



A message from Nick Turkal

*Transcript of comments from Nick Turkal, M.D., President and CEO*

“I’m Nick Turkal, and we’re here to present our first online Aurora annual report. We’ve traditionally done paper versions of our annual report like most companies have. We know that it’s time to make a change, and there are a lot of reasons for this. One of them is we can provide more information to people if we do it in this format. We can include video, we can include more information about what’s going on in the various locations in Aurora Health Care. We also get a chance to save a lot of Wisconsin trees by doing this online, and that’s something that’s important to us as environmental stewards. Finally, I think we know that people access information in different ways, so we want to try to meet people where they are, and provide a different sort of annual report. It tells a story about who Aurora is, where we’ve come from, and more importantly where we’re going in the future.

When we look back at 2008, Aurora had a really remarkable year, and that is thanks to the efforts of 28,000 wonderful caregivers. We were recognized in 2008 as the top performing health care system nationally on quality measures for the CMS demonstration project. So we’ve said for years that when we measure ourselves for quality or safety, we want to play at that national level; we want the very best for our patients, and we’ve demonstrated that that’s what we’re doing.

At the same time, today there’s so much concern about health care cost; we’ve been very active in recent years in taking costs down, making sure that we provide that great value equation for our communities and it includes high quality, low cost. And a study in 2008 showed that we’re the most cost effective health care system in the Milwaukee area, by quite a large amount. We’re going to continue on that path so that as we get better and better with quality, our costs continue to come down, and that value equation is what’s going to help our communities not only with health care, but help them economically to be healthy.

There is no way in a report, whether it’s published or online, that we can cover all the parts of Aurora, and all the things we do. I could talk for hours about all the great things that are happening every day in our sites, for patients across Wisconsin and into Northern Illinois. But what we chose to focus on instead was some of our social responsibility areas, some of the things we do as a not-for-profit health care system that might be a little bit different from what others do. This helps to highlight the fact that we really are a health care system providing care across the continuum of care, and that we’re really embedded, entrenched, and a part of the communities that we serve.”