

2009 to 2011 Strategic Plan

Patient Experience

Growth

Success Measures

- Top quartile performance in clinical quality, patient loyalty and caregiver engagement
- Operating margin and physician visit growth

Key Actions

- Achieve Our #1 Priority
- Achieve sustainable growth to support our vision and values
- Adopt new models of care consistent with our Long-term Strategy



Finding better ways



Remember to recycle this plan in 2010

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2009 to 2011 Strategic Plan

Our #1 Priority

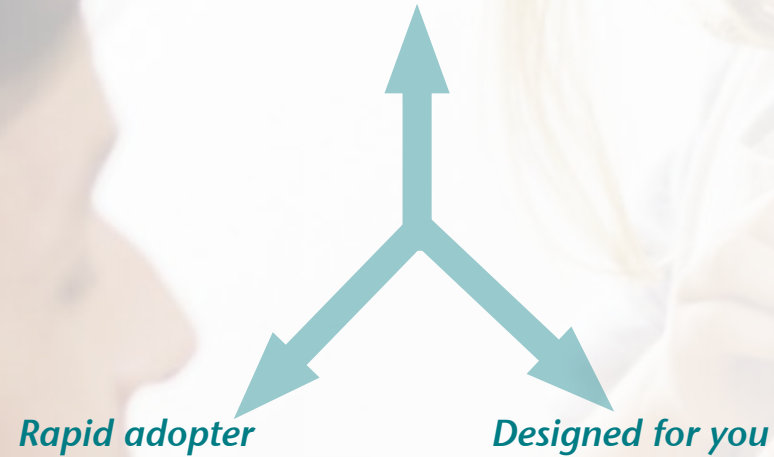
Our patients deserve the best care.

When we achieve top performance in our clinical quality, patient satisfaction and caregiver engagement, patients receive a better care experience than they can get anywhere else.



Long-term Strategy

Simplified care for the patient



Vision

Aurora Health Care was created around a single idea: There is a better way to provide health care.

We will be satisfied only when Aurora gives people better access, better service and better results than they can get anywhere else.

Working together, the people of Aurora will find a better way.

Values

We believe every patient deserves the best care.
 We believe in responsibly managing resources.
 We believe in accountability, teamwork and respect.

One Aurora • Integrated care • Exceptional results



2009 to 2011 Targets

Strategic objectives	Key actions	Success measures	2009	2010	2011	Lead accountability
<ul style="list-style-type: none"> • Patient experience 	<ul style="list-style-type: none"> • Achieve Our #1 Priority 	<ul style="list-style-type: none"> • Top performance in clinical quality, patient loyalty and caregiver engagement 	<ul style="list-style-type: none"> • Achieve a Care Management Impact Score of at least 3.1. <ul style="list-style-type: none"> – Maintain top quartile performance in all Premier and CMS (Medicare) clinical performance measures • Achieve 40% of patient loyalty scores by survey type in the top quartile • Increase system-wide caregiver engagement index to 68% agree 	<ul style="list-style-type: none"> • Achieve a Care Management Impact Score of at least 3.1. <ul style="list-style-type: none"> – Maintain top quartile performance in all Premier clinical performance measures • Achieve 70% of patient loyalty scores by survey type in the top quartile • Achieve top quartile in system-wide caregiver engagement index (70% agree) 	<ul style="list-style-type: none"> • Achieve a Care Management Impact Score of at least 3.1. <ul style="list-style-type: none"> – Maintain top quartile performance in all Premier clinical performance measures • Achieve 90% of patient loyalty scores by survey type in the top quartile • Maintain top quartile in system-wide caregiver engagement index 	<ul style="list-style-type: none"> Patrick Falvey, Ph.D. Karlene Kerfoot, Ph.D., R.N.
<ul style="list-style-type: none"> • Growth 	<ul style="list-style-type: none"> • Achieve sustainable growth to support our vision and values 	<ul style="list-style-type: none"> • Operating margin and physician visit growth 	<ul style="list-style-type: none"> • Continue to improve margin by 0.1% from base operations excluding start-ups • Achieve targeted physician visits 	<ul style="list-style-type: none"> • Continue to improve margin by 0.1% from base operations excluding start-ups • Achieve targeted physician visits 	<ul style="list-style-type: none"> • Continue to improve margin by 0.1% from base operations excluding start-ups • Achieve targeted physician visits 	<ul style="list-style-type: none"> David Eager Rick Klein
<ul style="list-style-type: none"> • Simplified care for the patient • Designed for you • Rapid adopter 	<ul style="list-style-type: none"> • Adopt new models of care consistent with our Long-term Strategy 	<ul style="list-style-type: none"> • Successful completion and implementation 	<ul style="list-style-type: none"> • Achieve success measures for the system clinical programs • Develop a patient-centered registration and billing process • Integrate retail into care delivery to better meet our patients' needs • Provide care to patient groups in ways that meet their needs • Redesign primary care • Rapidly adopt Aurora's Approach to Quality • Provide an accurate electronic medication list (AEM) in Cerner for all caregivers 	<ul style="list-style-type: none"> • Achieve success measures for the system clinical programs • Develop a patient-centered registration and billing process • Integrate retail into care delivery to better meet our patients' needs • Provide care to patient groups in ways that meet their needs • Redesign primary care • Rapidly adopt Aurora's Approach to Quality • Implement an electronic medication reconciliation process in all Aurora hospitals and clinics 	<ul style="list-style-type: none"> • Achieve success measures for the system clinical programs • Develop a patient-centered registration and billing process • Integrate retail into care delivery to better meet our patients' needs • Provide care to patient groups in ways that meet their needs • Redesign primary care • Rapidly adopt Aurora's Approach to Quality • Design and plan for integrating the accurate electronic medication list with Aurora Ventures, Aurora VNA and MyAurora 	<ul style="list-style-type: none"> Bruce Van Cleave, M.D. Susan Buettner David Eager Susan Buettner Alenia Brooks Jeffrey Bailet, M.D. Patrick Falvey, Ph.D. Linda Smith Karlene Kerfoot, Ph.D., R.N. Bruce Van Cleave, M.D.