE HEALTH PLAN – KEY CONDITIONS**

- Improved Social and Community Conditions
- Healthy Environments and Supportive Systems

NATIONAL: **HEALTHY PEOPLE 2030**

- Social Determinants of Health: Economic Stability: Nutrition and Healthy Eating

STRATEGY #1: Increase access to nutritious foods

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
• Provide education and referrals to the Women, Infants, and Children (WIC) Program Special Supplemental Nutrition Program to low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age five who are found to be at nutritional risk	• WIC Special Supplemental Nutrition Program	• Increase access to food, health care, and nutrition education
• Supply cafeteria food to local food pantries	• Two Rivers Ecumenical Pantry • Peter's Pantry of Manitowoc	• Donation of unsold cafeteria food items to local food pantries
• Support Manitowoc Farmers Market through a sponsorship of the Electronic Benefit Transfer (EBT) program to expand access to those receiving Wisconsin food benefits	• Manitowoc Farmers Market	• Expand access to healthy fresh foods

MEASURING OUR IMPACT

- Number of women educated; referrals provided
- Dollar value of food provided
- Dollar value of support provided; number of unique EBT users at the market; total value of EBT sales

Note: Plans to address selected CHNA priorities are dependent upon resources and may be adjusted on an annual basis to best address the health needs of our community.