Life is in the living of it.

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Welcome from our CEO

Every day at Aurora Health Care, we help people live well. New lives are brought into the world; lives are improved, even saved; new technology gives hope to future patients; and physicians and other caregivers discover new ways to make a difference in the communities we serve.

For the past several years, we have been adapting to rapid changes in the health care landscape, and 2013 was no different. Managing our operations through declining reimbursements, while keeping our best-in-class quality care affordable, and helping to connect people with health insurance coverage through the state exchange all proved challenging. At the same time, we continued our emphasis on wellness and prevention. We know that the ultimate goal is healthy patients and communities.

In this year’s annual report, I want you to see what I see as our CEO: The fact that we cared for more than 1.2 million patients, filled more than 2.7 million prescriptions, performed more than 100,000 surgeries and provided nearly $40 million in community outreach and in-kind services. As you consider which organization you will go to for care, who will receive your charitable donation or who to select as a system for your employees, it’s important for you have a global view of Aurora.

Certainly, the world of health care will keep changing. But one thing won’t change: The fact that people need health care throughout their lives and that we’ll be here to meet that need. Aurora is well positioned to help every person, community and population stay healthy well into the future. Thank you for your interest and support.

Nick W. Turkal, MD
President and CEO

Board of Directors

Aurora Health Care is governed by a community board of directors. The board, which consists of business and community leaders, oversees the strategic and financial decisions that shape Aurora’s future. A full list of board members is available on our website at aurora.org.

Aurora at a glance

6,784 Registered nurses
1,580 Employed physicians
146 Residents and fellows
29,981 Total caregivers

Services at a glance

6,504,344 Total outpatient visits
4,208,262 Ambulatory visits
1,720,680 Hospital outpatient visits
266,200 Home care visits
259,623 Emergency care visits
49,579 Family service visits
Services at a glance

- Births/deliveries: 12,923
- Surgeries: 103,875
- Hospice benefit days: 2,515,952
- Retail prescriptions filled: 57,684
- Inpatient discharges - adult: 100,083
- Inpatient days - adult: 421,321
- Length of stay (days): 4.21

Care Management Impact

Aurora is a national leader in developing and implementing best practices in clinical improvement and disease management.

In 2013 Aurora analyzed the effect of 25 specific initiatives involving more than 1,400 Aurora physicians and documented the following impact:

- Influenza vaccination for high-risk patients: $18.4 million
- Antibiotic treatment for pneumonia patients: $5.2 million
- Cholesterol management for coronary artery disease patients: $7.3 million
- Influenza vaccination for high-risk patients: $503,000
- Deaths prevented: 1,722
- Lives benefited: 1,083,332
- Total medical expense savings for the communities: $31.4 million
Aurora's total net patient service revenue grew from $3.8 billion in 2012 to $3.9 billion in 2013. Net revenue increased 3.1% from 2012 to 2013.

**Sources of funds**

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inpatient services</td>
<td>$1,225,362,295</td>
</tr>
<tr>
<td>Outpatient and ambulatory services</td>
<td>$2,660,291,971</td>
</tr>
<tr>
<td>Other services</td>
<td>$363,321,092</td>
</tr>
<tr>
<td><strong>Total revenue</strong></td>
<td>$4,248,975,358</td>
</tr>
<tr>
<td>Other sources</td>
<td>$114,459,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$4,363,434,358</td>
</tr>
</tbody>
</table>

**Use of funds**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries, fees and fringe benefits</td>
<td>$2,475,458,145</td>
</tr>
<tr>
<td>Maintenance, rental, insurance, utilities and other business expenses</td>
<td>$783,025,785</td>
</tr>
<tr>
<td>Supplies</td>
<td>$754,759,254</td>
</tr>
<tr>
<td>Net building, equipment, and working capital</td>
<td>$10,818,000</td>
</tr>
<tr>
<td>Other services</td>
<td>$231,373,174</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$4,363,434,358</td>
</tr>
</tbody>
</table>

**Charity care**

Aurora provides a large amount of charity care for people who are uninsured or are otherwise unable to pay for the care they need. In 2013, Aurora’s costs for providing this care totaled $56,426,000, an increase of 23.9% over 2012.

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charity care charges</td>
<td>$177,436,000</td>
</tr>
<tr>
<td>Charity care costs</td>
<td>$56,426,000</td>
</tr>
<tr>
<td>Other unreimbursed care</td>
<td>$71,598,000</td>
</tr>
<tr>
<td>Bad debt costs</td>
<td>$221,135,000</td>
</tr>
<tr>
<td>Bad debt charges</td>
<td>$71,598,000</td>
</tr>
</tbody>
</table>

Community benefit programs – Every year, Aurora provides – without charge – a variety of services in communities throughout eastern Wisconsin.

**2013 community benefits**

<table>
<thead>
<tr>
<th>Program</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial assistance (charity care) at cost*</td>
<td>$56,426,000</td>
</tr>
<tr>
<td>Other means-tested programs at cost*</td>
<td>$6,924,000</td>
</tr>
<tr>
<td>Medicaid shortfall at cost*</td>
<td>$302,199,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>$365,549,000</td>
</tr>
<tr>
<td>Other unreimbursed care</td>
<td>$116,893</td>
</tr>
<tr>
<td>Clinical research and community health research</td>
<td>$5,848,077</td>
</tr>
<tr>
<td>Community health improvement and education services, and Community Benefit operations</td>
<td>$10,728,682</td>
</tr>
<tr>
<td>Subsidized health services (clinics)</td>
<td>$8,062,283</td>
</tr>
<tr>
<td>Health professions education</td>
<td>$13,933,716</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>$39,689,650</td>
</tr>
<tr>
<td><strong>Total 2013 community benefits</strong></td>
<td>$405,238,650</td>
</tr>
</tbody>
</table>

*Cost-to-charge ratios are based on Wisconsin Hospital Association percentages.
1 Includes 2013 hospital assessment tax.
2 Unlike some community benefit reports that include additional categories as community benefits, Aurora Health Care has elected to exclude Medicare shortfalls and bad debt expenses from the community benefit calculations. However, when Medicare shortfalls are added, Aurora’s total benefit to the community is $832,095,650.
Welcome from our Foundation President

Dear Friends,

As President of Aurora Health Care Foundation, it’s my honor to share with you the many ways your gifts are transforming lives.

In 2013, Aurora Health Care Foundation disbursed a total of $18.6 million to the communities we serve. From Manitowoc, Wis., to Gurnee, Ill., your gifts enhance the health care and wellness needs patients receive through Aurora Health Care. Donors like you supported many enhancements, including the development of a new palliative care program in Sheboygan County; supplying new infant feeding pumps for in-home pediatric nurse visits in our communities; programs to help survivors of sexual assault heal; and efforts to provide comfortable spaces for individuals waiting for an organ transplant. This is just a sample of the ways your gifts are helping more people in our communities. But most importantly, your donations give hope to so many as they face a major health event. Your gifts truly change lives.

Thank you for your generosity and for your continued commitment to support Aurora Health Care programs and services that impact our coworkers, neighbors and loved ones.

Always,

Cristy Garcia-Thomas
Executive Vice President, Aurora Health Care and President, Aurora Health Care Foundation

Your gifts at work

In 2013, there were 368 requests submitted for consideration of Foundation funding. A total of $18,640,179 was disbursed from Aurora Health Care Foundation funds. Disbursements included capital improvements, such as fetal monitors, intra-aortic balloon pumps, a digital mammography unit, and cardiac monitors. Funds also supported clinical services and caregiver education to improve the patient experience and to provide optimal quality of care. More than $4 million was committed to Aurora’s Well Community programs.

Totaling $18.6 Million
Donors transform lives at Lighthouse on Dewey

As donors, cabinet members, local leaders and supporters became the first to tour the newly renovated Lighthouse on Dewey, one guest, Christine, walked through the building in amazement. She recalled seeing the same building in poor condition when she first arrived at the Dewey Center a few years ago.

“This home has really become a beacon for so many going through their sobriety journey, and I am just humbled to see this come together,” said Christine. She shared her story of recovery from alcoholism at the dedication of the Lighthouse on Dewey – formerly known as the President’s House – located at the Aurora Behavioral Health Campus in Wauwatosa, Wis.

Generous donors and an active campaign cabinet raised $2.1 million to transform this former house into a center for healing, hope and recovery.

“Thanks to the vision of our donors and supporters, we will always be here for our patients – to welcome them back and stand side-by-side as they courageously work for a life that is free from dependency,” said Pete Carlson, president of Aurora Behavioral Health Services.

“Interestingly enough, some of the same people who saw hope in the house also saw a glimmer of hope in me,” Christine said. “And now, I live a life filled with purpose.”

Lighthouse on Dewey has truly become a beacon for those recovering from addiction. Since opening its doors, the facility provides a safe and welcoming place seven days a week with an average of 15 to 20 support groups, or a total of 475 individuals participating in these meetings weekly.

To learn more about Aurora’s Lighthouse on Dewey, visit aurora.org/lighthouse

Community celebrates 150 years of Aurora Sinai Medical Center

In an outpouring of support, more than 520 community leaders, Aurora caregivers and individual supporters of Aurora Sinai Medical Center watched history come to life as they celebrated a legacy of care that continues today at Milwaukee’s only downtown hospital. Held in the spirit of the Mount Sinai Grand Balls of more than 30 years ago, The Pfister Hotel Grand Ballroom in downtown Milwaukee was transformed into a celebration of history, sharing with guests the hospital’s rich heritage and continued commitment to the community.

More than $450,000 was raised to support Well Community programs based at Aurora Sinai, which include the Midwifery and Wellness Center, services for survivors of sexual assault and abuse victims, and programs that connect the uninsured and underinsured to primary care.

2013 marked the 150th anniversary of the oldest of the five hospitals that ultimately consolidated to form what we today call Aurora Sinai Medical Center. These community-based hospitals – Milwaukee, Lutheran, Deaconess, Good Samaritan and Mount Sinai – were all developed out of a commitment to people battling the most challenging diseases of their day and to serve the poor.

To learn more about the Well Community programs at Aurora Sinai Medical Center, visit aurora.org/sinai150
Bringing palliative care to Sheboygan County

Aurora Health Care’s commitment to total patient care is strengthened by the new Aurora Sheboygan Palliative Care program. Made possible through community and donor support, Sheboygan County now has a resource to support patients with serious or chronic illnesses.

A key event to support this initiative was held on October 12, 2013, at ACUITY’s corporate headquarters in Sheboygan, Wis. ACUITY sponsored a “Bucket List Bash” inviting more than 600 attendees to “cross things off their bucket list” by participating in several themed activities both at the bash and in the weeks leading up to the event. The event raised more than $160,000.

“Living with a serious medical condition is challenging. There is a need to go beyond physical care and provide comfort in times of medical crisis,” said Ben Salzmann, ACUITY president and CEO. “Providing that comfort is the role of palliative care, and ACUITY is proud to team up with the community and Aurora to support the program to serve Sheboygan County.”

Palliative care augments curative treatment with consultative services that are focused on easing both physical and emotional pain. Aurora Sheboygan’s Palliative Care program consists of three components: nurse practitioners who develop individualized care plans; collaboration with community partners to develop a network of care providers and resources; and providing civic, business, and religious groups with education about palliative care.

In 2013, ACUITY hosted the Bucket List Bash to support the new Palliative Care program in Sheboygan County. Now patients and their families have access to this program to support their plan of care.
Navigating the complexity of health care

Aurora West Allis helps older adults live healthier, safer lives

More than 200 supporters attended Aurora West Allis Medical Center’s third annual Evening of Promise in October to help grow its Senior Resource Nurse Program, a nurse-led initiative that helps older adults access the services they need to better manage health issues and stay healthy and safe on their fixed income.

Supporters heard from Rosemary Wright, who uses the program. As an older adult caring for a daughter with disabilities, Rosemary says she is blessed to have Marge Hendrickson, RN, a senior resource nurse, in her life.

“When you can reach out and talk to someone, it makes such a difference. It makes the problem half a problem. And that’s why I think that Marge is such a help,” says Rosemary, who cherishes her senior resource nurse. “With her assistance, I’ve been able to have a little more confidence and understand what is going on.”

Soryal A. Soryal, MD, a geriatrician at Aurora West Allis Medical Center, uses the Senior Resource Nurse Program for a number of his patients.

“My patients have found it very comforting to work with a senior resource nurse,” says Dr. Soryal. “When the nurse visits patients in their homes, we can work together to figure out what the patient needs.”

The Senior Resource Nurse Program is integral to improving the health status of the elderly within our community and reducing fragmentation of care for seniors who struggle with navigating the increasingly complex health and social systems.

Cancer nurse navigators play key role for patients and families

A cancer diagnosis is one of the most difficult and overwhelming situations for a patient and their family to hear. It can be a time of both fear and uncertainty. Aurora Cancer Care has built a support system that individuals facing cancer can access – including a cancer nurse navigator who is by their side every step of the way.

Cancer nurse navigators are certified nursing professionals with extensive oncology experience. Many also have specialized cancer expertise, such as breast, lung, colon and prostate. They act as a resource to guide a patient and their family from the point of diagnosis, through cancer treatment, into post-treatment/survivorship and, if needed, end-of-life care. In addition, they serve as a patient advocate, educator, coordinator and partner in patient care.

Individuals who are newly diagnosed with cancer or experiencing a cancer recurrence may have a cancer nurse navigator on their care team. Cancer nurse navigators answer questions related to a diagnosis or treatment, provide assistance when coordinating upcoming appointments, procedures and testing, and offer emotional support when needed. As a part of a multidisciplinary cancer team, including medical and radiation oncologists, surgeons, nurses, dieticians, social workers and financial counselors, the nurse navigators provide coordinated care and a seamless transition for patients. This service is also provided so patients can focus on what matters most: fighting cancer.
Providing the best care possible today while defining the best care for tomorrow

There was an itchy, irritated spot on Lee’s chest that wouldn’t go away. A visit to his local dermatologist in Little Rock, Ark. determined that it was melanoma. The affected cancer area was removed not once, twice but five times. On the fifth time, lymph nodes were also removed. A full body scan indicated that there was a spot in his brain which they would now be treating. Treatments were completed and Lee was informed that he was cancer free.

A month later, Lee developed stomach issues. After a series of tests, he learned that he had 20 tumors in his small intestine, two in his brain and a couple in his left lung. After two years of removing tumors, cancer treatments and a clinical trial, Lee decided it was time to part with his physicians.

And that’s how he met Amin Kassam, MD, Aurora Health Care System Vice President of Neurosciences. An internationally recognized neurosurgeon, Dr. Kassam is instrumental in developing numerous advanced techniques in neurological surgery. He also spearheads the Aurora Neuroscience Innovation Institute at Aurora St. Luke’s Medical Center in Milwaukee, Wis.

Dr. Kassam, along with colleagues George C. Bobustuc, MD, and Kenneth T. Bastin, MD, were the experts who consulted with Lee and performed his surgery. By performing a craniotomy (cutting a bone flap in the skull to allow access to the brain), Dr. Kassam and team was able to extract the tumor from Lee’s brain – a tumor that previous physicians told Lee would be inoperable. Lee spent four days in the hospital recovering from the six-hour brain surgery. After three weeks, he was able to return home to Arkansas.

“The doctors at Aurora St. Luke’s Medical Center actually cared about what was happening to me and how I was doing. I’ll never find another doctor who is as caring as they are. Dr. Bobustuc actually called me to make sure that I made it home alright. That’s never happened to me before,” said Lee. “I was losing vision in my right eye and couldn’t walk because the pressure in my brain was so bad prior to the surgery. A day after the surgery, I could walk again. I couldn’t be more thankful.”

Donor support of research programs further medical advancements and give people—like Lee—hope. Lee said, “Come to Aurora St. Luke’s Medical Center if you want to be treated and live a long life. The physicians and care team assembled are not good or great. They are truly world class.”

“The research performed at the Aurora Neuroscience Innovation Institute is immensely necessary. We invest in tomorrow’s care because we truly want to change the way conditions and diseases are cared for. This requires assembling the most gifted physicians, the most intellectually curious scientists and engineers and the most advanced technology – and empowering them to deliver the best in class for patient care.”

Amin Kassam, MD  
System Vice President of Neurosciences and Medical Director of Neurosurgery, Aurora St. Luke’s Medical Center
SimMan serves Summit as high-tech training tool for saving lives

Purchasing an advanced SimMan – a realistic, full-body adult wireless patient simulator – is an investment that improves training for local emergency medicine leaders and helps save lives.

“When EMTs, firefighters, nurses, and physicians experience in-person, hands-on training through realistic mock scenarios utilizing SimMan, it enhances the quality of care for the patient,” said Krishna Prasad, MD, medical director of the Emergency Department at Aurora Medical Center in Summit. “The entire community benefits.”

The medical staff of Aurora Summit, led by Andrew Dodd, MD, hosted the Inaugural Lake Country Gala in November 2013 at the Oconomowoc Lake Club to engage community support around the project. The event raised $51,000 toward the purchase of a SimMan.

This would be the second SimMan brought to the community through donor support of an Aurora Health Care facility. Aurora Medical Center in Grafton began use of its SimMan in 2012, deploying it to local emergency medical service teams in Ozaukee and Washington Counties to create life-like critical care training for its community-based emergency responders. Aurora Summit aims to bring similar technology to its neighboring communities.

“As the Summit area grows, it is important for our caregivers and community agencies to have access to advanced simulation training tools as it raises the level of care we – together – provide to our neighbors,” said Lisa Heinz, RN, trauma coordinator at Aurora Summit.

Cardiac matrix

When an individual is experiencing cardiac trauma, seconds count.

That’s why both Aurora Lakeland Medical Center in Elkhorn and Aurora Memorial Hospital of Burlington dedicated their 2013 event proceeds to support the purchase of a state-of-the-art cardiac network monitoring matrix and enhancements for their respective hospital’s Emergency Department.

“The heart monitoring matrix allows for continuous and unobtrusive monitoring of multiple heart rates and rhythms through a computer network of shared knowledge, skills and ability,” said Douglas Batesky, MD, emergency medicine physician at Aurora Lakeland who also served as the event’s honorary chairperson.

“The cardiac matrix provides continued oversight to ensure the patient is stable, allowing our medical team to focus on next steps of care,” said Dr. Stephen Welka, cardiologist with Aurora Memorial Hospital of Burlington. “It is wonderful to have this state-of-the-art technology right here in Walworth County.”

A record-breaking $125,000 was raised in May 2013 at the 28th Annual Benefit Ball benefiting patients at Aurora Lakeland Medical Center. In addition, $40,000 was raised four months earlier at Aurora Burlington’s 10th Annual Crystal Ball to support the same technology at Aurora Memorial Hospital of Burlington.
Team Phoenix: just “tri” to hold these women back

August marked the third wave of Team Phoenix athletes to participate in the Athleta Iron Girl Triathlon in Pleasant Prairie, Wis. This team of 26 breast cancer survivors ranged in ages from 37 to 64 years, and even included sisters who were diagnosed just four months apart.

“We went through breast cancer together, trained together and together we crossed the finish line,” Mary said. “Team Phoenix has made me proud of my battle scars. Proud of how far I have come. The coaches made me see what was hiding inside.”

Team Phoenix was started in 2011 by Judy Tjoe, MD, a breast cancer surgeon and leader of the professional coaches, therapists, other medical staff, and even some Team Phoenix alumni - all volunteers - for a 14 week training to help survivors prepare for the triathlon.

“When you think about it: a half-mile swim, 12-mile bike and 3.1 mile run - and then look at battling breast cancer - from diagnosis to chemo and radiation treatment - there are a lot of similarities with both journeys,” shared Sara Planton, a past Team Phoenix athlete and donor.

Leslie Waltke, Aurora’s cancer rehabilitation coordinator, serves as the team’s chief physical therapist and greets each of the athletes at the finish line. She has witnessed the transformation many of these survivors experience from being a part of the team. “Teaching these women to exercise and to raise their expectations for themselves provides a springboard to continue lifelong exercise and fitness. We see the triathlon finish line as a starting line for a healthier rest of their lives,” said Waltke.

The program also supports breast cancer research led by Dr. Tjoe, who is studying the impact diet and exercise have on the quality of life experienced by breast cancer survivors post-treatment. Her program has inspired several organizations to support the team, including Lands’ End, who donated special mastectomy-fitted swimsuits for these athletes.

“We can remove the cancer. We can rehabilitate you back to who you were physically. But cancer takes something away that we in health care, can’t bring back, and this program helps address that,” said Dr. Tjoe.

To learn more about Team Phoenix, visit aurora.org/teamphoenix

After autologous stem cell transplant, business leader wants to “make people’s lives better”

Dan Kwiecinski vividly remembers the Christmas of 1990. “I had just gotten out of the hospital after my transplant,” Dan recalls. “The lights were so beautiful and the snow was so crisp. It was just wonderful. There is so much you appreciate after going through all that.”

Dan was diagnosed with stage 4 Hodgkin’s lymphoma, and after experiencing a recurrence following nine months of chemotherapy, he became the eighth stem cell transplant recipient from the Autologous Stem Cell Transplant Program at Aurora St. Luke’s Medical Center.

As a married father of three and executive vice president at Hays Co. in Wauwatosa Wis., Dan wants to improve the lives of others. “And I can do that because of what Aurora St. Luke’s has done for me,” Dan said.

“What began as a bucket list so many years ago has now been checked off multiple times over,” Dan said. He and his friends began an annual golf outing and have always donated the proceeds to benefit people who utilize the transplant program at Aurora St. Luke’s. Over the years, they have donated nearly $100,000 to enhance patient care.

The first Autologous Stem Cell Transplant was performed at Aurora St. Luke’s in 1990. Robert Taylor, MD, Oncologist/Hematologist, and his team have now performed more than 700 transplants.

Dan Kwiecinski reconnects with Dr. Robert Taylor, who performed his stem cell transplant in 1990.

(Far Left) Team Phoenix 2013

(Left) Sisters Mary and Kathryn cross the finish line
Denim Day supports survivors of sexual violence

More than 2,500 survivors of sexual abuse each year begin their healing journey in an Aurora Health Care facility. In fact, Aurora Health Care is the only health care system in the state dedicated to helping survivors of abuse from the point of crisis through life-long recovery. By providing immediate care, advocacy and support to men, women, and children who have had a traumatic experience, Aurora caregivers become a critical piece of each survivor’s support network.

That’s why Aurora caregivers rally community support around Denim Day – an international movement to raise awareness and support for survivors of sexual assault.

“Most victims of sexual assault blame themselves for being sexually assaulted,” explains Gina Kleist, RN, manager of Aurora’s Sexual Assault Treatment Center. The program helps patients at Aurora Sinai Medical Center and Aurora West Allis Medical Center and is the largest program of its kind in Wisconsin. It is the only program that provides immediate, compassionate, culturally sensitive assessment, treatment and crisis intervention services by specially trained nurses, crisis counselors and survivor advocates.

In 2013, Aurora caregivers, local businesses and organizations raised more than $11,000 to support abuse response programs, including The Healing Center, Sexual Assault Treatment Center of Greater Milwaukee, and Aurora’s S.A.N.E. (Sexual Assault Nurse Examiner) Program at Aurora hospitals in Burlington, Elkhorn, Hartford, Kenosha, Oshkosh and Sheboygan.

“Denim Day highlights that no matter the actions or behaviors of someone, it is the offender that is to blame, not the victim. It takes courage for a survivor to come forward to seek services and report a sexual assault,” Kleist said.

Aurora’s Sexual Assault Nurse Examiner Program

A dedicated group of specially trained nurses who provide forensic evaluations and emotional support 24/7, 365 days a year at Aurora locations in Burlington, Elkhorn, Hartford, Kenosha, Oshkosh and Sheboygan.

Sexual Assault Treatment Center of Greater Milwaukee

The Center offers safe and caring survivor-centered forensic investigation and support services to victims of rape, incest, sexual abuse and sexual assault. Specially trained nurses, social workers and advocates provide immediate access to crisis intervention and stabilization services 24/7, 365 days a year.

The Healing Center

The Healing Center is the only Milwaukee resource exclusively committed to serving sexual assault victims over their lifespan. Free counseling, support groups and individual advocacy are provided to survivors in a safe and healing environment at any point in their recovery and healing process.
Aurora Cancer Care receives national recognition for high quality of care

Aurora Cancer Care’s Vince Lombardi Cancer Clinics are supporting the advancement of compassionate and innovative cancer care in our communities. They are empowering the best and brightest medical experts to help more patients and families in the most impactful way possible.

In 2013, all 13 Vince Lombardi Cancer Centers across eastern Wisconsin were recognized by the Quality Oncology Practice Initiative (QOPI©) Certification Program, an affiliate of the American Society of Clinical Oncology, providing three-year certification for outpatient hematology-oncology practices that meet the highest standards for quality cancer care.

Aurora Cancer Care is among the largest groups in the country to receive this prestigious certification. QOPI analyzes individual practice data and compares these to more than 160 evidence-based and consensus quality measures. The program helps practices determine whether they are providing the best possible treatment and care to their patients and demonstrates their commitment to excellence and lifelong learning.

Walking to support cancer care in Oshkosh

Four years ago, Charlotte learned she had breast cancer.

“After my diagnosis, I realized that I would not only be fighting for my life, but the opportunity to see my grandchildren grow.”

Charlotte’s biggest cheerleader in her battle against cancer was her granddaughter, Meradeth, now six years old. It was Meradeth’s wise words – “be tough, be brave” – and her loving encouragement that Charlotte says provided her with the inspiration to continue on during the lowest moments of her battle.

Determined to make a difference from her cancer experience, Charlotte started a support group to help others facing cancer. “Whether it’s encouraging calls and notes or listening to their concerns and fears, it’s important for people to know that they are not alone,” said Charlotte.

Charlotte shared her story with 300 walkers at the June 2013 Lombardi Cancer Walk in Oshkosh, which raised more than $37,000 to enhance the care people receive at the Vince Lombardi Cancer Clinic in Oshkosh.

With each cancer-free scan, Charlotte says she is learning to think less about being a cancer survivor and more about the future: a full, happy future filled with celebrating her grandchildren’s birthdays.

The generosity from the walk sponsors and supporters will provide more people who hear the words, “you have cancer” in Oshkosh with hope and the medical expertise that results in more survivors, who can look forward to a future with family and friends.
Joined hand-in-hand

Creating memories for families and making last wishes come true is a tradition at Aurora Visiting Nurse Association Zilber Family Hospice in Wauwatosa, Wis. It is a peaceful, welcoming 18-bed residential acute hospice facility that accommodates the needs of patients and families during their end-of-life journey. From offering cake for breakfast to personal performances from local arts groups, caregivers try to satisfy patient’s every desire.

One warm, summer day in July, 90-year-old Violet was admitted to Zilber Family Hospice with a diagnosis of heart failure. After returning home later that same night, Violet’s husband, 91-year-old Frank, expressed concerns to his family that he did not feel well. Frank was taken to a local hospital where it was determined that he had suffered from a stroke. After further evaluation, it was decided that additional medical treatments were not appropriate, and he was a candidate for hospice care.

Violet and Frank’s family desperately wanted them to be together for their last days but there were no available larger rooms. That was not until another patient at Zilber Hospice overheard their story and offered to move to a smaller room so that Violet and Frank could be together and cared for in the same room.

Later that day, Frank and Violet were finally together again in adjoining beds thanks to the kindness of a stranger. Silently, they opened their eyes and there was a sense that each knew the other was present. A quiet calm filled the room and one of the nurses lovingly placed a pillow between the couple and linked their hands together. An hour later, surrounded by family, Violet passed away holding Frank’s hand.

Three days, three hours and three minutes later, Frank joined his love of nearly 69 years.

Zilber Family Hospice is able to provide high-quality, compassionate care because of gifts from family and thoughtful supporters. Gifts to Zilber Family Hospice are making a difference during those challenging final moments in life.

To learn more about Zilber Family Hospice, visit aurora.org/vna

Aurora Family Service strengthens family ties at Thanksgiving

Throughout the holidays, celebrations and rituals, such as preparing home-cooked meals, promote strength during tough times.

During the past 18 years, Aurora Family Service’s Family to Family Thanksgiving program, has provided ingredients for more than 50,000 families to prepare a Thanksgiving meal in their home. In 2013, 3,100 families received the ingredients for a home-cooked Thanksgiving meal thanks to community support of this program.

Committed to building strong families since 1882, Aurora Family Service is the only comprehensive social service agency in Milwaukee that gives families the tools to address their emotional, physical and financial concerns. Aurora Family Service helps families regain and maintain stability in their lives so that families have confidence and hope in their future.

Physician commitment to wellness extends beyond office to entire community

Mark Tucci, MD, of Aurora Health Center in Gurnee, Ill., has learned to never take anything for granted and to always give back in whatever way you can, whether it is donating your time, your talent or your money to worthy causes. “Even though I’m a physician, I’ve been a patient, too,” Dr. Tucci shared. “I look at every day as a gift.”

In May 2012, Dr. Tucci experienced a life-threatening heart attack. He and his wife drove in the middle of the night to Aurora Medical Center in Kenosha. An immediate electrocardiogram revealed he had suffered a heart attack. He was quickly flown by Flight for Life to Aurora St. Luke’s Medical Center in Milwaukee. Less than one hour after arriving at the emergency room door in Kenosha, Dr. Tucci had received his life-saving procedure at Aurora St. Luke’s.

While he loves practicing medicine, Dr. Tucci’s other passion is his music. He is in a band with other physicians called “Second Opinion” that plays jazz, blues and Motown at area clubs on the weekends. And as a way of giving back, his band donated their performance at the 4th Annual Infinity Ball supporting Aurora Medical Center in Kenosha. Dr. Tucci also donates through the Aurora Partnership Campaign, a program that allows caregivers to contribute personal dollars to Aurora Health Care programs and hundreds of nonprofit organizations across eastern Wisconsin.
Helping our communities live well

Community Relations

Through community relations at Aurora Health Care, we build relationships and coalitions to help our communities live well.

In 2013, Aurora’s Community Relations continued to monitor the system’s sponsorship dollars, keeping them closely aligned with our purpose: We help people live well. This department worked to put system leaders on community boards and began the process of developing community steering councils, which will eventually reach each of our markets. To keep in touch with the community, Community Relations Liaisons have routine chats with leaders of community organizations and participate regularly in community events. To help guide our work, the department surveyed caregivers about their involvement and learned that our caregivers have a passion for giving back to the communities we serve.

Vivian King, Vice President, Community Relations
Jennifer Sciuti, Manager, Community Relations

Social Responsibility

Health care systems are increasingly prioritizing community health improvement as part of their overall strategies. Aurora Health Care is no exception. In 2013, leadership teams at Aurora’s 15 hospitals, under the direction of the Social Responsibility department, worked together with local public health officials and community partners to complete a comprehensive community health needs assessment in each hospital service area. These reports were the springboard for implementation strategies that each hospital is carrying out in 2014 to align their expertise and charitable resources to address priority community health needs.

Additionally, the Well Community department was developed in 2013 to provide compassionate care for people who are vulnerable and would otherwise lack access to essential services. Aurora’s Well Community programs include Aurora Family Service, Parish Nursing, free clinic partnerships and abuse response services. They offer unique services designed to efficiently drive positive health outcomes and include primary care, abuse treatment and healing, and family-centered physical, mental health and financial services.

To view Aurora Health Care’s Community Benefit Reports, visit aurora.org/commbenefits

Aurora Health Care leaders gathered with local and state officials to officially break ground on the 30,000-square-foot Elkhorn-based Aurora Health Center. Pictured (left to right) Hoss Rehberg, Elkhorn alderman; Mark Sherry, vice president of Mortenson Construction; Sen. Neal Kedzie (R-Elkhorn); Gary Payson Elkhorn alderman; Nick Turkal, president and CEO of Aurora Health Care; Nancy Russell, Walworth County Board Chair; Jeff Bailey, senior vice president of Aurora Health Care and Brian Olson, Elkhorn alderman.

Aurora Family Service volunteers bag turkeys and groceries to be handed out to families so they can enjoy a Thanksgiving meal.
**Donors**

Aurora Health Care Foundation gratefully acknowledges the following individuals, foundations and organizations for their gifts of $1,000 and above made in 2013.

### $250,000 and above

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Jockey International, Inc.  
Milwaukee County Department of Health and Human Services  
United Way of Greater Milwaukee, Inc.  
Vince Lombardi Cancer Foundation  
Wisconsin Department of Children & Families

### $100,000 to $249,999

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Estate of Marion and Alfred Wunsch*

### $50,000 to $99,999

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Sexual Assault Victims Services  
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Wisconsin Office of Justice Violence Against Women Act

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*Former Green Bay Packer Antonio Freeman gulfed with each of the foursomes at the Aurora Golf Classic benefiting the Aurora Visiting Nurse Association of Wisconsin.*

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### $25,000 to $49,999

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Estate of Ralph Zeniecki*

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Volunteers from the Milwaukee Alumnae chapter of Delta Sigma Theta Sorority, Inc., joined Sisters Network, Inc. at the Sista Strut Walk in Milwaukee to increase awareness about Aurora Health Care’s breast cancer care program and Pink Possible Campaign, which raises money for Aurora’s breast cancer research, education, prevention and survivorship programs.

Dawn Panfil joined her staff from Hair & Body Solutions in presenting a $12,300 donation to Pink Possible. Dawn’s salon was the first of now more than 20 salons that have joined the Pink Possible Campaign.

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More than $37,000 was raised to support local cancer care and cutting-edge research at the Lombardi Cancer Walk in Oshkosh.
Funds raised at the McGMO Golf for Cancer Care event were used to purchase three new ERBE machines, used in gastrointestinal procedures such as colonoscopies, a screening that detects colon cancer in early, treatable stages.

This third grade Girl Scout troop donated their cookie money and provided individual paintings for the art therapy program at Aurora Cancer Care in Grafton.
Donors

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Dr. Paul Webber, left, and Dr. Anthony Ricci at the 2013 Crystal Ball, which raised funds to purchase a cardiac matrix for Aurora Memorial Hospital of Burlington.

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The Neonatal Intensive Care Unit (NICU) at Aurora Sheboygan Memorial Medical Center was completed in April 2013, thanks to generous donor support. The level of care provided at the expanded NICU allows newborns to stay close to home instead of being transported to another county for care.

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Nancy Penasa (right) is all smiles on her last day of radiation treatment at Aurora Medical Center in Grafton. Her daughter, Angie (left) traveled from Kentucky to be with her mom so they could celebrate the milestone together.

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Fr. Bryan Massingale of Marquette University joins panelists Rabbi Ronald Shapiro and Pastor John McVicker at the 7th Annual Race, Families and Milwaukee Summit, hosted by Aurora Family Service.
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Aurora Health Care Foundation recognizes the following individuals who made a generous gift or a commitment through their estate plans.

Anonymous
Mr. James C. Alvord
Mrs. Ruth Ambrosius

Dee Ragalie and brother, Dr. Glenn Ragalie, medical director at Aurora Zilber Family Hospice, at the USA Triathlon in downtown Milwaukee. Dee finished 5th in her age group and raised more than $2,000 for Aurora Zilber Hospice.
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