Community Involvement

Cooperation with other organizations is critical to effectively helping people. The professional staff of Aurora lend their expertise and energy to the community by volunteering in a wide range of local and statewide organizations and activities. A sampling of just some of the organizations our staff participated in during 1994 is provided below.

Alliance of Professional Women
Alzheimer's Association of South East Wisconsin
American Cancer Society
American Heart Association
American Nurses Association
Arthritis Foundation of Wisconsin
Association for Fitness in Business and Industry
Attorney General's Task Force on Children in Need
Avenues West Association
Black Health Coalition
Black Nurses Association
Boy Scouts - Milwaukee Council
Child Protection Center
Child Sexual Abuse Task Force
Child, Youth, Family HIV Committee
Easter Seal Society of Milwaukee County
Girl Scouts of America
Healthcare Financial Management Association
Healthy Sheboygan County 2000
Hmong American Friendship Association
Home Health Advisory Board
Hope House Homeless Shelter
Lakeshore Technical College ADN Advisory Board
March of Dimes
Marquette University Counseling Center
Mental Health Association of Sheboygan County
Milwaukee Area Technical College
Milwaukee Breastfeeding Coalition
Milwaukee Coalition to Prevent Violence
Milwaukee HIV Planning Council
MSOE Advisory Board
National Depression Day Coalition
Northcott Neighborhood House
Planned Parenthood of Wisconsin
Plymouth Early Childhood Coordinating Council
Rehabilitation Center of Sheboygan
St. Catherine Residence for Women
Select Milwaukee Board of Directors
Sheboygan Commission on Aging
Sheboygan County AIDS Task Force
Sheboygan County Cervical/Breast Coalition
Sheboygan County Clergy Association
Sheboygan County Domestic Violence Task Force
Sheboygan County Emergency Medical Services Council
Sheboygan County Lead Task Force
Sheboygan County Local Emergency Planning Committee
Sheboygan County YMCA - Board of Managers
Sheboygan County 4H
Start Smart Milwaukee
The Exchange Club of Kenosha
The Fight Asthma Milwaukee Coalition
Tobacco Free Coalition of Manitowoc County
Tosa United Advisory Board
Upward Bound
United Church of Christ Council on Health & Human Services
UWM Foundation Board of Directors
Wellness Council of Wisconsin
West Town Association
West Bend Rotary Club
WIPRO
Wisconsin Association for Perinatal Care
Wisconsin Breast Cancer Coalition
Wisconsin Commission for Prevention of Child Abuse
Wisconsin Nurses Association
Wisconsin Peer Review Organization Coding Council
Wisconsin Society for Cardiovascular and Pulmonary Rehabilitation
Wisconsin Society for Respiratory Care
Wisconsin Society of Allied Health Professions
Wisconsin Society of Hospital Pharmacists
Wisconsin Speech and Hearing Association
Wisconsin Student Nurses Association

On the cover: Steve Ohly, RN, MS, clinic coordinator, examines a young patient at St. Luke's Medical Center's Madison Street Outreach Clinic. See page 17 for more on Madison Street.
Aurora Health Care was created to fulfill a vision of caring for the people and communities of eastern Wisconsin. To best manage our resources to fulfill that mission, we do many business-like things — but we're not a business. We're an organization dedicated to serving people.

The values at the heart of who we are and what we do: dignity and respect, humanity, personalized care and leadership, are embodied in our most valuable resource — our people.

As the leading providers of health care services in eastern Wisconsin, the people of Aurora Health Care are committed not only to the treatment of illness but to its prevention; not just to the restoration of good health, but to its promotion. That is why we care, without question, for all who come through our doors and reach out to the neighborhoods and homes of those who would not otherwise be served.

Aurora provides a complete spectrum of health services: from the social service programs of Family Service of Milwaukee, helping to reduce the need for care; to the efforts of the Visiting Nurse Association, enabling elderly and disabled people to remain in their homes.

In communities from Kenosha to Green Bay, the people of Aurora have forged partnerships with individuals and organizations who share our commitment to improve health status in each of the places we call home.

Through programs ranging from educating new parents in Plymouth, to mentoring high school students in Milwaukee, the more than 13,000 men and women who make up Aurora are deeply involved in helping to find solutions to many of the problems that face our communities on a daily basis.

The annual report you have in your hands captures just a few of the innovative activities and programs where Aurora people are involved. In 1994, the organizations that make up Aurora Health Care provided a total of more than $304 million in charity and uncompensated care, community services and education.

By understanding and striving to meet the needs of our communities, we are demonstrating leadership at its most basic and effective level — as individuals working together to bring about positive change in the lives of those we touch.

Aurora Health Care - It's all about people.

G. Edwin Howe
Providing charity care and community service programs is a long-standing tradition consistent with the mission and vision of Aurora Health Care. Aurora is concerned with the overall welfare of our community, and recognizes there is a limit to the individual and collective resources available. To address this concern, Aurora not only strives to make health care services more affordable, but also has developed a broad spectrum of community benefit services. This page provides information regarding some of the resources we contribute to the community.

Charity Care
Charity care is care provided for those persons who are unable, through personal resources, insurance benefits, or public aid to provide payment for the medical services they need. Total charity care provided by Aurora has more than doubled over the last six years, exceeding $10 million in 1994 alone.

Uncompensated Care
Aurora is dedicated to providing high-quality, cost-effective care for the people we serve, regardless of their economic and social condition. Total uncompensated care provided by Aurora between 1989 and 1994 exceeded $1 billion. More than $301 million in uncompensated care was provided during 1994. In addition to charity care, uncompensated care includes the shortfalls caused by some patients' inability to pay their bills in full and the unpaid portion of services for Medicare, Medicaid and other government sponsored patients, and third party payor allowances.
Community Outreach Services - 1994

<table>
<thead>
<tr>
<th>Service</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Screening &amp; Transportation</td>
<td>$391,351</td>
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<tr>
<td>Sponsorship</td>
<td>$316,446</td>
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<tr>
<td>Community Education</td>
<td>$245,150</td>
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<tr>
<td>Programs For The Indigent</td>
<td>$445,961</td>
</tr>
<tr>
<td>Professional Education</td>
<td>$367,049</td>
</tr>
</tbody>
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Total 1994 Community Outreach: $2,281,309. Total individuals benefiting from outreach services to both the indigent and general communities: 178,000.

Community Outreach Services
Aurora provides a wide variety of community outreach services to improve individual health status and access to high-quality care. Last year a total of $2,281,309 was invested in community outreach programs. More than 178,000 persons benefited from community outreach services provided by Aurora during 1994.

Programs for the Indigent
In addition to charity care and care provided to the Medicaid population, Aurora addresses the needs of the indigent through a number of other free services. An example is the Madison Street Clinic of St. Luke's ("A Friend Next Door," page 17).

Sponsorship
Aurora assists community groups by providing in-kind services, meeting space and/or direct financial support as a partner in a health-related event or program. An example of Aurora's sponsorship activity is highlighted in "Glad to Be Your Neighbor" on page 16.

Volunteerism
The professional staff of Aurora lend their expertise and energy to the community through volunteerism in a wide range of local and statewide groups. Examples of Aurora's volunteer activities are illustrated in "Role Models for Milwaukee's Youth" on page 6 and "Docs Dunk Cancer," on page 15, and are evident in our "Community Involvement" listing on the inside cover.

Community Education
Knowledge enables people to take greater responsibility for their health. In 1994, more than 80,000 people received information or gained skills through community health education sponsored by Aurora. Examples of these services are featured in "An EPIC Production" (page 9), "Eat Right = Buy Right" (page 12), "Reaching People Where They Live" (page 4) and "Early (Very Early) Intervention" (page 7).

Health Screening & Transportation
Aurora offers health screenings to the public, including blood pressure, cholesterol, cancer, glaucoma, weight, nutrition, stress management and depression. To improve access to care Aurora provides free transportation services for the elderly through the Freedom 55/65 Program. Two examples of this outreach include a vision screening program for Hmong children in Sheboygan (page 5), and the Visiting Nurse Association's "Shoo the Flu" program (page 8).

Support Groups
For those who face the challenge of chronic illness or long-term care situations, knowing that they are not alone provides strength for their journey. The Hartford Vent Center is a poignant example of these services (see page 14).

Professional Education
To improve the overall quality of care provided in the community, Aurora provides education for health professionals on its staff and in the general community. Milwaukee Psychiatric Hospital's "Educators Symposium" is one such program (page 13).
Parish Nurse Chris Warner works to provide the members of the Central United Methodist Church with health information and early intervention.

Reaching People Where They Live

Milwaukee, Wisconsin

In attempting to improve health and wellness in our communities, what better community partner to have than a neighborhood church?

“So many people who are intimidated by a hospital or doctor’s office are not afraid to come to a parish nurse with health questions,” said Chris Warner, RN, MSN, of Sinai Samaritan Medical Center.

That kind of direct contact with patients — to identify health problems at an early stage and refer them for treatment if necessary, to educate and advise parishioners about proper use of medications or healthful living habits, and to help them find walkers and medical equipment they might need, is exactly why Sinai Samaritan has parish nurses.

As part of the first hospital-funded parish nurse program in Wisconsin, Sinai Samaritan’s parish nurses receive specialized training focused on combining the spiritual well-being of a person with his or her physical well-being, before assignment to a specific church.

“When you treat someone in an acute care setting, you see only a single episode in that person’s life,” said Warner. “Parish nursing, on the other hand, allows me to become involved in many aspects of people’s lives: their prayer life, work life and family life. I can see the whole picture — all the factors that influence their health.

Warner spends up to 16 hours per week at Central United Methodist Church, helping reach members with the kind of primary health care that helps head off problems before they require costly acute care.

“Being a parish nurse allows me to fulfill what I feel is the heart and soul of nursing — treating the whole person, over an extended period of time, accepting them where they are and helping them over the long journey to better health.”
Oh Say, Can You See?
Sheboygan, Wisconsin

How can you learn, if you can’t see well?

Hmong immigrants, many from the southeast Asian nation of Laos, make up a growing community within Sheboygan County.

Many Hmong adults face a language barrier, and teachers and school officials have encountered problems in trying to communicate effectively with Hmong parents.

Since 1990, Sheboygan Memorial Medical Center has been a business partner with Jefferson Elementary School, which has a sizeable Hmong enrollment. The hospital works closely with the school on projects such as health fairs, art programs and career days. In 1993, Memorial decided to tackle an ambitious project designed to help Hmong parents understand the importance of having their children’s vision checked and seeking correction if necessary.

Using Jefferson students and faculty as actors, Sheboygan Memorial and Aurora Creative Services produced an educational video, narrated in the Hmong language, about the value of vision screening. The Sheboygan County Health and Human Services staff provided vision screening information, located a Hmong interpreter to narrate the program and even acted in the production.

“What began as a simple idea turned into a six-month project, but it was a real labor of love,” said Rae Ellen Stager, vice president of Business and Community Services at Sheboygan Memorial.

The result was an 8-1/2 minute video featuring Mary Joy Lee, a Jefferson student who has difficulty seeing the chalkboard. It follows her as she undergoes vision screening, then shows a call to her mother recommending she visit a doctor. It concludes with Mary Joy wearing her new glasses and describing how much better she can see.

Copies of the video continue to be used throughout the Sheboygan County school system and are available through the public libraries and the Hmong Mutual Assistance Association. The video was one of several key elements in Sheboygan Memorial’s support of Jefferson Elementary, which earned them the 1993 award from the Association of Wisconsin School Administrators for Distinguished Service - Outstanding Contributions to the School Community.

Mary Joy Lee does her homework with the help of her mother, Xee, and her new glasses. Both appear in a Hmong language vision screening video, produced by Sheboygan Memorial Medical Center.
Once selected, students visit mentors at their workplace about once a month, to observe and learn about the many opportunities in health care available to them. From time to time, students and mentors get together outside of the workplace for basketball games, trips to museums in Chicago or just visits to each other’s homes.

McCord also visits each student monthly at the school. “We talk about everything from interviewing skills and dressing for success, to problems like drug and alcohol abuse or being a teenage parent,” she said. “Some of these kids don’t have anyone else they feel they can talk to about these issues, so they really enjoy our get-togethers.”

Aurora professionals: physicians, nurses, physical therapists and lab technicians, just to name a few, volunteer to serve as mentors. Working with McCord, they develop “want ads” which are posted at North and just as in the work world, students must answer the ads with resumes, cover letters and lists of references.

Since 1987, Jestene McCord, Aurora’s director of Urban Affairs, has administered a mentoring program with Milwaukee Public School’s North Division High School, a specialty school for students interested in health and medicine. The program provides an invaluable opportunity to 10 to 15 ninth-grade students every year.

Many of the students stay in the mentoring program for their entire high school career. Most have gone on to college and pursued health-care careers, including a recent Northwestern University graduate who is planning to attend medical school.

As evidenced by the success of the program, mentors like Aurora’s Jestene McCord are exactly the kind of role models today’s central city youth really need.

Who cares if she can’t dunk?
Early (Very Early) Intervention
Two Rivers, Wisconsin

“If we can protect even one baby from accident or injury, then we’ve done our job,” said Yvonne Henrickson, RNC, BSN, obstetric manager at Two Rivers Community Hospital.

She’s referring to “Fragile...Together We Care,” a collaborative effort between the hospital and the Two Rivers Police Department, to promote infant safety and prevent child abuse through parental education aimed at very new parents.

Before new parents and baby leave the Birth Center at Two Rivers Community Hospital, a Two Rivers police officer personally visits them to offer congratulations and a “Fragile...Together We Care” kit. The kit contains a welcome letter, a community social services referral list, a baby-sitter checklist and an Identification Passport Kit to store and update photos, medical and dental information and vital statistics about the child. The baby also gets an infant-sized T-shirt with the “Fragile...We Care” logo as a reminder that babies are delicate individuals who need tender, loving care.

“We wanted to develop a community outreach program to help keep children safe, while establishing a link between the community and the police department,” said Henrickson. “Due to the program, Two Rivers’ parents are beginning to view police officers as friends and community resources — not just as enforcers of the law. When they talk with families, officers assure parents they have someone to call should they need help in the future.”

“Fragile...Together We Care” has won several community service awards, but the real payoff is hundreds of healthy, happy children.

The “Fragile...Together We Care” program provides parents in Two Rivers with community resources and parenting information prior to leaving the hospital.
The flu is one of the 10 leading causes of death...really.

The vast majority of deaths from influenza occur in people 65 and older. For anyone with heart, kidney, blood or lung disorders or those with weakened immune systems, flu can lead to a fatal case of pneumonia. In 1993, nearly 2,000 Wisconsin residents died from flu and pneumonia.

Flu vaccines provide protection against the disease, but fewer than one-third of high-risk people actually get a flu shot. The Visiting Nurse Association is working to change that.

Each fall since 1992, the Visiting Nurse Association has mobilized en masse to reach out into the community with its “Shoo The Flu” program, to immunize eastern Wisconsin against the flu.

In 1994, the Milwaukee and Sheboygan Visiting Nurse Associations set up 300 clinics and provided 45,000 immunizations in shopping malls, senior centers and churches across a 10-county area. Shots are free to those covered by Medicare Part B or provided at a nominal cost.

According to Deborah Fugenschuh, director of Community Services, “A program like ‘Shoo the Flu’ embodies the mission of the Visiting Nurse Association by providing easy access to affordable health care to those in need.”

Too bad we can’t just “Shoo” the other nine leading causes of death.
An EPIC Production
Plymouth, Wisconsin

Babies should come with instruction manuals.

Unfortunately parenting, one of life’s most challenging and important jobs, is often thrust upon us with absolutely no training.

In Plymouth, thanks to a partnership between Valley View Medical Center and the Plymouth Joint School District, parents have the opportunity to get valuable child rearing training through the EPIC (Effective Parenting Information for Children) program.

The EPIC program consists of six, weekly meetings during which parents grapple with such topics as “Knowing Yourself as a Parent,” “Fostering Self Esteem,” and “Tuning in to Your Young Child.”

The primary goals of EPIC are: to bring parents together where they can learn from each other and give support; to recognize and affirm the important need for parents and educators to work together to raise and educate children; and to identify and plan ways to support children at home, in school and in the community.

Parents not only learn how to handle problems, they receive confirmation of areas of strength and affirmation of their feelings. One mother said of EPIC, “I went home and thought, ‘maybe I am doing some things right!’ I also learned it’s OK to feel frustrated when you or your child aren’t doing everything so well.”

At the end of the series of classes, parents receive a packet containing an EPIC certificate of completion and a booklet with parenting information and community resources.

In Plymouth, babies do come with instruction manuals.

Community Education

Ann Goetsch, RN, (left) of Valley View Medical Center, leads an “EPIC” parenting class in Plymouth.
Does “Fat Free” mean “eat to your heart’s content?”

Although the FDA’s new labeling guidelines offer consumers more information about food products than ever before, making sound nutritional choices isn’t necessarily a piece of cake.

That’s why registered dietitian Pat Puestow, a nutrition counselor with the General Clinic, offers West Bend residents free expert advice on how to shop for healthy food.

Puestow leads regular tours through West Bend supermarkets, advising consumers of both hidden dangers and nutritious alternatives in a wide variety of foodstuffs.

“A lot of people don’t know how to evaluate products on a nutritional basis, even though they see the label,” said Puestow. “I help walk them through it.”

Tours often center on themes such as cancer prevention, lowering cholesterol or fat reduction. Tour groups have ranged from senior citizens to Girl Scout and elementary school groups. “The interest in proper nutrition cuts across all age groups,” said Puestow, “because proper diet is a major factor in determining and maintaining health.”

Even Girl Scouts can benefit from a little more knowledge about cookies.
Teaching Teachers
Milwaukee, Wisconsin

It’s hard enough just being a kid.

The pressures upon the young people of today may be greater than at any time in recent history. Depression, drug use, violence and suicide afflict youth in alarming numbers. Suicide alone accounted for the deaths of 2,059 teenagers in the United States in 1991.

Milwaukee Psychiatric Hospital, nationally-recognized as an innovator in the treatment of mental and emotional disorders and addictive disease, is making an effort to assist school personnel in reducing those statistics here in Wisconsin.

Every fall, Milwaukee Psychiatric Hospital sponsors and hosts an “Educator’s Symposium,” a free, day-long workshop for teachers, school psychologists, social workers and administrators, designed to simply, educate the educators.

Dr. Anthony Meyer, medical director of Milwaukee Psychiatric Hospital, is a regular presenter at the annual “Educator’s Symposium.”

Staff professionals from Milwaukee Psychiatric Hospital spend the day providing educators with practical information on recognizing and coping with many issues that affect their students: family issues, suicide, alcohol and drug abuse and behavior disorders.

Early, effective intervention is key to reducing these problems. Milwaukee Psychiatric Hospital is helping to equip front-line educators with the skills and insight needed to recognize and help students face problems, instead of allowing them to become statistics.
A Place to Call Home
Hartford, Wisconsin

Try to imagine.

It would be difficult, probably disheartening, for most of us to imagine spending the rest of our lives attached to a ventilator. But a visit with the ventilator-dependent residents who live at Hartford Memorial Hospital’s Vent Center, helps provide a different perspective.

There, ventilator-dependent residents regularly host dinners for their families in the home they occupy on the hospital’s second floor. They go shopping. They raise flowers and vegetables, visit schools and read to children or give lectures on the hazards of drug abuse. They even enter their prize-winning paintings and handicrafts in local fairs and go to concerts.

The Hartford Vent Center is the only center for ventilator-dependent residents in the Midwest, whose main focus is enhancing residents’ quality of life in a warm, group-home setting. Thanks to private donations from the community and a $75,000 gift from the Hartford Memorial Hospital Foundation, the center has become a model facility throughout the region.

The Vent Center is home to 13 residents, who range in age from 30 to 81, and have become ventilator-dependent through a variety of causes — spinal cord injuries, birth defects, emphysema and Lou Gehrig’s disease. The achievements of the residents demonstrates an appreciation for life nurtured by the caring staff and atmosphere of the Vent Center.

“We talk frankly with residents before they move in,” says Vent Center nurse Jill Becker. “OK, you’re on a ventilator. What are you going to do with the rest of your life?”

At the Hartford Vent Center, the answer to that question lies somewhere between the spirit and determination of the patient and the ingenuity and creativity of the Vent Center staff.
Well, maybe they don’t exactly dunk.

But they sure give it everything they’ve got.

When Doug Robers, a former cancer patient, wanted to develop a fundraising mechanism for the American Cancer Society, he knew the local physicians would be a logical place to turn for support.

Robers had gotten to know some of the doctors fairly well, through his job as a maintenance worker at the hospital and through his cancer treatment. His concept of a charity basketball game pitting local physicians against a team from other community groups was well received in the medical community and "Basketball Mania" was born.

Each year since 1990, the Burlington Basketball Mania game has raised about $5,000 for the local American Cancer Society. Proceeds are used to purchase items like wheelchairs for cancer patients and to support educational campaigns to raise public awareness about early detection of cancer.

Plans for the 1995 event have grown to include a women’s basketball tournament and a volleyball tourney in addition to the physicians’ game, and a raffle of sports memorabilia.

So far, physician hoopsters from the Burlington Clinic and Burlington Memorial Hospital are undefeated on the hardwood, despite having little time to practice for their tilts against local attorneys, teachers or the Burlington Kiwanis.

It must be the shoes.
Glad to Be Your Neighbor
Kenosha, Wisconsin

Why wait?

Giving something back to the community is all but expected from well-established, long-standing companies. But even before the doors opened at the Aurora Health Center in Kenosha, the staff had begun to reach out and had formed a partnership with the Kenosha Youth Foundation, the Kenosha Achievement Center and the Arthritis Foundation, to support the popular annual “Food, Folks and Spokes” family fundraiser.

Aurora Health Center’s sponsorship of the third-annual event helped approximately 14,000 Kenosha residents enjoy a full day of biking, food, fun, and family entertainment. Funds raised are used by the Kenosha Youth Foundation to provide youth activities and family development programs throughout the community.

Not only did Aurora Medical Group sponsor the event; they were willing participants as well. Many biked in the Fresca International Bicycle Races Celebrity Event through Kenosha’s Library Park, and public relations manager Carol Foran found a unique way to cool off during the event, serving as a “dunkee” in the popular dunk tank.

“It’s a very worthwhile cause and provided a great way for us to have a chance to meet so many of the people who come to the new Aurora Health Center,” said Foran. “So what’s a few hours of being water logged compared to that?”

The Fresca International Bicycle Races through Kenosha’s Library Park are a highlight of the annual “Food, Folks and Spokes” event.
A Friend Next Door
Milwaukee, Wisconsin

"It's wonderful to be able to do the job I love in a community where the people desperately need the help," said Steve Ohly, RN, MS, clinic coordinator and primary care provider at a neighborhood health clinic on Milwaukee's near south side.

Serving the underserved population of this neighborhood is the mission of the Madison Street Outreach Clinic, a collaborative effort between St. Luke's Medical Center, Health Care for the Homeless of Milwaukee and the University of Wisconsin Medical School's Department of Family Medicine, with support from the Social Development Commission and St. Vincent De Paul.

Location is key to the success of a clinic like this.

Lack of transportation, often a barrier to receiving primary health care, isn't a problem. The clinic is housed in the same building which provides people in this neighborhood with a meal site, job and energy assistance and housing support.

Neither is insurance. Ohly estimates that 95% of his patients have no insurance coverage, and at this clinic they're not expected to. "People are comfortable coming here to access health care," he said. "They don't need to feel ashamed to ask for 'free' care. That's just about all we do."

Up to 40 patients a day receive primary care health services provided by the clinic, which has, within a year, expanded from a single exam room to a facility with a waiting room, three exam rooms and offices for a social worker and nurse practitioner.

It's a shining example of a community pulling together to meet a need. The expansion and reconstruction of the clinic was made possible with donations of materials and labor from 11 different organizations, spearheaded by Boldt Construction. University of Wisconsin residents, faculty physicians from St. Luke's Family Practice Center, and nurse practitioner students from three universities volunteer their time to see patients. Approximately 20 volunteers, many from the surrounding neighborhood, lend a hand each week, helping with everything from staffing the reception desk to cleaning the exam rooms.

From immunizations and prenatal care, to injury treatment and follow-up calls or home visits, primary care provided by clinics like this can detect and treat conditions early, before they become acute. Early treatment is better for the patient and far less costly.

Steve Ohly discusses the proper use of medication with a patient at the Madison Street Clinic.
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Michael Logan, M.D.
Anthony Meyer, M.D.
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Mark Siegel, M.D.
Richard A. Weiss, Executive Leadership

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Alaun E. Rudnick, Secretary
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Executive Leadership
G. Edwin Howe
Mark R. Ambrosius
William E. Byers
A. John Capelli, M.D.
Paul A. Capelli, M.D.
Diane De La Santos
Michael Duffy, M.D.
Lief Erickson Jr., M.D.
Kevin Fickenscher, M.D.
Peter Fine
Max Goodwin, M.D.
Richard Greene, M.D.
David L. Hoffman
Elton J. Huxley, M.D.
William L. Jenkins
Thomas P. Koehlen, M.D.
William Listwan, M.D.
Michael J. Mally, M.D.
Mary Jane Mayer
Donald J. Nestor
Victoria O'Brien
Robert O'Keefe
Dennis Rakowski
Gerald Schley
Mark Schwartz
Thomas Sheehan
Shaila Singh, M.D.
Steven Spencer
John A. Steinman, Jr.
Richard W. Theobald, M.D.
Tony Torres
Patrick J. Trotter
Lorelle Walsh
Robert T. Willis, M.D.
### Patient Service Statistics

**January - December, 1994**

- **Inpatient Discharges**: 51,104
- **Inpatient Days**: 292,851
- **Average Length of Stay (days)**: 5.0
- **Physicians on Staff**: 2,163
- **Residents and Fellows**: 158
- **Registered Nurses**: 2,344
- **Total Employees**: 11,560

**Ambulatory Care Center Visits**: 771,144

**Emergency Care Visits**: 126,366

**Hospital Outpatient Visits**: 586,943

**Home Care Visits**: 182,762

**Nursing Home Days**: 52,195

**Cardiac Cath Lab Diagnostic and EP Procedures**: 12,086

**Coronary and Peripheral Angioplasties**: 4,112

**Heart Surgeries**: 2,049

**Total Surgical Procedures**: 38,369

**Births**: 6,937

**Radiation Treatments for Cancer Patients**: 26,933

**Inpatient Psychiatric and AODA Days**: 34,004

**Inpatient Rehabilitation Treatments**: 363,474

### Financial Summary

**Year Ended December 31, 1994**

<table>
<thead>
<tr>
<th>SOURCE OF FUNDS</th>
<th>COMBINED TOTALS (in thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1994</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Inpatient Services</strong></td>
<td>$402,094</td>
</tr>
<tr>
<td><strong>Outpatient Services</strong></td>
<td>222,518</td>
</tr>
<tr>
<td><strong>Non-Patient Care Services</strong></td>
<td>60,699</td>
</tr>
<tr>
<td><strong>Total Net Service Revenue</strong></td>
<td>$685,311</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>USE OF FUNDS</th>
<th>COMBINED TOTALS (in thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1994</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Salaries, Fees, and Fringe Benefits</strong></td>
<td>$391,417</td>
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<tr>
<td><strong>Supplies</strong></td>
<td>119,913</td>
</tr>
<tr>
<td><strong>New Equipment and Facility Improvements</strong></td>
<td>98,159</td>
</tr>
<tr>
<td><strong>Maintenance, Rental, Insurance, Utilities and Other Business Expenses</strong></td>
<td>82,779</td>
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<tr>
<td><strong>Interest and Principal on Long-term Debt</strong></td>
<td>32,479</td>
</tr>
<tr>
<td><strong>Change in Working Capital and Borrowed Funds Expended</strong></td>
<td>(39,436)</td>
</tr>
<tr>
<td><strong>Total Funds Applied</strong></td>
<td>$685,311</td>
</tr>
</tbody>
</table>

Total Net Service Revenue is net after subtraction of charity care, and Medicare, Medicaid, other government and other third party allowances. Uncompensated care provided by the Aurora system totaled $302 million in 1994.

Includes St. Luke's Medical Center, Inc.; Sinai Samaritan Medical Center, Inc.; Sheboygan Memorial Medical Center, Inc.; Valley View Medical Center, Inc.; Milwaukee Psychiatric Hospital, Inc.; Hartford Memorial Hospital, Inc.; Two Rivers Community Hospital, Inc.; Aurora Health Care, Inc.; Aurora Health Care Ventures, Inc. and subsidiaries; Visiting Nurse Association of Milwaukee, Inc. and affiliate; Aurora Medical Group, Inc.; Franklin Medical Center, Inc.; and Aurora Foundation, Inc.
**Mission Statement**

Aurora Health Care is a not-for-profit health care delivery system dedicated to serving the health care needs primarily in eastern Wisconsin and the surrounding region. Health care services are inherently personal in nature, and Aurora Health Care will maintain an environment sensitive to the physical, emotional, spiritual, social, and economic needs of both those served and those who provide the service.

Aurora Health Care is committed above all else to the promotion of health, the prevention of illness, and the provision of state-of-the-art diagnostic and treatment services when needed and where most appropriately delivered, either as in-patient care, ambulatory care, extended care, or home care.

Aurora Health Care is concerned with the overall welfare of the community, and recognizes there is a limit to the individual and collective resources available. Therefore, it is committed to providing enlightened and progressive management to organizations which are structured and coordinated to deliver health services of the highest quality at fair and affordable prices.

Aurora Health Care is dedicated to the education of physicians, nurses, and allied health professionals to assure that a goal of high-quality, cost-effective care is maintained and that the level of health care practice remains advanced. Likewise, Aurora encourages research in clinical practice for the enhancement of quality health care.

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**1994 Fact Sheet**

**Patient Care Statistics**

<table>
<thead>
<tr>
<th>Service</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acute care medical centers:</td>
<td>6</td>
</tr>
<tr>
<td>Specialty hospitals:</td>
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</tr>
<tr>
<td>Ambulatory care sites:</td>
<td>75</td>
</tr>
<tr>
<td>Skilled nursing facilities:</td>
<td>2</td>
</tr>
<tr>
<td>Employees:</td>
<td>11,560</td>
</tr>
<tr>
<td>Licensed beds:</td>
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</tr>
<tr>
<td>acute care</td>
<td>2,101</td>
</tr>
<tr>
<td>skilled nursing</td>
<td>145</td>
</tr>
<tr>
<td>Ambulatory care center visits:</td>
<td>771,144</td>
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<tr>
<td>Hospital outpatient visits:</td>
<td>586,943</td>
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<tr>
<td>Emergency care visits:</td>
<td>126,366</td>
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<tr>
<td>Inpatient discharges:</td>
<td>51,104</td>
</tr>
<tr>
<td>Home care visits:</td>
<td>182,762</td>
</tr>
<tr>
<td>Skilled nursing facility days:</td>
<td>52,195</td>
</tr>
</tbody>
</table>

Member of American Healthcare Systems, a national network of 40 not-for-profit, multi-hospital systems.

**Purpose And History**

Aurora Health Care is the leading provider of health care services in eastern Wisconsin, and is dedicated to providing personalized, high quality, cost-effective care.

The formation of Aurora Health Care as an integrated health care delivery system began in 1984 with an affiliation between St. Luke’s Medical Center and Good Samaritan Medical Center in Milwaukee. St. Luke’s Samaritan Health Care, as it was known then, was reincorporated as Aurora Health Care in 1987, after a merger between Good Samaritan and Mount Sinai Medical Centers.

During the seven years since then, Aurora Health Care has grown dramatically, and become a truly integrated health care system with a full spectrum of care. Not only additional hospitals, but also home care agencies, clinics, laboratory and pharmacy services, nursing homes, and a wide array of ambulatory care facilities have become a part of the Aurora Health Care system.
In 1990, Aurora launched Aurora Medical Group, a physician services entity providing primary and specialty services, and diagnostics through a large network of clinics and ambulatory care centers located throughout eastern Wisconsin. From its beginnings as a small group of physicians in Milwaukee, Aurora Medical Group has grown to include more than 230 physicians in more than 41 locations from Kenosha to Green Bay.

Aurora now provides care in more than 100 facilities, including six general acute care hospitals and one psychiatric hospital, which offer the entire continuum of health care from primary and preventive services, to acute, extended and home health services.

Today the organizations that form Aurora Health Care remain dedicated not only to the provision of state-of-the-art diagnostic and treatment services, but also to the promotion of health and the prevention of illness. Throughout the eastern Wisconsin counties Aurora serves, cooperative relationships are being formed with other health and social service providers in order to improve the health status of each community. An affiliation with Family Service of Milwaukee, one of Wisconsin's oldest and largest social service agencies, will soon enable Aurora to even more effectively provide community outreach and prevention services aimed at reducing the need for acute care and improving the quality of people's lives.

As 1994 drew to a close, Aurora was engaged in dialogue with several other health care providers interested in forming partnerships that would enable them to better serve their communities. The coming year will undoubtedly bring some additional growth for Aurora, as the geographic expansion and integration of the system is completed. During 1995, the vision of providing people throughout eastern Wisconsin with access to primary care in the Aurora Health Care system, within 15 minutes of their homes, is expected to become a reality.

1994 Highlights

In 1994 the board and management of Aurora Health Care established several two-year strategic goals as initial steps toward achieving a five-year vision by the end of 1998.

Accomplishments during 1994 in four of those goal areas are outlined below.

Physician Integration

Goal: To bring physicians together throughout the Aurora Health Care system, including the full spectrum of physician practice models, in order to develop together, a unified network for the delivery of health care services.

Achievements:
- In 1994 the position of senior vice president of physician integration was created to increase physician input in the strategic planning and senior management levels of Aurora. The new chief medical officer has begun to integrate physicians from a wide range of practice settings into the management of the Aurora Health Care system; in all, more than 30 are now involved.
- A system-wide Clinical Quality Coordinating Council was developed, consisting of clinicians and administrative support personnel, to identify specific clinical outcomes criteria to be used for internal and external benchmarking.
- Also in 1994, a system-wide group was developed for Aurora’s occupational health services, including physicians, nurses, therapists, and development resources.
- A Psychiatric PRO was developed and will include seven groups of psychiatrists as a part of the Aurora Health Network. Physicians across the system are studying the effectiveness of various treatment modalities, and are sharing insights across the system. Consistent standards of practice are being developed.
**Contract Networks**

Goal: To develop an integrated health care delivery network of providers that will provide health care services for multiple payers, such as self-insured employers, insurance companies, and other health plans.

**Achievements:**
- In August of 1994, following the recommendations of a task force which included 23 physicians, Aurora Health Network was created with joint governance by physicians and Aurora Health Care administrators to oversee the development of Aurora’s growing contract network.
- Direct contracting efforts were successful in several communities with pilot projects underway in Milwaukee, Kenosha, Sheboygan and Manitowoc Counties. Aurora providers in Sheboygan were selected as the preferred network to serve the health care needs of 2/3 of the employees of businesses in the local coalition. Aurora providers in Two Rivers introduced the Aurora Direct contracting vehicle and signed the City of Two Rivers as their first contract.
- By year-end a total of 38 companies representing more than 33,000 lives, were participating in Aurora’s direct contracts and preferred provider network.

**Integrated System Development**

Goal: To complete the development of an integrated delivery system by:
- Providing access, within 15 minutes, to Aurora Health Care in each county in eastern Wisconsin.
- Arranging for the provision of the full continuum of services in all communities served.
- Assessing community needs and developing coordinated plans to improve health status.

**Achievements:**
- The Visiting Nurse Association introduced its durable medical equipment service in April of 1994, under the name Aurora Home Medical Services.
- Two major ambulatory health centers were established in Kenosha and Waukesha Counties, to provide primary care and a wide array of diagnostic and treatment and surgical services.
- Negotiations with Catholic Health Corporation resulted in a Letter of Intent to transfer ownership of Trinity Memorial Hospital in Cudahy to St. Luke’s Medical Center.
- Aurora also signed a Letter of Intent with Lakeland Medical Center in Elkhorn to pursue an affiliation as Walworth County proceeds to transfer the hospital to Aurora Health Care.
- Several additional clinic affiliations were completed in 1994 including: Deckner Clinic, General Clinic in West Bend, Two Rivers Clinic, Plymouth Clinic (as a part of Sheboygan Clinic), Green Bay Clinic, and Capelli/Shepler Family Medicine in Kenosha.
- Three additional physician groups affiliated with Newtowne Medical Group bringing their Milwaukee area locations to a total of five.
- In six counties of eastern Wisconsin, Aurora hospitals have become catalysts or active participants in initiatives designed to assess community needs and develop intervention projects to improve the health of the population.
- By year-end a formal affiliation agreement between Aurora and West Allis Memorial Hospital was nearing finalization.
- Also by year-end, additional clinic affiliations were pending in Oshkosh, Mukwonago, and Manitowoc.

**Information Services**

Goal: Develop systems which integrate information on individual patients and populations of patients across services, entities, geographies and time, in order to provide a basic patient medical record and allow for measurement and management of both quality and cost throughout the Aurora Health Care system.
Achievements:

- Computerized ambulatory care patient records became operational at two Aurora sites in 1994. Their integration with the Wisconsin Health Information Network (WHIN) was well underway by year-end.

- Aurora’s Information Services department is actively working to develop a computerized patient record, which would provide clinicians treating a patient at any Aurora site with a complete medical history regardless of where the patient data was collected.

- The EMTEK bedside system has been implemented in all of the St. Luke’s intensive care units and one medical-surgical unit. In addition to improving the productivity of the nursing staff, this system allows for the collection of data which will enhance quality improvement capabilities.

- The TSI Clinical Assessment Module has been implemented in ten departments at St. Luke’s and Sinai Samaritan to support the development and implementation of clinical pathways to improve patient outcomes.

Executive Staff

G. Edwin Howe, President
John Brozovich, Senior Vice President
William E. Byers, Senior Vice President
Kevin Fickenscher, M.D., Senior Vice President
Donald J. Nestor, Senior Vice President
Diane De La Santos, Vice President
Victoria O’Brien, Vice President
Robert O’Keefe, Vice President
Dennis Rakowski, Vice President
Thomas Sheehan, Vice President
John A. Steinman, Jr., Vice President
Tony Torres, Vice President
Lorelle Walsh, Vice President
Jan Schwarz, Executive Assistant

Administrative Offices:
3000 West Montana Street
Milwaukee, Wisconsin 53215
(414) 647-3000
Mission Statement

The Aurora Medical Group is a network of ambulatory facilities providing physician, diagnostic, and treatment services which are dedicated to high quality, personalized, and cost-effective care for the residents of eastern Wisconsin.

The Aurora Medical Group is committed to improving and maintaining the health status of the population, to providing health care services in geographically convenient facilities, and to meeting the medical, emotional, and personal needs of patients.

The Aurora Medical Group will be the preferred workplace for physicians desiring employment in the group practice setting. It will be structured to accommodate the addition of individual physicians, small physician groups, clinics, and start-up sites.

The Aurora Medical Group will provide opportunities for physicians to participate in medical education and community service.

The Aurora Medical Group will be the preferred workplace for all staff desiring employment in the medical group setting. The Aurora Medical Group will maintain an ethnically and racially diverse staff sufficient to meet quality, volume, and growth needs.

The Aurora Medical Group will contribute to the mission of Aurora Health Care as a comprehensive and integrated regional health care system.
1994 Statistics

- Patient visits: 732,059
- Non-physician employees: 1,221
- Employed physicians: 230
- Sites: 41

History

Aurora Medical Group was incorporated in 1990 as a not-for-profit physician services entity within the Aurora Health Care organization.

Aurora Medical Group's first clinic in the Newtowne Medical Group division opened in the fall of 1990 in the newly renovated RiverCenter located in Milwaukee's Schlitz Park. The second, located in the North Shore area of Milwaukee, became operational in 1992.

Later that year, The Sheboygan Clinic, a 56-physician group practice serving Sheboygan County since 1922, joined Aurora Medical Group. With goals of cost containment and enhanced health care service value for area residents, this affiliation was another important step for the Aurora system toward a broader continuum of care.

Aurora Medical Group contributed significantly to the system's growth in 1993. By mid-year, three additional affiliations with existing clinics were announced, as well as plans to build two major ambulatory diagnostic and treatment centers. The first announcement came in April when the Wauwatosa-based practice, Clinic of Internal Medicine, formed in 1946, joined Aurora Medical Group.

By May of 1993, plans for two new Aurora Medical Group major health care centers with adjoining medical office buildings had been unveiled in Kenosha and Waukesha Counties. (The Kenosha facility opened in the summer of 1994, and the Waukesha facility would open in early 1995.) Both would not only expand access to primary care, but offer a wide range of advanced diagnostic and outpatient treatment services.

In the summer of 1993, officials of two more large, multi-site clinics announced their intention to join Aurora Medical Group. Burlington Clinic, founded in 1952 and serving nine communities in Racine, Walworth and Kenosha Counties with 35 physicians, made their decision to join Aurora Medical Group in June. Hartford Pariview Clinic, a group practice serving Hartford and surrounding communities in Washington and Dodge Counties since 1976, also announced their decision to affiliate in June of 1993.

By year end 1994, Aurora Medical Group employed more than 230 physicians located in 41 facilities throughout eastern Wisconsin. Other affiliation discussions and facility developments underway in 1994, pending completion in 1995, included the following: Family Practice Associates of Oshkosh; Internal Medicine Associates of Oshkosh; Oshkosh Internal Medicine Associates; Children's Clinic of Oshkosh; Aurora Health Center in Waukesha; and the Mukwonago Family Physicians.

1994 Highlights

- Newtowne Medical Group added Allergy Associates and Miota Medical Associates, and relocated its North Shore offices.
- The Sheboygan Clinic added the Howards Grove Clinic and the Plymouth Clinic Family Medicine Center, and established the Eastern Wisconsin Regional Cancer Center, in affiliation with the Vince Lombardi Cancer Clinic at St. Luke's Medical Center.
- General Clinic, with 19 physicians in West Bend and Jackson, joined Aurora Medical Group on March 1.
- Two Rivers Clinic, a 14-physician multispecialty group practice with locations in Two Rivers and Mishicot, joined Aurora Medical Group on May 1.
- The five-physician Green Bay Clinic affiliated with Aurora Medical Group on July 1, becoming the northernmost Aurora location at that time.
- The Aurora Health Center in Kenosha opened for business on July 18.
- Capelli/Shepler Family Medicine Clinic in Kenosha, with three physicians specializing in family practice, geriatrics, obstetrics and pediatrics, joined Aurora Medical Group on October 1.
- Deckner Medical Center, with 15 physicians became the second Green Bay clinic to join Aurora Medical Group on December 31.

Physician specialties

- Allergy
- Asthma
- Cardiology
- Dermatology
- Family Practice
- Geriatrics
- Hematology
- Internal Medicine
- Neurology
- Obstetrics & Gynecology
- Occupational Medicine
- Allergy/Hematology
- Ophthalmology
- Otolaryngology, Head & Neck Surgery
- Pediatrics & Adolescent Medicine
- Pulmonology
- Radiology
- Rheumatology
- General Surgery
- Vascular Surgery
- Urology
- Urological Surgery

Professional services

- Audiology & Hearing Aids
- Clinical Laboratory
- Community Health Education
- Day Surgery
- Urological Services
- Diagnostic Imaging
- Impotency & Sexual Dysfunction Clinic
- Intensive Care Unit
- Intravenous Therapy Services
- Mammography
- Occupational Health
- Ophthalmology
- Optometry
- Oral Surgery
- Outpatient Oncology
- Pathology Consultant
- Pharmacy
- Physician Referral Service
- Podiatry
- Social Workers
- Walk-In Clinic

Locations

- Newtowne Medical Group
  Downtown Milwaukee location:
  1575 RiverCenter Drive
  Northshore location:
  8675 N. Port Washington Road in Fox Point

- Aurora Health Center
  Wauwatosa location:
  8675 N. Port Washington Road
  2600 N. Mayfair Road

- West side location:
  4025 N. 92nd Street
  Allergy Associates:
  8675 N. Port Washington Road

- Paul A. Capelli, M.D., Medical Director
- Carol Ragalie, Director
- Jack Waters, Administrator
- Paul A. Capelli, M.D., Medical Director
- Sally Krebs, Director
- Michael Marher, M.D., Medical Director
- Sally Krebs, Director
- W123 N1440 Hwy 164, Waukesha

- Family Medicine Clinic
  7540 -22nd Avenue, Kenosha
  A. John Capelli, M.D., President
  Jack Waters, Administrator

- The General Clinic
  William Listwan, M.D., President
  Hans Schmelzing, Administrator
  Main clinic location:
  205 Valley Avenue, West Bend
  Branch office:
  Hwy 60, Jackson
Accreditations

- Joint Commission of Accreditation of Healthcare Organizations
- Radiology Mammography Accreditation through American College of Radiology
- Cancer Program Accreditation through the American College of Surgeons
- College of American Pathologists Laboratory Accreditation
- American Association of Blood Banking Laboratory Accreditation
- Accreditation Council for Continuing Medical Education of the American Medical Association

Medical Staff

- Active 159
- Associate 62
- Provisional 80
- Courtesy 229
- Consulting 22
- Emeritus 38
- Honorary 8

Executive Staff

Reginald Hislop, Jr., Chairman of the Board
Peter S. Fine, President
Philip Pelland, M.D., Chief of Staff
Richard Kellar, Vice President, Operations
Claudette Hamm, Vice President, Nursing
Patricia Martin, Vice President, Human Resources
Carl Knauer, Vice President, Finance
Mark Daley, Vice President, Physician Relations

West Allis Memorial Hospital
8901 W. Lincoln Avenue
West Allis, WI 53227
(414) 382-6000

West Allis Memorial Hospital
Aurora HealthCare

1994 Fact Sheet

Mission Statement

West Allis Memorial Hospital is a not-for-profit organization committed to providing the highest quality, cost-effective general acute care medical services available to the patients and community we serve. We are an organization dedicated to healing the complete person. We accomplish this by offering:

- Personalized, compassionate care that respects the dignity and individuality of each patient and their physical, spiritual and intellectual needs.
- Innovative and judicious use of medical technology.
- A comfortable, reassuring and pleasant environment.

The level of excellence we achieve is a direct result of the dedication of our valued employees, medical staff and volunteers.

Patient Service Statistics

- Adult inpatient admissions 10,450
- Days of care 55,336
- Average length of stay 5.3 days
- Emergency room visits 23,854
- Outpatient visits 86,019
- Operating room cases 7,538
- Same day surgeries 4,842
- Births 1,583
History and Heritage

West Allis Memorial Hospital was dedicated on August 6, 1961. The first patient was admitted to West Allis Memorial Hospital on September 19, 1961. Since that time, West Allis Memorial Hospital has admitted more than 324,150 adults, and delivered 54,146 babies. In addition there have been 315,252 outpatient visits and 610,936 emergency room visits. Since opening its doors, the hospital has dramatically expanded. In 1966 the Industrial Toxicology Lab was established as a part of the laboratory. The Industrial Toxicology Lab tests for air and blood borne toxins such as lead, mercury and asbestos.

In 1972 the seventh floor of the hospital was completed. This floor provided the needed space for an Intensive Care Unit and Cardiac Care Unit with the ability to handle the highly technical equipment needed to care for critically ill patients. In 1974, a major construction project began which significantly changed the hospital, including the Radiology, Emergency, Outpatient departments and the Medical Office Building. West Allis Memorial was re-dedicated on September 11, 1977 after all the construction was completed.

In 1981 another addition occurred which updated and expanded services in the Surgical Suite, Labor and Delivery Suite, Technical Services and Data Processing. In 1989 another addition took place in the Northeast area of the hospital. During this expansion, the Business Office, Data Processing and Medical Records departments were relocated and expanded to provide the necessary growth for those departments.

The most recent addition took place in March of 1992. The hospital once again underwent major renovation to keep pace with the evolving healthcare needs of the community. The renovation updated the Emergency Room, Admitting, Day Surgery and Outpatient areas. In addition, a five story Physician Office Tower and parking structure were added to the hospital's campus. The project was completed in 1994.

Patient Services

Patient Care
- Cancer Treatment Services
- Obstetrics
- Orthopaedics
- Critical Care Services
- Medical/Surgical Services
- Day Surgery Center
- Emergency Department

Diagnostic and Therapy Services
- Laboratory Services
- Clinical
- Industrial
- Toxicology

Radiology Services
- CT Scanning
- Magnetic Resonance Imaging
- Ultrasonography
- Nuclear Medicine
- Diagnostic Imaging
- Special Procedures
- GI Laboratory
- Radiation Therapy
- Chemotherapy
- Mammography Screening

Technical Services
- Respiratory Therapy
- Peripheral Vascular Laboratory
- Non-invasive Cardiology Services
- Electroencephalography
- Electromyography
- Biofeedback

Rehabilitation Services
- Inpatient Physical, Occupational and Speech Therapy
- Peak Performance Work and Sport Therapy Centers
- Cardiac Rehabilitation

Community Associations and Memberships

- West Allis Chamber of Commerce
- West Allis Senior Network Committee
- Hospital Council of Greater Milwaukee
- Wisconsin Hospital Association
- American Hospital Association
- Arthritis Foundation
- American Cancer Society

Community Outreach Programs/Partnerships

- School Age Parent Program in conjunction with the West Allis/West Milwaukee School District
- Community Health Education Partnership in conjunction with the West Allis/West Milwaukee School District and West Allis Health Department
- Breast and Cervical Cancer Screening Program in conjunction with West Allis Health Department
- Future World Class Athletes Fund
- West Allis Expo
- Health Education and Community Service Programs
- Physician Referral Services
- WAMH Van Patient Transportation
- Home Blood Drawing Service
- Lifeline
- Senior Spotlight
- Education Series for Older Adults
- The Healthy Connection
- Geriatric Assessment Service
- Community Education Series
- Support Groups/Classes
**Accreditation & Affiliations**

Hartford Memorial Hospital, Inc., is accredited by the Joint Commission on the Accreditation of Health Care Organizations. We are licensed by the State of Wisconsin and are a member of the American Hospital Association, and The Hospital Council of the Greater Milwaukee Area.

We are affiliated with Aurora Health Care, Inc., and have strategic alliances with area hospitals and providers including Wisconsin Mobile Imaging.

**Medical Staff**

<table>
<thead>
<tr>
<th>Type</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
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<td>Courtesy</td>
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<td>Honorary</td>
<td>7</td>
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<tr>
<td>Contract</td>
<td>21</td>
</tr>
</tbody>
</table>

**Executive Staff**

Kevin Voim, *Chairman of the Board*

Mark A. Schwartz, *President*

Eric Weber, M.D., *Chief of Staff*

Brad Hahn, *Vice President, Finance*

Loretta Klassen, *Vice President, Patient Care*

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Hartford Memorial Hospital
1032 E. Sumner Street
Hartford, WI 53027
(414) 673-2300

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**1994 Fact Sheet**

**Mission & Philosophy**

Hartford Memorial Hospital is a non-profit, community hospital dedicated to serving our communities continuum of health care needs - preventative, diagnostic, treatment and rehabilitation. Our medical staff and allied health professionals do this through the use of advanced medical technology; the pro-active development of health services that meet the public's evolving needs; and ensuring all customers are provided with personal care, respect and attention.

It's our mission to meet the needs and expectation of those we serve, not only patients, but also medical staff, employees, payors and the community, through a culture of continuous quality improvement. We encourage creativity, long-term thinking, a spirit of teamwork, personal growth, mutual respect and employee participation in everything we do.

We are dedicated to excellence in all our endeavors.

**Patient Service Statistics**

<table>
<thead>
<tr>
<th>Service</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acute care inpatient days</td>
<td>5,468</td>
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<tr>
<td>Sub acute care inpatient days</td>
<td>5,126</td>
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<tr>
<td>Average length of stay (acute) days</td>
<td>3.9</td>
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<tr>
<td>Emergency visits</td>
<td>7,185</td>
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<tr>
<td>Inpatient surgical case</td>
<td>539</td>
</tr>
<tr>
<td>Same day surgeries</td>
<td>1,076</td>
</tr>
<tr>
<td>Births</td>
<td>220</td>
</tr>
<tr>
<td>Rehabilitation, therapy and sports medicine treatments</td>
<td>95,348</td>
</tr>
</tbody>
</table>
Historic Milestones

1916 - Hartford Memorial Hospital opened as Hartford General, an eight-bed infirmary.
1919 - Hartford General doubled in size to a 16-bed inpatient facility.
1929 - An addition expanded St. Joseph's Hospital to 50 beds.
1958 - Added a new surgical area and recovery room
1971 - St. Joseph's was turned over to the community and became Hartford Memorial Hospital.
1972 - Hospital added 21 beds and became licensed for 71 beds.
1982 - Built emergency and outpatient departments and new facilities for radiology, physical therapy, surgery, laboratory, the business office and admitting.
1987 - Birth Day Center opens and provides Washington, Ozaukee and Waukesha Counties with the first Labor, Delivery, Recovery and Postpartum unit.
1989 - The Hartford Lions Club six-bed Intensive Care Unit was dedicated.
1992 - 7,500 square foot expansion enhances physical, occupational and speech therapies, as well as Performance Plus Sports Medicine Program.
- The first Sleep Study Center opened to serve Washington, Ozaukee, and Dodge Counties.
- Began Magnetic Resonance Imaging (MRI), and Cardiac Catheterization.
- Launched Health in Business Program
- Vent Center opens as one of the only facilities of its kind in the Midwest.
1993 - Affiliated with Aurora Health Care

Patient Services

Patient Care
24-Hour Emergency Department
OneDay Surgery
Intensive Care Unit
Respiratory Care & Respiratory Therapy
Vent Center (long-term multi-disciplinary care for the ventilator dependent)
Birth Day Center (Labor, Delivery, Postpartum and Recovery)
Medical/Surgical
Pediatrics
Social Services
Clinical Dietician
Pre-Operative Education Program
Swing Beds
Respite Care
Adult Day Care
Hospice Program

Medical Specialties
Cardiology
Dentistry
Dermatology
Emergency Medicine
Ear, Nose & Throat
Family Practice
Gastroenterology
General & Vascular Surgery
Hematology
Internal Medicine
Neurology
Obstetrics and Gynecology
Oncology
Ophthalmology
Optometry
Oral & Maxiofacial Surgery
Orthopaedics & Orthopaedic Surgery
Pathology
Pediatrics
Podiatry
Primary Care
Psychiatry

Rehabilitation
Physical Therapy
Urinary Incontinence Treatment
Occupational Therapy
Work Conditioning Program
Cardiac Rehabilitation
Activity Therapy
Speech Therapy
Performance Plus Sports Medicine Center
Massage Therapy

Health Education & Outreach Programs
Business Outreach Occupational Health Services
Employee Assistance Program
Laboratory Home Visit Program
Postpartum Home Visit Program
ICU Nursing Outreach
*Mobile Wellness Clinic
*ICU Follow-up Home Visit
Athletic Training Program for High School Athletes
Lifeline
Every Day Counts - Cancer Support Group
Community Health Education & Screening Series
Speaker's Bureau
Mission Statement

Sinai Samaritan Medical Center, an integral part of the Aurora Health Care system, is a major community teaching hospital committed to our location in the heart of the city and dedicated to improving the health status of the diverse people we serve. We provide access to comprehensive health care services emphasizing established values, education, and continuous improvement in quality and cost effectiveness. Our Medical Staff and health care practitioners work together to provide primary, specialty and select tertiary care services delivered in an individualized, personalized and holistic manner.

Patient Service Statistics

- Adult inpatient discharges: 15,760
- Days of adult care: 73,463
- Average length of stay: 4.7 days
- Emergency visits: 59,826
- Operating room cases: 7,006
- Same day surgeries: 6,840
- Cardiac catheterization laboratory procedures: 2,289
- Electrophysiology laboratory procedures: 947
- Primary, pediatric and family care visits: 49,216
- Geriatrics Institute visits: 9,264
- Rehabilitation & sports medicine treatments: 243,176
- Psychiatry outpatient service hours: 25,080
- Women's health assessment and ob/gyn visits: 34,110
- Midwife deliveries: 398
- Births: 4,268
- Neonatal intensive care admissions: 540
- Sexual Assault Treatment Center visits: 912
- Women's Information Line calls: 35,805
Our History & Heritage

1863 – Reverend William A. Passavant, Sr., opened Milwaukee Hospital, which became Lutheran Hospital of Milwaukee.

1902 – The Jewish Hospital Association founded Mount Sinai Hospital.

1910 – An order of German Protestant nursing sisters founded Deaconess Hospital.

1980 – Deaconess and Lutheran Hospitals merged, forming Good Samaritan Medical Center.


1987 – Good Samaritan merged with Mount Sinai, forming Sinai Samaritan Medical Center. Aurora Health Care became the new name of the parent company.

1993 – Milwaukee Heart Institute opens.

1995 – Outpatient Health Center opens.

Patient Services

Cardiovascular Medicine
Milwaukee Heart Institute
Prevention & Rehabilitation
Diagnosis & Treatment
Research & Education
Milwaukee Heart Research Project
Mobile Cardiac Pulmonary Testing

Gastroenterology
Comprehensive Diagnostics
Advanced Therapeutic Endoscopy
Clinical Gastrointestinal Research Center
Center for Inflammatory Bowel Disease

Mental Health
Alcohol and Other Drug Abuse
Diagnostic & Evaluation Services
Behavioral Medicine Services
Inpatient & Outpatient Services
Partial Hospitalization

Oncology
Medical Oncology Clinic
Radiation Oncology Program

Orthopedics & Rehabilitation
Physical & Occupational Therapy
Speech & Audiology Service
Inpatient Rehabilitation Program
Sports Medicine Institute

Primary Care
Geriatrics Institute
Primary Care Clinic
Pediatric Clinic
Adolescent Program
Johnston Primary Care Clinic
Mitchell Point Family Health Center
Wisconsin Avenue Family Care Center

Women's Health Services
Inpatient Obstetrics Unit
Obstetrics & Gynecology Clinic
Neonatal Intensive Care Unit
Sexual Assault Treatment Center

Accreditations

- Joint Commission on Accreditation of Healthcare Organizations (JCAHO)
- Commission on Accreditation of Rehabilitation Facilities (CARF)
- Accreditation Council for Graduate Medical Education (ACGME)
- Accreditation Council for Continuing Medical Education (ACCME)
- Cancer Program Accreditation through the American College of Surgeons
- Mammography Program Accreditation through the American College of Radiology
- College of American Pathologists Laboratory Accreditation
- American Association of Accreditation of Laboratory Animal Care
- American Association of Blood Banking Laboratory Accreditation

Physician Referral & Programs

- CALL-A-NURSE 342-7676
- Sports Medicine Hotline™ 283-7776

Advisory Board

- Milwaukee Heart Institute
- WomenSource Advisory Council

Residency and Fellowship Affiliations & Programs

The University of Wisconsin Medical School
- Cardiology
- Internal Medicine
- Gastroenterology
- Geriatrics
- Obstetrics & Gynecology
- Psychiatry

The Medical College of Wisconsin
- Anesthesiology
- Child Psychiatry
- Orthopaedics
- Otolaryngology
- Surgery

Clinical Affiliations

Student Nurses
- Marquette University
- University of Wisconsin (UW) Milwaukee
- Carroll-Columbia College of Nursing
- Cardinal Stritch College
- Milwaukee County Medical Complex
- Marion College
- Milwaukee Area Technical College (MATC)

Graduate Nursing Students
- UW Madison
- UW Oshkosh
- Marquette University

Athletic Training
- Marquette University
- UW Milwaukee

- Women's Information Line 344-0233
- Freedom 55/65 283-7253
- Milwaukee Heart Institute 283-7400
Executive Staff
Barbara Bielmeier, Chairman
Steven Spencer, President
Robert Gahl, M.D., Chief of Staff
Judi Stroud, RN, MSN, Vice President, Patient Care Services
John Denkert, Director of Finance
Candy Tappen, Director of Human Resources

Two Rivers Community Hospital, Inc.
2500 Garfield Street
Two Rivers, Wisconsin 54241
(414) 793-1178

Maritime Health Works
1000 Maritime Drive
Manitowoc, Wisconsin 54220
(414) 683-9950

Hamilton Memorial Home
One Hamilton Drive
Two Rivers, Wisconsin 54241
(414) 793-2261

Our Mission
...is to serve the health care needs of our patients, residents, and the community.
...be recognized by our community as a center emphasizing cost effective care, education, prevention, and supportive services.
...reflect in our services the importance and value of the individual and family in the experiences of sickness and health.
...provide commitment and excellence in services.

Our Vision
...is committed to promoting, improving, and supporting the health and well-being of the residents of Manitowoc County.
...will include the multi-disciplinary management of acute and chronic conditions and may increasingly shift services beyond the current physical boundaries.
...believes that educated and informed individuals will make appropriate decisions relative to lifestyle choices and the utilization of our services.

Patient Service Statistics
- Admissions: 1,564
- Average length of stay: 3.4
- Patient days: 5,936
- Outpatient visits: 18,472
- Births: 305
- Emergency room visits: 5,684
- Surgeries: 1,264
Two Rivers Community Hospital, Inc.

A 138-bed combination facility consisting of three operating entities:
• Two Rivers Community Hospital, Inc.
• Hamilton Memorial Home
• Maritime HealthWorks

Accreditations:
• Joint Commission on Accreditation of Healthcare Organizations
• American Association of Blood Banks
• Mammography Program Accreditation through the American College of Radiology

Member:
American Hospital Association
Two identified Centers of Excellence:
The Birth Center and Hamilton Memorial Home

The Birth Center

It is the goal of The Birth Center staff to “Make lasting memories for the new mother, baby, and family...” The newly remodeled Birth Center offers premium, one-on-one care in a very welcoming, home-like atmosphere where state-of-the-art technology is standard.

Meeting the needs of mother, baby, and family is the interest of The Birth Center. In addition to their professional, caring physicians and nurses, The Birth Center offers the following:
• Prepared Childbirth Classes
• Breastfeeding Classes
• Infant Care Classes
• Sibling Preparation Classes
• Post-Delivery Education

Hamilton Memorial Home

An 85-bed Extended Care facility, Hamilton Memorial Home is celebrating its 25th Anniversary in 1995. The Home is connected to Two Rivers Community Hospital—providing convenient access to Hospital services when needed by a resident.

Hamilton Memorial Home's ongoing re-evaluation ensures positive results for residents—a responsibility of the entire staff of the Home. A council, consisting of and chaired by residents, meets regularly to discuss issues and concerns.

• Member of:
  Wisconsin Association of Homes and Services for the Aging
• Accredited by:
  The Joint Commission on Accreditation of Healthcare Organizations and Long Term Care Facilities
• Licensed by:
  The Wisconsin Division of Health

Maritime HealthWorks

An Occupational Health facility offering comprehensive health and wellness services that are specific to the needs of business and industry. Services provided include:
• ADA compliance physicals
• Consulting
• DOT examinations
• Drug screening
• Functional capacity evaluations
• Health promotion/wellness
• Hearing conservation
• Immunizations
• Industrial injury treatment
• Injury case management and tracking
• Job analysis and ergonomic assessments
• Medical surveillance program
• Preventive education
• Rehabilitation therapy

Physician Specialties

• Cardiology
• Family Practice
• Gastroenterology
• Internal Medicine
• Nephrology
• Neurology
• Neurosurgery
• Obstetrics & Gynecology
• Occupational Medicine
• Ophthalmology
• Orthopedic Surgery
• Otolaryngology
• Pathology
• Pediatrics & Adolescent Medicine
• Pulmonology
• Radiology
• Surgery
• Urology

Professional Services

• Cardiac Catheterization Services
• Cardiodiagnostics
• Clinical Laboratory
• Community Health Education
• CT Scans
• Diabetes Education
• Diagnostic Imaging
• Dietitians
• Echocardiography - Adult & Pediatric
• Emergency Department
• Intensive Care
• Intravenous Therapy Services
• Mammography
• Medical/Surgical Services
• Nuclear Medicine
• Occupational Health
• Occupational Therapy
• Pharmacy
• Physical Therapy Services
• Respiratory Therapy
Accreditations

• Joint Commission on Accreditation of Healthcare Organizations
• Commission on Accreditation of Rehabilitation Facilities
• Cancer Program Accreditation through the American College of Surgeons
• Accreditation Council for Graduate Medical Education
• College American Pathologists Laboratory Accreditation
• Mammography Program Accreditation through the American College of Radiology
• American Association of Blood Banking Laboratory Accreditation
• Committee on Allied Health Education and Accreditation
• Nuclear Medicine Regulatory Commission
• American College of Nuclear Physicians
• American Sleep Disorders Association Accreditation
• Joint Review Committee on Education in Diagnostic Medical Sonography
• InterSocial Commission for the Accreditation of Vascular Laboratories
• Joint Review Committee on Education in Radiologic Technology
• American Accreditation of Tissue Banks

Executive Staff

Ned Bechtold, Chairman of the Board
Mark Ambrosius, President
Barry Usow, M.D., President of Medical Staff
Vicki George, R.N., Vice President
Bradley Holmes, Vice President, Philanthropy
Frank J. Kalivoda, Vice President
Richard Klein, Vice President
Michael P. Panosh, Vice President, Finance
William A. Romo, Vice President
Frank L. Cummins, Vice President, Human Resources

St. Luke's Medical Center
2900 West Oklahoma Avenue
Milwaukee, Wisconsin 53215
(414) 649-6000

Patient Service Statistics

<table>
<thead>
<tr>
<th>Service</th>
<th>Number</th>
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<tbody>
<tr>
<td>Inpatient discharges</td>
<td>24,289</td>
</tr>
<tr>
<td>Inpatient days</td>
<td>162,856</td>
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<tr>
<td>Average length of stay (days)</td>
<td>6.7</td>
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<tr>
<td>Intensive care days</td>
<td>18,871</td>
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<tr>
<td>Emergency visits</td>
<td>44,161</td>
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<tr>
<td>Outpatients visits</td>
<td>278,681</td>
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<tr>
<td>Family Practice Center visits</td>
<td>17,780</td>
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<tr>
<td>Total invasive heart procedures</td>
<td>26,470</td>
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<tr>
<td>Cardiac rehabilitation visits</td>
<td>36,059</td>
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<tr>
<td>Radiation therapy and chemotherapy treatments for cancer patients</td>
<td>13,103</td>
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<tr>
<td>Total Operating Room cases</td>
<td>4,738</td>
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<td>Hospital same day surgeries</td>
<td>3,553</td>
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<tr>
<td>St. Luke's Surgery Center cases</td>
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<tr>
<td>Inpatient rehabilitation days</td>
<td>1,157</td>
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<td>Hyperbaric medicine treatments</td>
<td>15,293</td>
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Highlights

• Opened the 43,000-square-foot St. Luke's - New Berlin Health Care Center featuring a wide range of primary and specialty care physician offices, diagnostic and imaging services, physical therapy and sports medicine rehabilitation, a pharmacy, a laboratory and a community education room.
• Established St. Luke's Madison Street Outreach Clinic, a free, walk-in, community based clinic in the Social Development Commission's Southside Neighborhood Center. Since January, a nurse-managed team of volunteer physicians, family practice residents, and nurse practitioner students has provided quality health care in a setting where language, cultural and financial barriers are addressed.
• Opened the Mitchell Point Family Health Center, a community-based family practice clinic sponsored by St. Luke's and Sinai Samaritan Medical Center and staffed by University of Wisconsin physicians.
• Became the Midwest's first hospital to implant the vented electric Heartmate ventricular assist device, and the first to manage the care of patients at home while their hearts were being supported by the device.
• Implemented a “Rapid Recovery” program for heart surgery patients to reduce hospitalization costs while maintaining quality outcomes.
• Opened the first affiliate site of St. Luke's Vince Lombardi Cancer Clinic at the Eastern Wisconsin Regional Cancer Center in Sheboygan. This outreach effort focuses on patient, community and professional education and research support.
• Implemented an exclusive, capitated managed care contract with Compcare to provide outpatient occupational and physical therapy for 29,000 enrollees.
• The Autologous Bone Marrow Transplant Program treated its 100th patient in March. The Heart Transplant Program's 200th patient received their heart in June.
• Opened a comprehensive Women's Health Resource Library to serve the educational needs of patients, staff and the community.
• Consolidated the hospital's Chronic Pain Program with the Anesthesiology Pain Center to offer a comprehensive pain management program to patients.
• The Immunotherapy Program opened two new cancer protocols in July, utilizing a form of cellular immunotherapy called Autolymphocyte Therapy.
• Established a comprehensive Breast Care Program to provide screening, early detection, education, treatment and support services for women. The Cancer Program also expanded its Musculoskeletal Tumor Service, and its programs in lung, prostate and gynecologic cancers.
• Emergency patient volume grew by four percent despite declines in emergency patient census across the city.
• Opened the Advanced Heart Failure Center to increase chronic heart failure patients' ability to function and to improve their quality of life.
• Signed with the City of West Allis the hospital's first contract to provide crisis intervention through the Emergency Department's Crisis Intervention Team.
• Volume of the hospital's International Travelers Clinic has more than doubled since the program's inception in 1986.

Centers of Excellence

Cardiac Care:
More heart surgeries, heart transplants, cardiac catheterizations and angioplasties are performed at St. Luke's than at any other hospital in Wisconsin. Innovation and dedication to excellence have placed St. Luke's on the leading edge of cardiac care for decades.
• Comprehensive diagnostic, medical and surgical care
• Complete vascular and heart surgery program
• Medicare-approved heart transplant program, and UNOS-approved heart, lung and heart-lung transplant program
• Experienced cardiac intensive and medical-surgical nursing care
• Practical cardiac wellness and prevention programs, including Heart Disease Reversal Program

Cancer Care:
St. Luke's offers the very latest cancer treatment techniques from surgery and chemotherapy to radiation therapy, autologous bone marrow transplantation and immunotherapy. In 1994, the hospital treated the highest volume of cancer patients of any hospital in southeastern Wisconsin.
• Advanced technology, treatments and rehabilitation
• Vince Lombardi Cancer Clinic for outpatient services
• Comprehensive prevention, screening and education
• Understanding and knowledgeable support groups

Women's Healthcare:
St. Luke's is responding to the growing demand for women's health care services and offers a full range of diagnostic, medical, surgical, therapeutic and educational health services specifically for women throughout the different phases of their lives. Total maternity care, perinatal services, family care, lifestyle programs, personal health care, infertility services, membership program and physician referral are all components of St. Luke's growing Women's Healthcare Services.
• Birthing Center offering one-room maternity care and 24-hour anesthesiology
• Nursery Center to care for healthy infants as well as infants with special needs
• Dedicated Women's Health Unit for women's surgery
• Childlife specialists participate in pediatric care throughout St. Luke's
• Sick-child care service & well child day care
• Educational lectures and classes, and support groups

Rehabilitation Services:
As the largest hospital-based rehabilitation center in Wisconsin, St. Luke's helps people from all walks of life, of all ages. Occupational and physical therapists, speech pathologists, psychologists, social workers, therapeutic recreation specialists, and registered nurses specially trained in caring for rehabilitation patients all work together to assist patients in putting their lives back together.
• Individually tailored stroke, orthopedic, amputee, brain injury and pediatric rehabilitation programs
• Dedicated physician specialists
• Comprehensive Work Injury Program and Sports Medicine Centers
• Five convenient outpatient locations

Emergency Services:
Teams of highly skilled, board-certified physicians and nurses specially trained in emergency care are available around the clock at St. Luke's Emergency Department. State-of-the-art technology is essential for treating medical emergencies, and St. Luke's is equipped with some of the most advanced technologies in Wisconsin for treating patients of carbon monoxide poisoning and smoke inhalation.
• Renowned receiving center for cardiac emergencies
• Physician-monitored critical care inter-hospital transport service
• Trained and experienced crisis-intervention team
• International Travel Clinic

Medical and Surgical Specialties:
St. Luke's Medical Center has a full complement of medical and surgical specialties to meet the needs of the community, including:
• ear, nose and throat • endocrine-diabetes
• gastroenterology • hyperbaric medicine • laser and endoscopic specialty treatment • mental health • neurology
• neurosurgery • ophthalmology • orthopedics • pulmonary medicine • sleep disorders

The hospital also offers a Doctor Referral Service with access to nearly 400 physicians in the Milwaukee area. A registered nurse answers each call at 414-649-6565.
**Accreditations**
- Joint Commission on Accreditation of Healthcare Organizations
- Commission on Accreditation of Rehabilitation Facilities
- Cancer Program Accreditation through the American College of Surgeons
- Mammography Program Accreditation through the American College of Radiology
- Accreditation Council for Continuing Medical Education of the American Medical Association
- State of Wisconsin Department of Health and Social Services Certification for: AODA Inpatient Emergency Care; AODA Outpatient; AODA Day Treatment; AODA Inpatient; Mental Health Outpatient Services; Mental Health Inpatient; Mental Health Emergency Inpatient; Mental Health Adolescent Inpatient
- College of American Pathologists Laboratory Accreditation
- C.L.I.A.
- American Association of Blood Banks
- U.S. Nuclear Regulatory Commission
- U.S. Food and Drug Administration

**Medical Staff/Faculty**

<table>
<thead>
<tr>
<th>Role</th>
<th>Number</th>
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<tbody>
<tr>
<td>Active</td>
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<tr>
<td>Consulting</td>
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<td>Courtesy</td>
<td>25</td>
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<tr>
<td>Honorary</td>
<td>31</td>
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</tbody>
</table>

**Executive Staff**

Frank E. Pringle, *Chairman of the Board*
Patrick J. Trotter, *President*
Warren A. Brauer, M.D., *Chief of Staff*
Kevin J. Jones, *Vice President, Finance*
Sheila R. Simenz, *Vice President, Patient Care Services*
Rae Ellen S. Stager, *Vice President, Business & Community Services*
T. Gregg Watson, *Vice President, Quality & Resource Management*

Sheboygan Memorial Medical Center
2629 N. 7th Street
Sheboygan, WI 53083-4998
(414) 451-5000

**Sheboygan Memorial Medical Center**

AuroraHealthCare

1994 FACT SHEET

**Mission Statement**

Sheboygan Memorial Medical Center is a locally directed, charitable health care organization providing leadership in improving the health status of the communities it serves. Through a flexible, responsive work environment which fosters creativity, technological advancement, and employee development, Sheboygan Memorial provides high quality, cost effective services to the greater Sheboygan County area.

Our health care philosophy focuses on mind, body, and spirit through a personalized approach with respect for individual dignity and strives for the highest quality of life with available resources.

**Patient Service Statistics**

- Adult inpatient admissions: 4,991
- Days of adult care: 23,527
- Average length of stay (days): 4.71
- Emergency visits: 8,894
- Operating room cases: 1,393
- Same day surgeries: 3,958
- Births: 619
- Women's Information Line calls: 6,926

**Our History & Heritage**

1933 - Sheboygan's new 94-bed hospital opens thanks to substantial funding from the Lutheran community and the Eliza Prange Estate.
1950 - Psychiatric service opens making Memorial one of three acute care Wisconsin hospitals offering inpatient psychiatric care.
1970 - Following several renovations and additions, bed total expands to 250; Memorial introduces first Intensive Coronary Care Unit in county.
1974 - South Wing completed with county's first designated emergency center with 24-hour in-house physician.
1986 - Community Health Systems formed to provide shared management for Sheboygan Memorial Medical Center and Valley View Medical Center.
1992 - Sheboygan Memorial Medical Center becomes affiliate of Aurora Health Care.

Patient Services

Patient Care
Cancer Treatment Services
Chemical Dependency Treatment Services
Critical Care and Cardiovascular Services
Mental Health Services
Obstetrics
Orthopaedic Unit
Pediatrics
Social Services
Surgical Services with Outpatient Treatment
Weight Management Services

Diagnostic Services
Breast Cancer Screening Program
Cardiac Catheterization Lab
CT Diagnostic Scanning
Laboratory Services
Lithotripsy Unit for Kidney Stone Removal
MRI Diagnostic Scanning
Nuclear Medicine
Radiology
Respiratory Therapy
Ultrasound Imaging
Vascular Laboratory

Rehabilitation Services
Adaptive Fitness
Cardiac Care/Rehabilitation
Hand Injuries Management
Indirect Rehabilitation Services
Occupational Therapy
Outpatient Clinics - Orthotics, Prosthetics, Wheelchair and Adaptive Seating
Physical Therapy
Pulmonary Rehabilitation Services
Rehabilitation Unit at Memorial, in cooperation with St. Luke's Medical Center, Milwaukee
Speech and Language Pathology

Emergency Services
Lifeline
Orange Cross Ambulance
Poison Control Center/Micromedex
CCIS Poison Information Center
Sexual Assault Treatment Services
Trauma Room
24-hour In-House Physician Coverage

Other
Chaplaincy Program
Community Education Programs
Employee Assistance Program
Health Screenings
LifeStream Women's Health Center
Occupational Health Services (includes Injury and Case Management)
Support Groups
Pharmacy
Tumor Registrar
Volunteer Services
Work Hardening Program

Professional Education Programs
Sheboygan Memorial Medical Center has clinical education contracts with Marquette University, University of Wisconsin-Madison and LaCrosse, MATC, and NE Technical College for physical therapy; with University of Wisconsin-Milwaukee, MATC, Mount Mary College, Western Michigan University and the Medical College of Ohio for occupational therapy.

Sheboygan Memorial Medical Center has the following clinical affiliations: Lakeshore Technical College - medical secretary, nursing and medical assistant programs, associate degree registered nurses, student training program for radiologic technologists, student training program for pharmacy technicians; Moraine Park Technical College - medical record technician program.

Community Partnerships and Memberships
- American Hospital Association
- Wisconsin Hospital Association
- Wisconsin Association for Women’s Health
- Sheboygan County Mental Health Association
- National Hospice Organization
- American Heart Association of Wisconsin
- American Diabetes Association of Wisconsin
- American Cancer Society of Wisconsin
- Sheboygan County Chamber of Commerce

Community Projects
- Healthy Sheboygan County 2000
- Salvation Army Clinic

Cooperative Educational Programs
- Partnership in Education with Jefferson Elementary School
- Lakeshore Technical College
- Sheboygan School System Shadow/Mentor Program

Health Education/Programs
- Women's Health Information Line (414) 451-5536
- LifeStream Library Resource Center
- LifeStream Woman of the Year Program
- Healthline Radio Show
- HEALTHLINES Phone-in Information System - 451-5514
- Freedom 55/65 Elderly Benefits Program
- Health Screenings
- Support Groups/Classes
Executive Staff
Russell W. Britt, Chairman of the Board
Gerald E. Schley, President
Anthony D. Meyer, M.D., Medical Director
John Rydzewski, Vice President, Operations
Kathleen Skowlund, Vice President, Nursing and Patient Services
James Stubler, Vice President, Finance
Gary Gilberti, Vice President, Business Development

Locations
Main Hospital Campus
1220 Dewey Avenue, Wauwatosa, WI 53213
(414) 454-6600

Main Campus includes:
Wauwatosa Counseling Center 454-6500
Child and Family Center 454-6500
Herrington Recovery Home 454-6690
Kradwell School 454-6590
Lorton Professional Building 454-6610
Outpatient Addiction Medicine 454-6690

Branch Offices:
North Shore Counseling Center (414) 964-2828
5900 N. Port Washington Road
Glendale, WI 53214

New Berlin Counseling Center (414) 796-8426
14555 W. National Avenue
New Berlin, WI 53151

Franklin Counseling Center (414) 425-1250
9200 W. Loomis Road
Franklin, WI 53132

McBride Counseling Center (608) 255-1116
1050 Regent Street
Madison, WI 53715

LakeShore Counseling Center (414) 482-7700
2000 E. Layton
Milwaukee, WI 53207

Mission/Vision Statement
Our mission is to responsibly provide quality, cost-effective mental health and addiction medicine services to our patients and community, in a caring manner that reflects the dignity and individuality of each person.

Milwaukee Psychiatric Hospital will be the provider of choice for psychiatric and addiction medicine care for southeastern Wisconsin and beyond. Leadership will be focused on inpatient, residential, partial hospitalization, and outpatient services for children, adolescents, and adults.
Milwaukee Psychiatric Hospital will maintain a fully-accredited primary through secondary school, and will continue to provide clinical training to healthcare professionals.

Patient Service Statistics
Total admissions 1,997
Average length of stay 8.0
Total patient days 24,069
Outpatient visits 36,571

History
1884 — Dr. James McBride established Milwaukee Sanitarium in the Village of Wauwatosa.
1895 — Dr. Richard Dewey inaugurated the first program for in-service training of psychiatric attendants in the Midwest.
Early 1900’s — Under the Guidance of Dr. Rock Sleyster, the standards of patient care and development raised the hospital’s image to a nationally recognized level.
1954 — The board of the Ada P. Kradwell Foundation purchased the assets of Milwaukee Sanitarium, creating a non-profit hospital known as the Milwaukee Sanitarium Foundation, Inc.
1955 — Milwaukee Sanitarium Foundation entered into an agreement with the Marquette University School of Medicine (now the Medical College of Wisconsin) to establish an educational program for medical students in psychiatry.

1962 — Department of Social Work Services was organized to increase involvement and participation of families.

1963 — Kradwell High School for adolescents was established. Services to meet the specific needs of young people, 12 through 18 years of age, were expanded to include outpatient and day hospital services.

1964 — Milwaukee Sanitarium was renamed Milwaukee Psychiatric Hospital. Outpatient clinic services were expanded through a grant provided by the Allen-Bradley Foundation.

1972 — Dewey Center was established to treat alcohol and chemical dependency.

1984 — New 105-bed hospital facility is opened during Milwaukee Psychiatric's Centennial year.

1993 — February 1, Milwaukee Psychiatric Hospital became the first specialty hospital to affiliate with Aurora Health Care.

Patient Services

Adult Mental Health Services
- Assessment, Diagnosis, Evaluation
- Partial hospitalization, inpatient and outpatient services
- Specialty Services
  - Mood Disorders
  - Eating Disorders
  - Anxiety Disorders
  - Dual Diagnosis
  - Post-Traumatic Stress Disorder

Adult Addiction Medicine Services
- Assessment, Diagnosis, Evaluation
- Comprehensive treatment for alcohol and other drug addictions
- McBride Center for the Impaired Professional
- Compulsive Gambling/Spending Program
- Herrington Recovery Home
- Inpatient, residential, partial hospitalization and outpatient services

Child and Adolescent Services
- Assessment, Diagnosis, Evaluation
- Outpatient Child and Family Center
- Dual Diagnosis Program
- Eating Disorders
- Adolescent Partial Hospital
- Inpatient Psychiatric Program
- Kradwell School

Accreditations
- Joint Commission on Accreditation of Healthcare Organizations
- American Association of Psychiatric Services for Children

Health Education Programs
- Outpatient and Community Services Center Education/Prevention Programs - 454-6500
- Contemporary Issues in Mental Health and Addiction Medicine Professional Presentations - 454-6485
- School Support Program: Educational and training services for school personnel and parent groups - 454-6489

Professional Education Programs

Milwaukee Psychiatric Hospital is affiliated with the Medical College of Wisconsin for fellowship programs in child and adolescent psychiatry and addiction medicine. Milwaukee Psychiatric Hospital is an undergraduate teaching facility of the Medical College of Wisconsin in psychiatry and addiction medicine.

Milwaukee Psychiatric Hospital has a clinical affiliation with St. Luke's and St. Mary's Family Practice Residency Program for residents in attendance in mental health and addiction medicine.

Milwaukee Psychiatric Hospital is affiliated with the Medical College of Wisconsin, Department of Internal Medicine through rotations in psychiatry and addiction medicine.

Milwaukee Psychiatric Hospital is a clinical learning site for student nurses from Marquette University, University of Wisconsin -Milwaukee, Cardinal Stritch College, Carroll-Columbia, and Milwaukee Area Technical College (MATC).

Community Partnerships and Memberships

Member of
- National Association of Psychiatric Health Systems
- American Hospital Association
- Wisconsin Hospital Association
- Medical College of Wisconsin Affiliated Hospitals
- Hospital Council of Greater Milwaukee
- American Society of Addiction Medicine
- State Medical Society on Alcohol and Other Drug Abuse
- Osteopath Society for Impaired Physicians Board
- National Association of Medical Staff Services
- Wauwatosa Chamber of Commerce

Home to:
- McBride Center for the Impaired Professional
- Kradwell School
- Child & Family Center
- Survivors of Traumatic Experiences

Associations
- Mental Health Association of Milwaukee County
- Alliance for the Mentally Ill

Community Affiliations
- Elmbrook D.A.R.E. Program
- Tosa United

Medical Staff

Members 95
Active 73
Consulting 12
Honorary 3
House 7
Allied Health 70
Special Services For Frail Elderly And Their Families

- 153 frail elderly people remained in their homes thanks to 11,114 hours of home health aide service and 509 home visits by geriatric social work and nursing staff
- 789 older adults were part of Share the Wisdom groups at 26 different community sites

Memberships & Accreditations

- Employee Assistance Society of North America
- National Foundation for Consumer Credit
- Wisconsin Association of Family & Children’s Agencies
- Family Service America
- United Way of Greater Milwaukee
- American Association for Marriage and Family Therapy
- Council on Accreditation of Services for Families & Children
- Wisconsin Department of Health & Social Services
- Wisconsin Banking Commission

Executive Staff

Gwen T. Jackson, Chairman, Board of Directors
David L. Hoffman, President
Robert M. Mueller, Vice President

Family Service of Milwaukee
P.O. Box 08434
3200 W. Highland Blvd.
Milwaukee, WI 53208
(414) 342-4560

Family Service of Milwaukee

Aurora HealthCare

1994 Fact Sheet

Mission

Founded in 1882, Family Service of Milwaukee strengthens families through community leadership and innovative programs with measurable results. Our programs include prevention programs for high-risk families, counseling for families in crisis, and special services for the elderly and their families. The agency seeks solutions to selected community problems by building public consensus and developing working collaborations.

Vision

Family Service of Milwaukee is dedicated to building a nurturing community of healthy families, safe neighborhoods and successful schools. We believe that healthy families include responsible and productive adults, children developing to their full potential and respected elderly — all living in full dignity.

History

For all the changes of the 112 years since our founding, Family Service of Milwaukee has remained remarkably consistent in our fundamental belief in families as the foundation for healthy individuals and a strong society. A review of our history reinforces the common themes of change and permanence; as families and the social environment change, so does the work of Family Service of Milwaukee — always in tune with the needs of the time.

With the agency’s move in early November to more spacious headquarters at 3200 West Highland Boulevard, just a few blocks away from our home office for 32 years, Family Service of Milwaukee is poised to launch a new...
phase in its history. The new site allows us to remain in our central city location, while giving us the space to grow in the direction we’ve charted for the future. This direction emphasizes primary prevention, a collaborative, integrated approach that takes into account the total environment in which a family functions and seeks to reach them before serious problems develop.

Family Service of Milwaukee’s evolution from a deficit-based mental health intervention agency to a demonstration and training center for competency-based family empowerment programs can be seen as the third revolution in service delivery in our 112-year history ... the first being the “homemaker/friendly visitor” model of our early years, and the second being the professional mental health model. We are continuing our tradition of providing leadership in solving community problems by working collaboratively with other organizations. At the heart of this tradition is a commitment to developing state-of-the-art programs for families and the intensive, comprehensive training needed to deliver them.

To effectively carry out our mission in a rapidly-changing health care environment, Family Service of Milwaukee spent much of 1994 exploring partnerships with larger service networks. A main criterion for any such alliance is insuring a shared philosophy and commitment to providing a full continuum of accessible, quality care to central city residents.

As we prepare to launch our second full century of service to the Milwaukee community, Family Service remains on the cutting edge of change, while honoring and building on our past accomplishments. By remaining true to the pioneering spirit that moved a group of civic-minded volunteers to establish the agency over a century ago, Family Service of Milwaukee looks toward a future of expanded opportunity, with a strong belief in the power and wisdom of families.

1994 Highlights
Prevention Services For High-Risk Families
Parenting Education/Peer Facilitator Training
• 804 hours of group-based parenting education and follow-up support were provided to 278 high-risk, central city families with 766 family members
• Collaborated with four central city agencies and churches and six Milwaukee Public Schools, including two programs in Spanish and one for three-generation families
• 113 hours of training and 1,268 hours of consultation and supervision were provided to peer facilitators, professionals and community volunteers in the field of family support.

Nine parent graduates have been trained as peer facilitators.

Homebased Services
• Multi-disciplinary services provided to 797 families (including 323 adolescent mothers and 48 mothers struggling with mental illness)
• 940 home visits were provided to 426 first-time parents
• 140 families were provided access to prenatal care

Professional Education/FTTI
• 1,474 hours of psychotherapy provided through our Family Therapy Training Institute to individuals and families without resources to pay the cost of service

School Collaborations
• The KIDS FIRST Coalition grew to 200 organizations and individuals, developing resources targeted to eleven Milwaukee Public Schools

Counseling Services For Families In Crisis
Behavioral Health/Employee Assistance Programs
• 13,086 hours of individual and family psychotherapy
• 131 businesses and organizations contracted for EAP services, covering 49,385 employees and their families

Consumer Credit Counseling
• 5,386 hours of money management counseling
Community Partnerships

- American Heart Association of Wisconsin
- American Hospital Association
- EPIC - a parenting program offered in partnership with the Plymouth Area School District.
- Healthy Sheboygan County 2000
- Plymouth Area Chamber of Commerce
- Sheboygan County Chamber of Commerce
- Sheboygan County Mental Health Association
- Wisconsin Hospital Association

Medical Staff

Active Staff 11
Courtesy Staff 42
Consulting Staff 35
Dental Staff 8
Honorary Staff 5
Medical Affiliate Staff 12

Executive Staff

Mel H. Blanke, Chairman of the Board
Patrick J. Trotter, President
George Schroeder, M.D., Chief of Staff
James G. Williams, Executive Vice President

Valley View Medical Center
901 Reed Street
Plymouth, WI 53073
(414) 893-1771

Mission Statement

We provide personalized health care services which support the physical, emotional, spiritual, social and economic needs of those we serve. Our services focus on health promotion, illness prevention, diagnostic and treatment services through acute, ambulatory and long term care. We rely on our dedicated co-workers and the wise use of technology and resources to ensure high quality at fair prices for people living in western and central Sheboygan County.

Patient Service Statistics

Adult inpatient admissions 867
Swing bed admissions 54
Pediatric inpatient admissions 166
Days of adult and pediatric care 3,482
Swing bed patient days 630
Average length of stay (days excluding swing bed) 3.4
Emergency visits 4,075
Primary care, pediatric & family care visits 876
Operating room cases (inpatient) 323
Same day surgeries 938
Rehabilitation & sports medicine treatments 10,084
Women's health assessment & OB/GYN visits 1,044
Births 165

Our History & Heritage

Valley View Medical Center opened its doors on October 1, 1917 as a 24-bed facility, expandable to 35 beds in times of crisis.
1927 - the hospital expanded, adding 12 more beds, a laboratory and x-ray room with limited emergency facilities.
1957 - a $500,000 renovation provided a new Obstetrics Department and nursery, a major surgery suite, new front entrance, lobby, office and conference space.

February, 1970 - a new 48-bed acute care hospital was dedicated.

1982 - the 60-bed Valley Manor Nursing Home and 32 unit South Horizon Apartments for the elderly were added.

1984 - Valley View Medical Center expanded to include day care for children, and a professional office building, and subsequently changed its name from Plymouth Hospital to Valley View Medical Center.

1990 - a new Emergency Services Department was dedicated which allowed Valley View Medical Center to offer enhanced and expanded services to our community and outlying areas.

1992 - Valley View Medical Center became affiliated with Aurora Health Care.

Patient Services

Patient Care
Cardiac Care Unit
Chemotherapy
Hospice Care
Medical/Surgical Services
Obstetrics
Outpatient or Same Day Services
Respiratory Care
Social Services
Surgery

Diagnostic Services
Breast Cancer Screening Program
CT Diagnostic Scanning
Laboratory Services
MRI Diagnostic Scanning
Nuclear Cardiology
Nuclear Medicine
Radiology Services
Ultrasound Imaging

Rehabilitation Services
Cardiac Rehabilitation
Industrial Rehabilitation Services
Occupational Therapy
Physical Therapy

Pulmonary Rehabilitation
Speech Pathology
Sub-Acute Care Unit (Swing-Bed)

Emergency Services
Staffed with a 24-Hour In-House Physician
Primary Care Walk-In Clinic

Other
Drug Screening
Occupational Health Services
Pharmacy
Volunteer Services
Employee Assistance Program

Accreditations
- American Association of Blood Banks
- Joint Commission on Accreditation of Healthcare Organizations
- C.L.I.A.
- College of American Pathologists Laboratory Accreditation
- Mammography Program Accreditation through the American College of Radiology

Health Counseling And Education Programs
- Baby-sitting Classes
- Infant/Child CPR Classes
- Birthing Classes
- Nutritional Counseling Classes
- Cancer Screening Programs (Prostate & Skin Cancer)
- Cardiac Rehabilitation and Education
- Diabetic Education
- Diabetic Screening
- Freedom 55/65 Elderly Benefits Program
- Hepatitis B Education & Vaccination
- Lifestream Women’s Health Center
- Needle Box Exchange Program
- Support Groups/Classes
Offices
In addition to its main office, VNA has offices in the following areas:
Cedarburg
Hartford Memorial Hospital
Aurora Health Center in Kenosha
Plymouth
Sheboygan

Visiting Nurse Association of Wisconsin
11333 W. National Avenue
Milwaukee, WI 53227
(414) 327-2295

Visiting Nurse Association of Sheboygan
3306 Superior Avenue
Sheboygan, WI 53081
(414) 458-4314

Mission Statement
The Visiting Nurse Association is the leading home health provider in Wisconsin dedicated to personalized, high quality, cost-effective care, which enables the patient and his/her family to achieve and maintain their maximum level of independence in the community. We believe in being a responsible and articulate voice regarding patient care needs and advocacy to legislative and regulatory bodies. We also believe that it is only through the dedication and skill of our staff that we achieve our quality of service and our compassion for those we serve.

Patient Service Statistics
Total patients served all programs 7,994
Total visits (including RN, therapies, home health aide and social worker 135,406
Hospice days 20,584
Private duty hours 12,823
Homemaker hours 61,002
Intravenous therapy admissions 171
Durable Medical Equipment admissions 682
Respiratory therapy admissions 312
Mobile Meals served 143,057
Volunteer hours 8,040
Flu shots 45,000
History

• Founded in 1907.
• 1988 - Became affiliated with Aurora Health Care.
• 1993 - Sheboygan VNA affiliated with Milwaukee VNA and Aurora Health Care.

1994 Highlights

• Initiated a new business, Aurora Home Medical Services (AHMS). This company provides durable medical equipment, intravenous and respiratory therapy. AHMS will serve all Aurora affiliates in eastern Wisconsin beginning in May of 1995. By the end of 1994, AMHS had served 2,000 patients thanks to the cooperation of all Aurora affiliates.
• In cooperation with Children's Hospital of Wisconsin, VNA began a Pediatric Home Care Program. We served 800 children and their families in 1994.
• The Shoo the Flu Program had a record year. We served 10 counties and gave 45,000 flu injections.
• Sheboygan joined Milwaukee in providing the Rapid Recovery Cardiac Program. In 1994, 129 patients received 422 visits in this program.
• Admissions to our Home Health Program grew by 37% and our home health visits were up 30%.
• VNA installed the WHIN network. It is now being used by our case coordinators at all Aurora facilities.

Accreditations

• Joint Commission on Accreditation of Healthcare Organizations
• Certified by Medicare and Medicaid
• Licensed by the State of Wisconsin

Community Memberships/Involvement

• Charter member of the Visiting Nurse Associations of America
• Charter member of the Wisconsin Homecare Organization
• Wisconsin Association of Medical Equipment Suppliers
• Charter member of the United Way of Greater Milwaukee, Inc.
• Sheboygan Area United Way, Inc.
• Hospice of Wisconsin

Clinical Affiliations

• Alverno College of Nursing
• Cardinal Stritch College of Nursing
• Carroll-Columbia Marion (nursing students)
• Lakeshore Technical (ADN students)
• Marion College-Fond du Lac (nursing students)
• Marquette University
• Milwaukee Area Technical College
• Milwaukee School of Engineering
• University of Wisconsin-Madison
• University of Wisconsin-Milwaukee
• St. Luke's Family Practice - Residents

Executive Staff

Dave Hass, Chairman - Milwaukee
Jim Hansen, Chairman - Sheboygan
Mary Jane Mayer, President
Mary Runge, Vice President, Chief Operating Officer - Milwaukee
Bob Walters, Vice President, Chief Operating Officer - Sheboygan
John Beran, Vice President, Finance
Denise Augustin, Vice President, Business Development
Mark Hilgart, Vice President, Chief Operating Officer, Aurora Home Medical Services