



A commitment to social responsibility

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

“Corporate Social Responsibility is a term that is used frequently but not often well-defined. We have a pretty well-defined set of things that we include in areas of social responsibility. It fits very well with our mission and vision, fits with our values, fits with our not-for-profit health care status; and if you look across Aurora and look across the communities we serve, the social responsibility is our links to the various parts of the community, that bridge to make sure that we’re not only delivering healthcare, but helping to create healthy communities over time.

So for example, we have thirteen different sites where we participate in or sponsor free clinics. Many of our clinicians provide free services at those clinics. Those patients in those communities, particularly in the difficult economic times we’re in, will still be there and need care at some point in the future, even if they don’t need a free clinic. So that clinic provides a bridge to the future for them.

In much the same way, we think that health related items need to be of concern to us, so we have the only sexual assault treatment center in Wisconsin; it provides very valuable services to people at the most difficult time of their life.

We have 16 school-based health programs in the Milwaukee public schools – this allows us to focus on immunizations and on things like asthma control, having those kids take control of their own asthma. Those people will be our patients not only now but when they’re adults in this community. So again, a bridge to where they need to go.

And then finally, as a good steward of the environment, we have to think about the impact that we have as an organization – so we have a very active environmental program to make sure that whether we are operating a building, or creating a new site, or thinking about how we use resources wisely, we’re always doing it with the environment in mind.”