December 2020

Aurora Health Care Strategic Plan, 2007-2009

Aurora Health Care

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Focused on the people we serve in our communities.

finding better ways

Strategic Plan
2007 to 2009
Simplified Care for the Patient

- Simple and easy to use
- Smooth transitions, coordinated care

Become One Aurora
- Complex, fragmented episodic care experience
- All patients, same care, same way

Advance Care Management
- Best practices partially applied
- Rapid adopter of best practices/services
- Leading-edge health care
- Best care everywhere

Develop a Patient Point of View
- Different services for different needs/groups
- Care designed around patient needs

Rapid Adopter

Designed for You

Aurora Health Care’s 2007–2009 Strategic Objectives and Key Actions

finding better ways
www.AuroraHealthCare.org
<table>
<thead>
<tr>
<th>Key Actions</th>
<th>Success Measures</th>
<th>Lead Accountability</th>
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| Advance Care Management | • Achieve top quartile performance in all Premier clinical performance measures.  
• Achieve a Care Management Impact Score of at least 3.1.  
• Provide a single, accurate patient medication list to all Aurora care providers. | Susan Ela, RN  
Patrick Falvey, PhD |
| Become One Aurora | • Meet the defined success measures for each of these five clinical service lines:  
  Oncology  
  Senior Services  
  Women’s Health  
  – Maternal/Fetal Medicine  
  – Breast Care  
  Palliative Care  
• Develop a system-wide clinical service line portfolio. | Jeffrey Bailet, MD  
Susan Buettner  
Susan Ela, RN |
| Simplify and design care for our patients | • Using standardized tools, demonstrate our ability to simplify and design care for our patients by achieving defined success measures for these improvement projects:  
  1) Patient registration  
  2) Patient billing  
  3) Length of stay for Medicare patients  
  4) Appropriate utilization of diagnostic and inpatient resources  
  5) Resources managed responsibly | Patrick Falvey, PhD  
Linda Smith  
1) Loren Anderson  
2) Donald Nestor  
3) Patrick Falvey, PhD  
4) Thomas Koehler, MD  
5) Susan Ela, RN |
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<tr>
<th>Develop a Patient Point of View</th>
<th>Adopt and embrace Planetree philosophy.</th>
<th>Adopt clinical innovation into clinical practice.</th>
<th>Integrate retail into care delivery locations to better meet our patients’ needs.</th>
<th>Continue to Strengthen Aurora’s Financial Performance</th>
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<td>• Significantly increase the percent of people who would recommend Aurora Health Care to family and friends.</td>
<td>• Meet the defined success measures in at least two clinical service lines.</td>
<td>• Meet the retail products’ defined success measures for 2007.</td>
<td>• Improve operating margin by 0.1%.</td>
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<td>• Significantly increase the percent of our patients who perceive that they received care in a coordinated, simple, and easy to use way.</td>
<td>• Meet the defined success measures in at least five clinical service lines.</td>
<td>• Complete an eCommerce development plan.</td>
<td>• Improve Aurora’s debt to total capitalization ratio to less than 60% by 2008.</td>
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<td>• Increase the system-wide employee engagement index by 5%.</td>
<td></td>
<td></td>
<td>• Continue to improve margin by 0.1% with a minimum margin of 2.0%.</td>
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2007 Key Actions

Advance Care Management

Become One Aurora

Develop a Patient Point of View

Continue to Strengthen Aurora’s Financial Performance

Our #1 Priority

Our patients deserve and expect the best care. We will give people better results than they can get anywhere else by achieving top performance in all our quality measures. For Aurora, there is no alternative.

mission

The mission of Aurora Health Care, as a community-owned, not-for-profit Wisconsin health care system, is to promote health, prevent illness, and provide state-of-the-art diagnosis and treatment whenever and wherever we can best meet people’s individual and family needs.

We are committed to improving the quality of health care and health outcomes for people today, through the rapid and broad application of current knowledge. We are also engaged in the education of health care professionals, and the ongoing quest for new knowledge through medical research, in order to contribute to the quality of health care in the future.

Because we recognize the personal nature of health care services, we are committed to creating environments that meet the diverse physical, emotional, spiritual, social and economic needs of our patients and clients, as well as the people who serve them.

We are concerned with the overall welfare of our communities and we recognize that there are limits to the resources people can invest in health care. Working together, the people of Aurora are determined not only to provide services of the highest quality, but also to make those services affordable and accessible to every person in every community we serve.

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

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

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

We believe every patient deserves the best care.

We believe in responsibly managing resources.

We believe in accountability, teamwork, and respect.