Aurora Medical Center – Washington 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 – Washington County's plans to address their prioritized community health needs.

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

In 2023, Aurora Medical Center – Washington County (Aurora Washington County), Ascension Wisconsin, Froedtert & the Medical College of Wisconsin, and the Washington Ozaukee Public Health Department, conducted a collaborative Community Health Needs Assessment (CHNA) in Washington and Ozaukee Counties, which consisted of a comprehensive presentation and analysis of both qualitative and quantitative data.

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

- **Community Health Survey (primary data):** online and phone surveys conducted June– November 2022, with more than 600 (400 phone and 228 online) Washington 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 23 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)*.

continued...

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

- Mental Health, Mental Conditions, Suicide,
- Alcohol and Substance Use
- Economic Stability and Employment
- Nutrition, Physical Activity and Obesity

The top health issues identified were presented to the Aurora Medical Center – Washington 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 – Washington 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, Food Security

SIGNIFICANT HEALTH NEEDS IDENTIFIED AND SELECTED FOR IMPLEMENTATION STRATEGY AND WHY

Access to Innovative Care and Services

Data indicates that access to health care coverage and health care utilization is a top concern in Washington County. One in ten Washington County phone survey respondents reported an unmet care need in the past year. Additionally, the Washington County Primary Care Provider and Mental Health Provider rates are both lower than the Wisconsin averages.

Behavioral Health: Mental Health and Substance Abuse

Mental health and substance use continues to be a top concern in Washington County. Rates of substance use, hospitalization, and mortality continue to increase over time and stakeholders have indicated a need for more education to reduce stigma and resources available to individuals in the county.

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:

- The uninsured rate among the Hispanic and Latino population is 13.0 percent, which is over three times higher than the county average of 3.8 percent.

Source: Metopio, American Community Survey, 2017-2021

- Ten percent of residents reported an unmet medical care need in the past year, which has increased from seven percent in 2019.

Source: JKV Research, LLC., Washington County Community Health Survey, 2022

- Fifty-eight percent of residents reported having a doctor or nurse practitioner's office as their primary source of health care, which has decreased from 81 percent in 2011.

Source: Metopio, JKV Research, LLC., Washington County Community Health Survey, 2022

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
• Screen patients for Marketplace coverage • Explore collaboration with Lakeshore Community Health Care • Provide access to transportation vouchers • Offer Community Health screenings to uninsured and underinsured community members at no cost	• Aurora Medical Group • Lakeshore Community Health Care	• Reduce preventable Emergency Department visits • Increase access to care

MEASURING OUR IMPACT

- Number of transportation vouchers provided
- Number of Community Health screenings provided

**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:

- Twenty percent of respondents reported being diagnosed with a mental health condition, higher than the 2011 baseline of eight percent.

  Source: JKV Research, LLC., Washington County Community Health Survey, 2022

- The Emergency Department visit rate due to suicide and self-injury is highest among the Non-Hispanic Black population (over three times the county average) and individuals 18-39 years old (nearly two times the county average).

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

- Thirty-four percent of phone survey respondents, and 59 percent of online survey respondents reported mental health as a top community issue.

  Source: JKV Research, LLC., Washington County Community Health Survey, 2022

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	• 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

**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 local agencies to provide education on behavioral health and resources available within the community • Support United Way of Washington County Mental Health Initiative through financial and in-kind resources • Designate team members to participate on Washington County Mental Health and Substance Use Coalitions	• Community-based organizations • United Way of Washington County • Washington Ozaukee Public Health Department	• Educate Washington County residents on mental health topics • Reduce substance use among residents

MEASURING OUR IMPACT

- Number of education sessions provided
- Support provided to United Way of Washington County
- Process milestones of Washington County Mental Health and Substance Use Coalitions

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

HEALTH PRIORITY: Social Drivers of Health: Community Safety, Workforce Development, Nutrition and Food Security

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 fall mortality in Washington County is 28.3 deaths per 100,000 residents, which is higher than the Wisconsin average.

Source: Metopio, National Vital Statistics System-Mortality, 2016-2020

- The unemployment rate among the Hispanic or Latino population is 10.3 percent, which is over three times higher than the county average.

Source: Metopio, American Community Survey, 2017-2021

- A total of 4.7 percent of Washington County residents experienced food insecurity at some point, with the highest rates among the Non-Hispanic Black population at 18.0 percent.

Source: Metopio, Feeding America, Map the Meal Gap, 2021

ALIGNMENT WITH EXISTING STRATEGIES

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

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

HEALTH PRIORITY: Social Drivers of Health: Community Safety, Workforce Development, Nutrition and Food Security cont.

STRATEGY #1: Increase opportunities for stable employment

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
• Provide 24/7 trauma-informed and victim-sensitive services by specially trained Forensic Nurse Examiners (FNEs) • Partner with area school systems to provide pre-season baseline concussion screenings, post-concussion injury management and non-concussion injury and illness care • Provide athletic trainer, physician support and administration services at athletic events • Provide education to students, parents and community members • Administer the Identification of Seniors at Risk (ISAR) screening tool • Support the Lakeshore Regional Child Advocacy Center • Provide emergency response training and continuing education	• Aurora Medical Group • Aurora Sports Health • Aurora Healing and Advocacy Services • Local high schools • 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 • Reduce youth injury and improve response • Senior falls prevention

MEASURING OUR IMPACT

- Number of individuals served and referrals provided
- Number of baseline concussions screenings provided
- Number of youth injury preventions educational sessions; attendees
- Number of sexual assault awareness events conducted or supported; attendees
- Percentage of ED patients screened using ISAR; percentage referred to social services
- Children served through Child Advocacy Center

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

HEALTH PRIORITY: Social Drivers of Health: Community Safety, Workforce Development, Nutrition and Food Security cont.

STRATEGY #2: Increase opportunities for stable employment

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
• Provide $500 scholarships to local high school students seeking advanced studies in health care • Provide clinical preceptorship site to individuals in C.N.A. training • Establish the Central Wisconsin Patient Service Area Inclusion Core Team to facilitate the local execution and implementation of system-wide Diversity, Equity and Inclusion strategies and actions • Participate in NAVIGATE program to help current teammates advance in their careers • Support the Dream to Succeed scholarship fund through financial and in-kind resources	• Aurora Medical Group • Local High Schools • Casa Guadalupe Education Center, Inc.	• Hire trained individuals into permanent employment and upskill frontline teammates • Provide advancement opportunities for current teammates

MEASURING OUR IMPACT

- Number of scholarships awarded
- Number of students participating
- Number of Diversity, Equity & Inclusion education hours completed by teammates
- Teammates participating in NAVIGATE; advancement outcomes
- Number of Dream to Succeed scholarships provided

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

STRATEGY #3: Increase access to nutritious foods

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
• Support the Boys and Girls Club Summer Lunch Program through volunteer or charitable efforts • Partner with Casa Guadalupe Education Center, Inc. to provide education classes on family wellness and nutrition	• Boys and Girls Club • Casa Guadalupe Education Center, Inc.	• Expand access to healthy, fresh foods • Increase access to food, health care and nutrition education

MEASURING OUR IMPACT

- Number of individuals served
- Number of classes provided

**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.