

**Brad Hahn**  
**Executive Vice President**  
**North Patient Service Market Group**

Brad Hahn is executive vice president of the North Patient Service Market Group for Aurora Health Care. With an emphasis on collaboration and service integration, he works to balance advocacy for the local markets with Aurora's systemwide goals and objectives. Recognizing that one of the fundamental changes with the new organizational structure is to provide greater autonomy to the local markets, Brad views his role as part consultant, part advisor and part advocate for the local markets at the system level. He ensures that the local leaders have the tools, resources and support they need to be successful in providing the best possible patient experience, and that integration at all levels is successful both within and between the markets.



Brad believes that if we can improve the experience in terms of quality and satisfaction for those we serve, we will have higher caregiver engagement and improved growth and financial performance. Over his nearly 20 years at Aurora, Brad has been involved with many talented people as we have entered into new markets. The pace and complexity of our successful expansions have been very rewarding to Brad, and continues to motivate him today in making all that we have created work together better for the good of our patients.

Brad most recently served as vice president of finance and business development for our Kettle Moraine Region. He joined Aurora in 1990 as vice president of finance for the then named Hartford Memorial Hospital, and moved into the vice president of finance for the Central Region in 1997.

Brad has participated in a wide variety of roles on community boards, and looks forward to working in new markets and identifying new opportunities to serve the communities we are a part of. He has been involved with the Red Cross, Chambers of Commerce and foundations that support local communities. He is become especially interested in economic development, and has served on several Ozaukee and Waukesha County boards.

For Brad, his parents have influenced his life the most. They married and had children at a young age. Although not having much besides each other, they gave Brad, his brother and sister a great start in life, teaching them respect and the value of hard work. They recently celebrated their 50<sup>th</sup> wedding anniversary, a true testimony to the strength they provided their children.

Brad and his wife Kim, who owns a retail shop in West Bend, have three daughters, Meghan age 25, Kaely age 23 and Kristan age 21. They live in Jackson with their dog Jack and cat Phoebe. Whenever Brad has a spare moment, he'll be out on the golf course, watching sports or spending time with his family at their cottage.