Aurora Medical Center – Sheboygan County Community Health Implementation Strategy

January 1, 2024 – December 31, 2026

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 – Sheboygan County's plans to address their prioritized community health needs.

SUMMARY OF AURORA MEDICAL CENTER – SHEBOYGAN COUNTY COMMUNITY HEALTH NEEDS ASSESSMENT PROCESS

In 2023, Aurora Medical Center – Sheboygan County (Aurora Sheboygan County), HSHS St. Nicholas Hospital, Lakeshore Community Health Care, Sheboygan County Division of Public Health, UW-Extension, and United Way of Sheboygan County, conducted a collaborative Community Health Needs Assessment (CHNA) in Sheboygan County, which consisted of a comprehensive presentation and analysis of both qualitative and quantitative data.

The Aurora Sheboygan County CHNA relies on three sources of information:

- **Community Health Survey (primary data):** online and phone surveys conducted from March through June 2023, with 1,615 (400 phone and 1,215 online) Sheboygan 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 38 individuals to identify the community's most pressing health issues and effective health improvement strategies.
- **Metopio (secondary data):** Aurora Health Care 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*).

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The top health issues identified in the Aurora Medical Center – Sheboygan County Community Health Needs Assessment were:

- Mental Health, Mental Conditions, Suicide
- Alcohol and Substance Use
- Accessible and Affordable Health Care
- Adverse Childhood Experiences

The top health issues identified were presented to the Aurora Medical Center – Sheboygan County Steering Council, and members were asked to rank the issues based on the following criteria: size/seriousness of the problem, effectiveness of available interventions, available resources to address the health issue, health care system adequately situated to address the health issue, meets a defined community need as identified through data, potential for issue to impact other health and social issues and ability to effectively address or impact health issue through collaboration.

Using these criteria, Aurora Medical Center – Sheboygan County has prioritized the significant health needs to address in 2024-2026:

- Access to innovative care and services
- Behavioral Health: Mental health and Substance use
- Social Drivers of Health: Community Safety, Workforce Development

SIGNIFICANT HEALTH NEEDS IDENTIFIED AND SELECTED FOR IMPLEMENTATION STRATEGY AND WHY

Access to Innovative Care and Services

Data indicates that access to health care access and health care utilization is a top concern in Sheboygan County. Nine percent of Sheboygan County phone survey respondents reported an unmet medical need in the past year, and 12% delayed or did not seek care due to cost.

Behavioral Health: Mental Health and Substance Abuse

Mental health and substance use continues to be a top concern in Sheboygan County. Stakeholders reported lack of mental health professionals, specifically for children and non-English speaking community members, very long wait times to be seen by a provider, and general mental health stigma and shame which prevents individuals from seeking care.

Social Drivers of Health

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. Social Drivers of Health also contribute to health disparities and inequities.

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:

- Forty-seven percent of Sheboygan County online survey respondents and 23 percent of phone survey respondents reported access to healthcare as a top community need.

  Source: JKV Research, LLC., Sheboygan County Community Health Survey, 2023

- Twelve percent of residents reported delaying medical care due to cost.

  Source: JKV Research, LLC., Sheboygan County Community Health Survey, 2023

- Nine percent of residents reported an unmet medical care need in the past year.

  Source: JKV Research, LLC., Sheboygan County Community Health Survey, 2023

ALIGNMENT WITH EXISTING STRATEGIES

LOCAL: **Advocate Health Community Strategy**	NATIONAL: **HEALTHY PEOPLE 2030**
• Access to Innovative Care (Advocate Health)	• Settings and Systems: Health Care

STRATEGY #1: Increase Access to Health Care

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
• Refer uninsured and self-pay patients using the ED from primary and dental care to Lakeshore Community Health Care • Support Anchor of Hope Health Center • Provide hospital tours to vulnerable populations • Participate on Healthy Sheboygan County Coalition • In partnership with the United Way, Family Connections and the Family Resource Center, sponsor the Welcome Baby Program	• Aurora Medical Group • United Way of Sheboygan County • Lakeshore Community Health Care • Family Connections • Family Resource Center	• Reduce preventable Emergency Department visits • Increase access to care

MEASURING OUR IMPACT

- Number of referrals to Lakeshore Community Health Care
- Support provided to Anchor of Hope Health Center
- Number of hospital tours provided; individuals served
- Process milestones of Healthy Sheboygan County
- Number of individuals served through Welcome Baby

**Impact measures are subject to change depending on the direction of each intervention.*

PRIORITY: Behavioral Health: Mental Health and Substance Use

IMPACT:

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

DESCRIPTION OF HEALTH NEED DATA:

- Nine percent of Sheboygan County phone survey respondents reported feeling sad, blue or depressed always or nearly always in the past month.

Source: JKV Research, LLC., Sheboygan County Community Health Survey, 2023

- The Emergency Department visit rate due to alcohol use is highest among individuals 40-64 years years old (1.6 times the county average).

Source: Metopio, Wisconsin Health Association Information Center, 2018-2022

- Twenty-one percent of Sheboygan County phone survey respondents reported being diagnosed with a mental health condition.

Source: JKV Research, LLC., Sheboygan County Community Health Survey, 2023

ALIGNMENT WITH EXISTING STRATEGIES

LOCAL: **Advocate Health 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

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

STRATEGY #1: Increase access to Behavioral Health Services

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
• Provide behavioral health referrals through tele-intake and tele-psychiatry • Provide intensive outpatient care for adults with alcohol and other drug abuse disorders and adolescents • Provide partial hospitalization for behavioral health patients • Provide Medication-Assisted Treatment	• Aurora Medical Group • Aurora Behavioral Health Services	• Identify and refer patients to appropriate Behavioral Health services

MEASURING OUR IMPACT

- Number of individuals screened and referred
- Number of individuals served in intensive outpatient care
- Number of individuals served through partial hospitalization
- Number of individuals served through Medication-Assisted Treatment

**Impact measures are subject to change depending on the direction of each intervention.*

STRATEGY #2: Improve mental health through community collaborations and services

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
• Partner with Healthy Sheboygan County Mental Health Committee • Participate in the Sheboygan County Overdose Review Committee, Health Department Mental Health Coalition, and other community partnerships and events • Participate in the county-wide Zero Suicide initiative	• Sheboygan County Division of Public Health • Mental Health America Lakeshore	• Increase awareness and access to mental health services in the community • Decrease suicide rates in Sheboygan County

MEASURING OUR IMPACT

- Process milestones Sheboygan County Mental Health Committee, Sheboygan County Overdose Review Committee, Health Department Mental Health Coalition
- Number of Zero Suicide screenings completed; Number of caring contact calls made between 1 and 7 days of discharge

**Impact measures are subject to change depending on the direction of each intervention.*

HEALTH PRIORITY: Social Drivers of Health: Community Safety, Workforce Development

IMPACT:

Increased safety and enhanced injury prevention and response; Increased opportunities for stable employment; Increased access to nutritious foods

DESCRIPTION OF HEALTH NEED DATA:

- The Emergency Department rate due to injuries (primarily falls) among Sheboygan County has been increasing over time.

Source: Metopio, Wisconsin Health Association Information Center, 2018-2022

- The median household income in Sheboygan County is $65,352, which is lower than the Wisconsin median household income of $67,080. The average is lowest among the Non-Hispanic Black population at $31,685.

Source: Metopio, American Community Survey, 2017-2021

ALIGNMENT WITH EXISTING STRATEGIES

LOCAL: **Advocate Health Community Strategy**
- Community Safety
- Workforce Development

STATE: **Wisconsin State Health Plan Priority Areas**
- Improved Social and Community Conditions
- Healthy Environments and Supportive Systems

NATIONAL: **HEALTHY PEOPLE 2030**
- Social Determinants of Health: Economic Stability

STRATEGY #1: Increase safety and enhance injury prevention and response

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
• Provide 24/7 trauma-informed and victim-sensitive services by specially trained Forensic Nurse Examiners (FNEs) • Conduct community trainings on how to care for and work with victims of crime using trauma-informed care techniques • Support the Lakeshore Regional Child Advocacy Center in Saukville to provide care to children who are suspected to have experienced domestic/sexual abuse • Provide upon request, infant car seat checks and installations	• Aurora Medical Group • Aurora Healing and Advocacy Services • Local law enforcement • Lakeshore Regional Child Advocacy Center	• Increase access to follow-up and advocacy services for survivors of sexual assault, domestic violence, and human trafficking • Senior falls prevention • Increase education to proper car seat installation

MEASURING OUR IMPACT

- Number of individuals served and referrals provided
- Number of education sessions provided
- Support provided to Lakeshore Regional Child Advocacy Center
- Number of car seat safety checks

**Impact measures are subject to change depending on the direction of each intervention.*

HEALTH PRIORITY: Social Drivers of Health: Community Safety, Workforce Development cont.

STRATEGY #2: Increase opportunities for stable employment

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
• Provide Career Experience sessions, scholarships for students pursuing degrees related to healthcare and clinical site experiences for local technical schools and universities • Partner with Sheboygan County Chamber of Commerce Business Education Partners Committee to offer Explore Your Future virtual workshops • Participate in the Sheboygan County Chamber STEAM Conference • Establish the Central Wisconsin Patient Service Area Inclusion Core Team • Provide NAVIGATE program to help current teammates advance in their careers	• Aurora Medical Group • Local High Schools • Sheboygan County Chamber of Commerce	• Hire trained individuals into permanent employment and upskill frontline teammates

MEASURING OUR IMPACT

- Number of Career Experience sessions provided
- Number of Explore Your Future workshop attendees
- Number of STEAM Conference attendees
- Process milestones of Central Wisconsin Patients Service Area Inclusion Core Team
- Teammates participating in NAVIGATE; advancement outcomes

**Impact measures are subject to change depending on the direction of each intervention.*

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.