Aurora Medical Center - Burlington
Community Health Implementation Strategy

January 1, 2025 - December 31, 2027

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

SUMMARY OF CHNA PROCESS

In 2024, Aurora Medical Center – Burlington (Aurora Burlington) completed the Community Health Needs Assessment (CHNA) in collaboration with Ascension Wisconsin, City of Racine Public Health Department and Racine County Public Health Department, which consisted of a comprehensive presentation and analysis of both qualitative and quantitative data.

The Aurora Burlington CHNA relies on four sources of information:

Community Health Survey (primary data): Community Health Survey (primary data): 500 phone surveys conducted from February 5 – March 16, 2024, and 118 online surveys conducted from January 29 – April 16, 2024, where Racine County residents completed 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.

Key Informant Interviews (primary data): 18 key informant interviews were conducted with community leaders to identify the top social drivers of health and health conditions/behaviors in the community.

Aurora Health Care Teammate Survey (primary data): 100 teammates who work at an Aurora Health Care site in Racine County completed an online survey from May 6-31, 2024, identifying the top health issues and social factors impacting the patients they serve.

Metopio (secondary data) was a key source of data for the 2024 Aurora Burlington CHNA. The data platform is an internet-based resource which includes data for demographics, health, emergency department (ED) visits, hospitalization rates, and more. The secondary data was crucial in analyzing the hospital's health needs. All data collected through Metopio was quantitative and included data comparisons between county, state and national data.

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As part of the CHNA process, Community Health teammates presented extensive community data to the Aurora Burlington/Walworth Steering Council, which is comprised of hospital and community representatives. The Steering Council provided oversight of the 2024 CHNA process through a series of meetings by reviewing and analyzing data.

The top health issues identified:

- Mental Health, Suicide and Self-Injury
- Alcohol and Substance Use
- Accessible and Affordable Health Care
- Nutrition, Physical Activity and Obesity
- Chronic Diseases (Diabetes, Heart Failure, Stroke)
- Food Insecurity
- Maternal and Infant Health
- Housing and Transportation
- Unintentional Injuries (Falls)

The Steering Council prioritized the significant health needs using criteria including severity of the health issues, effectiveness of available interventions, available resources, and ability to effectively address or impact health issues through collaboration. Council members selected the top three health issues of mental health, suicide and self-injury, alcohol and substance use, and accessible and affordable healthcare as the priority needs to address in the 2025-2027 Community Health Implementation Strategy (CHIS).

Using these criteria, Aurora Medical Center - Burlington has prioritized the significant health needs to address in 2025-2027:

Significant Need	Implementation Strategy Selection Reasoning
Mental Health, Suicide and Self-Injury	Mental health, suicide and self-injury was selected as the first health priority for the CHNA based on the data presented at the Steering Council meetings. The rates of mental health issues, suicide and self-injury continues to increase over time in Racine County indicating that more work needs to be done to address the ever-growing need for additional services, access to programs and support services in our communities.
Alcohol and Substance Use	Alcohol and substance use was selected as the second health priority for the CHNA based on the data presented to the Steering Council. Rates continue to increase over time in Racine County indicating the need for expansion of services, access to programs and referrals to support services in the county.
Accessible and Affordable Healthcare	Accessible and affordable healthcare was selected as the third health priority for the CHNA based on the data presented to the Steering Council. This was identified as one of the largest social or economic issues among respondents in the Racine County Community Health Survey and as a top social driver of health among key informant interviews. Additionally, Aurora Health Care teammates surveyed indicated that accessible and affordable healthcare has the strongest impact on the overall health of the patients served in our communities.

PRIORITY: Mental Health, Suicide and Self-Injury

IMPACT:
Reduce mental health issues, suicide and self-injury rates in Racine County

DESCRIPTION OF HEALTH NEED DATA:

- Emergency Department (ED) and hospitalization rates due to mental health in Racine County are highest among the Non-Hispanic Black population, Young Adults (18-39 years), Juveniles (5-17 years), and Females.
  Source: Metopio, Wisconsin Health Association Information Center, 2019-2023
- The Non-Hispanic Black population, Young Adults (18-39 years), Juveniles (5-17 years), and Females have the highest ED and hospitalization rates due to suicide and self-injury in Racine County.
  Source: Metopio, Wisconsin Health Association Information Center, 2019-2023
- Suicide mortality rates are highest in Racine County among Young Adults (18-39 years), Middle Aged-Adults (40-64 years), and Males.
  Source: Metopio, CDC- National Vital Statistics System-Mortality, 2018-2022
- Over 51 percent of 9th- 12th grade survey respondents had experienced significant problems with anxiety and over 17 percent of respondents seriously considered suicide.
  Source: Centers for Prevention Research and Development, Wisconsin Youth Risk Behavior Survey, Racine County Report, 2024

ALIGNMENT WITH EXISTING STRATEGIES

LOCAL: Aurora Medical Center–Burlington Strategy

- Access to behavioral health services (Advocate Health)
- Racine County Community Health Improvement Plan (Racing County Public Health)

STATE: Wisconsin State Health Plan Priority Areas

- Mental and emotional health and well-being

NATIONAL: Healthy People 2030

- Improve mental health

STRATEGY #1: Implement Zero Suicide Initiative to decrease suicide rates

Specific Interventions	Collaborative Partners	Objectives
• Identify individuals with suicide risk via comprehensive screening and assessment in the Aurora Burlington Emergency Department • Care for individuals at risk of suicide through evidence-based treatments and warm handoffs for support • Improve hospital culture around suicide awareness and enhance processes through continuous quality improvement	• Aurora Burlington Emergency Department • Racine County Public Health • City of Racine Public Health • Local Community Organizations	• Decrease suicide rates in Racine County • Increase awareness and access to mental health services in the community

Measuring Our Impact

- Number of patients (percentage) ages 12+ with Columbia Suicide Screen charted in the emergency department
- Number of patients (percentage) ages 12+ with High-Risk Screens with Behavioral Health Consult Orders in the emergency department
- Percentage change in the Aurora Burlington emergency department and hospitalization rates due to suicide and self-injury

PRIORITY: Mental Health, Suicide and Self-Injury (CONTINUED)

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

Specific Interventions	Collaborative Partners	Objectives
• Implement Mental Health trainings with community partners (i.e., Mental Health First Aid training, QPR training) • Collaborate with community partners to increase awareness of mental health services available to residents	• NAMI of Racine County • Racine County Health Department • Local community organizations in Racine County	• Increase coordination to and awareness of local community organizations for high need populations • Decrease suicide rates in Racine County

Measuring Our Impact

- Number of individuals served
- Percentage change in Aurora Medical Center – Burlington emergency department and hospitalization rates due to mental health

PRIORITY: Alcohol and Substance Use

IMPACT:
Reduce alcohol and substance use rates in Racine County

DESCRIPTION OF HEALTH NEED DATA:

- A total of 32 percent of phone respondents and 30 percent of online respondents and key informant interviews reported one of the top health conditions or behaviors that need to be addressed in Racine County is alcohol, drug/substance use and tobacco/vaping.
  Source: JKV Research, LLC. Racine County Community Health Survey, 2024
- ED rates due to alcohol use are highest in Racine County among the Non-Hispanic Black population, Young Adults (18-39 years), and Males. Hospitalization rates due to alcohol use are highest among the Non-Hispanic White population, Males and Middle-Aged Adults (40-64 years).
  Source: Metopio, Wisconsin Health Association Information Center, 2019-2023
- ED and hospitalization rates due to opioid use are highest among the Non-Hispanic Black population, Young Adults (18-39 years), and Males in Racine County.
  Source: Metopio, Wisconsin Health Association Information Center, 2019-2023
- Drug overdose mortality rates are steadily increasing over time in Racine County with the highest death rates among Males and Middle-Aged Adults (40-64 years). Fentanyl continues to be the drug type most frequently involved in a drug overdose at 75 percent.
  Source: Metopio, CDC-National Vital Statistics System-Mortality, 2018-2022 and Racine County Public Health Division – Medical Examiner's Office, 2022-2023

ALIGNMENT WITH EXISTING STRATEGIES

LOCAL: Aurora Medical Center–Burlington Strategy

- Access to behavioral health services (Advocate Health)
- Racine County Community Health Improvement Plan (Racing County Public Health)

STATE: Wisconsin State Health Plan Priority Areas

- Mental and emotional health and well-being

NATIONAL: Healthy People 2030

- Reduce misuse of drugs and alcohol

STRATEGY #1: Improve awareness of alcohol and substance use services through community collaborations

Specific Interventions	Collaborative Partners	Objectives
• Increase Narcan training in community • Increase access to Narcan in the community through collaborations • Implement First Breath program at Aurora Burlington to help pregnant women, new mothers, and their families quit smoking and make positive changes regarding tobacco, alcohol, and other substance use during pregnancy and beyond	• Aurora Burlington Emergency Department • Racine County Public Health • First Breath – Wisconsin Women's Foundation • Local community-based organizations focused on alcohol and substance use	• Expand the number of community partners that implement Narcan training • Improve availability and accessibility of Narcan to reduce deaths from overdose • Increase awareness and enrollment in First Breath program for moms concerned with tobacco, alcohol, and/or substance use

Measuring Our Impact

- Number of Narcan trainings/Narcan distributed in the community
- Number of new moms referred to the First Breath program
- Percentage change in Aurora Burlington emergency department and hospitalizations due to alcohol, substance use and opioid use

PRIORITY: Accessible and Affordable Healthcare

IMPACT:
Increase access to affordable healthcare in Racine County

DESCRIPTION OF HEALTH NEED DATA:

- The uninsured rate of Racine County residents is highest among the Hispanic or Latino population at 13.7 percent.
  Source: Metopio, American Community Survey, 2018-2022
- Thirty-seven percent of Racine County residents are covered by Public Health Insurance, which is higher than both Wisconsin and U.S. rates.
  Source: Metopio, American Community Survey, 2018-2022
- Twenty-seven percent of online respondents and 11 percent of phone respondents reported that accessible, affordable, quality healthcare was one of the largest social or economic issues that Racine County must address.
  Source: JKV Research LLC, Racine County Community Health Survey, 2024

ALIGNMENT WITH EXISTING STRATEGIES

LOCAL: Aurora Medical Center–Burlington Strategy

- Improve affordability and advance access to care (Advocate Health)
- Racine County Community Health Improvement Plan (Racine County Public Health)

STATE: Wisconsin State Health Plan Priority Areas

- Person and community-centered health care
- Supportive systems of care

NATIONAL: Healthy People 2030

- Increase access to comprehensive, high-quality health care services
- Increase health insurance coverage

STRATEGY #1: Collaborate with Health Care Network to connect qualified patients to medical home

Specific Interventions	Collaborative Partners	Objectives
• Implement a referral process for qualified patients from ED to Health Care Network as medical home • Build relationships to better support patients experiencing low-income	• Aurora Medical Center – Burlington • Health Care Network	• Increase referrals from ED to Health Care Network to connect patient to appropriate medical homes in community • Decrease unnecessary ED visits

Measuring Our Impact

- Number of patients referred to Health Care Network from Aurora Medical Center – Burlington Emergency Department
- Process updates on partnerships

Adoption of the Implementation Strategy

The Community Health Implementation Strategy report was adopted by the Aurora Health Care Metro Board, the authorizing body of the hospital, on April 21, 2025.

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.