

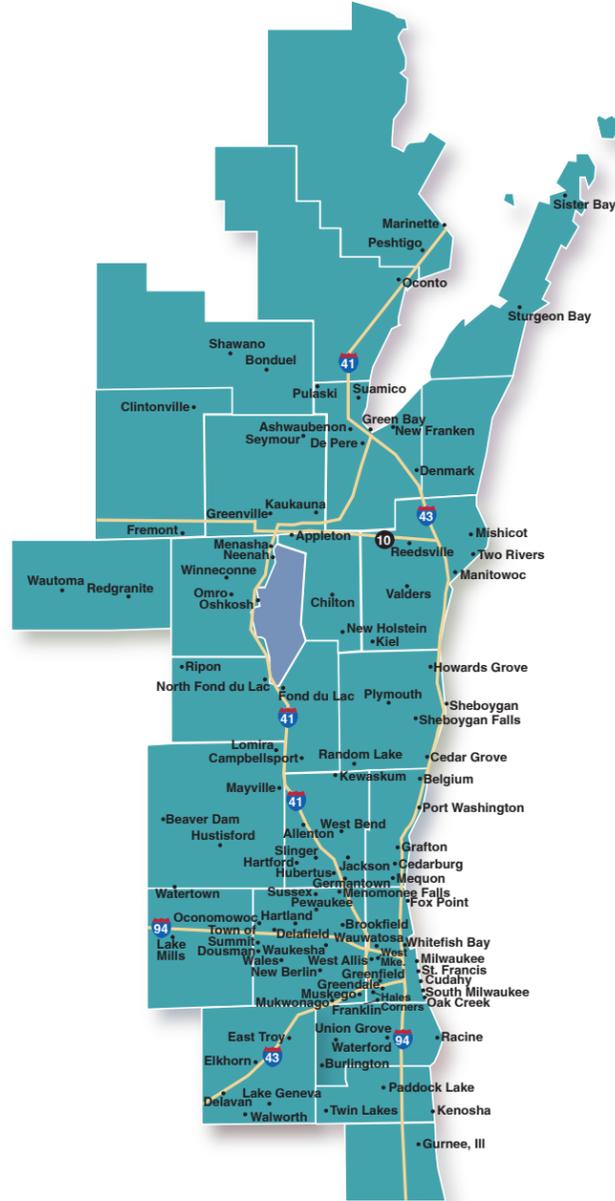


Finding better ways

Realizing the promise of a truly integrated health care system

Aurora Health Care has put all the pieces of an integrated system in place: primary and specialty care available at easily accessible clinics, community hospitals and tertiary centers, convenient retail pharmacies, home and hospice care, rehabilitation centers and behavioral health services, social services and community-based services, and much more. We are on a journey of creating a seamless experience of care for our patients and a better way to provide health care.

Aurora began with an affiliation between two Milwaukee hospitals in 1984. Today, more than 29,000 Aurora caregivers are working together to give people better access, better service and better results than they can find anywhere else. Aurora has sites in more than 90 communities throughout eastern Wisconsin and northern Illinois, including 13 hospitals, more than 100 clinics and more than 110 community pharmacies. Our approach to the delivery of care is to offer a full spectrum of services to our patients, coordinating their care across many different services and sites, and to continue their care throughout their lifetimes. Soon, two new hospitals will allow us to offer the benefits of our integrated model of care to the communities in western Waukesha County and Grafton.



“We had one appointment after another, and it went like clockwork. There was no lapse in treatment or coverage, and each transition to another department was smooth. It was especially amazing since it was during the holidays when many services typically slow down or ‘stop,’ but the care we received from Aurora certainly didn’t.”

– Mother of 21-year-old cancer patient

Serving the community

Aurora Health Care is a not-for-profit health care system and the largest not-for-profit employer in Wisconsin. We re-invest all of our net income in improving health care services in the communities we serve. There are no individual owners or shareholders.

Aurora provides more charity care for people who are uninsured or underinsured than any other provider in Wisconsin. As a true member of the community, Aurora provides millions of dollars in charity care, as well as health screenings, support groups and other outreach.

“There is such a need for the kind of community service Aurora Walker’s Point provides because there is no other option for our patients. They do not have insurance, are low-income and are taken advantage of in many aspects within our society. We provide high-quality, compassionate care which, sadly, is a new experience for many of our patients that have sought care elsewhere.”

*– Jeffrey Luecke, R.N.
Aurora Walker’s Point Community Clinic
Milwaukee Journal Sentinel
2009 Nurse of the Year*



Providing a better patient experience

In all that we do at Aurora Health Care, our goal is to create trusting relationships that create loyalty by finding and providing what matters to each person whom we serve.

We are passionate about providing our patients with the best care. Our #1 Priority is giving people a better care experience than they can get anywhere else.

To improve medical care from the patient's perspective, we focus on ways to personalize, humanize and demystify the health care experience for our patients and families.

In our commitment to service, we will be recognized as an organization where caregivers and physicians set the standard for service in health care.

"I know that she is looking at me – not as just another patient, but an individual human being. And I start to relax and feel at ease, my anxiety starts to go away and I begin to feel safe."

– Ken Mills,
Aurora Health Care patient



"I don't know what I would've done without the Aurora VNA nurses. They literally taught me everything about Austin's condition and how to care for him at home. They counseled me. They comforted us. They were our advocates ... if not for them being there for us, Austin would've been in the hospital full time."

– Laurel Edmonds, grandmother
of Austin, kidney transplant patient

Leading in quality

Aurora is a national leader in efforts to improve the quality of health care. Results for the Hospital Quality Incentive Demonstration show Aurora Health Care is the top performing health system in the country. This is the second consecutive year that Aurora has achieved this leadership level of quality performance. Aurora's hospitals are top performers in 23 of the 47 quality areas that are measured, the most of any system. Collectively, our hospitals achieved the incentive level for 100 percent of the 42 quality areas where they were potentially eligible to receive awards.

An example of the outstanding achievement can be seen at Aurora BayCare Medical Center in Green Bay. This was the only hospital in the nation to receive five Top Performer awards, and one of only four hospitals to receive the maximum 10 awards.

Aurora is home to six breast centers out of the first 23 to be accredited by the National Accreditation Program for Breast Centers, a program administered by the American College of Surgeons.

Our focus on quality is about pursuing perfection. We believe people deserve the best care and a better patient care experience than they can get anywhere else.

"Our commitment as a major health provider is to find better ways of care that lead to high quality, high efficiency and low costs. Results demonstrate that our integrated model of care is fulfilling that promise."



– Nick Turkal, M.D.
Aurora President and CEO

"We are one of the first breast centers in the United States to receive accreditation by the National Accreditation Program for Breast Centers. The NAPBC has put together a comprehensive, multidisciplinary program that includes the leading organizations that work together to treat patients with breast diseases. This program will 'raise the bar' for breast health care."



– Judy A. Tjoe, M.D.
Aurora Sinai Medical Center



Innovations, research and technology

Aurora Health Care is engaged in the ongoing quest to improve the care of patients and to understand diagnostics, interventions, therapies and population health through research. With 350 to 400 clinical trials being conducted at any given time, Aurora conducts more clinical trials than any other institution in Wisconsin.

Our cutting-edge research — and our evidence-based best practices and community enhancements that result from this research — produces the very best in patient care, safety and cost efficiencies. We strive to rapidly adopt best practices and new models of care consistently throughout Aurora.

Highly respected in the scientific community, Aurora's research programs include:

- Clinical trials research
- Basic and applied research
- Cell production and immunotherapy program
- ORBIT Biorepository Program
- Parkinson's Research Institute
- Center for Nursing Research and Practice
- Center for Urban Population Health

Additionally, Aurora is a national leader in developing a comprehensive computerized patient record system and has won awards for being the "Most Wired" several years in a row. Our organization has been honored with environmental awards for recycling and other green initiatives, as well as workplace and employee wellness awards.

In response to the needs of the communities we serve, Aurora's innovations include:

- *My Aurora*, an online tool that allows patients to pay hospital or clinic bills, communicate with their doctor, request appointments, and maintain an online personal health record.
- *Aurora QuickCare*, a fast and easy way to get common family medical conditions diagnosed and treated with a prescription if needed. No appointment is necessary and sites are conveniently located.
- Clinic hours in the evenings and on weekends for time-starved patients and families.

"Aurora is an academic health center. We conduct between 350 and 400 clinical research trials at any one time, and train almost 1,500 medical, nursing, pharmacy, allied health and other health profession students every year. In 2008, students from 37 different colleges and universities received training in Aurora facilities."



– Randy Lambrecht, Ph.D.
Vice President, Research
& Academic Relations
Aurora Health Care

Aurora leads the way

First in Wisconsin to:

- Implement an advanced monitoring system for intensive care patients
- Build an all-digital hospital
- Design a health center entirely for women
- Receive national accreditation for its breast program
- Perform robotic surgery and use Cyberknife technology
- Provide heart catheterization services 24 hours a day

A best place to work

Aurora's strength stems from teamwork and the collaboration among a talented and diverse group of professionals. We're passionate about caring and providing better service, and every day we're finding better ways.

Aurora has been recognized as one of the best places to work in *Modern Healthcare*, *Milwaukee Magazine* and *The Milwaukee Business Journal*. We were the first health system in Wisconsin to receive the Governor's Diamond Award for our diversity efforts. The nurses of Aurora are the first in Wisconsin to earn the Magnet Award, the highest honor that can be bestowed by the American Nurses Association.

"If we love our job and the environment we work in, our patients notice it. Loving what I do makes me a better nurse and Aurora provides me the opportunity to do that."

– A registered nurse
Aurora Health Care





Our values

We believe ...

- *Every patient deserves the best care*
- *In responsibly managing resources*
- *In accountability, teamwork and respect*

Aurora Health Care is a not-for-profit health care provider and a national leader in efforts to improve the quality of health care.

address

phone

www.AuroraHealthCare.org