



Bruce Van Cleave, M.D.
Senior Vice President & Chief Medical Officer

Bruce Van Cleave, M.D., is senior vice president and chief medical officer for Aurora Health Care. With a keen focus on innovations to enhance a seamless patient experience, he is responsible for clinical leadership and integration, care management, quality, patient safety, risk management, research and medical education. He is also charged with overseeing the Aurora UW Medical Group and ACL Laboratories. He leads strategic planning for Aurora and oversees our systemwide clinical programs, leveraging our knowledge and expertise across all sites so that all patients benefit from best practices, regardless of where they seek care. Dr. Van Cleave advocates for our patients and their families, communicates with broad audiences about what we are doing and why, and is the liaison between clinical and business interests.



Seeing the miracles that happen when we do everything just right is motivation for Dr. Van Cleave. In our efforts to continually find better ways to provide health care, his ability to lead and inspire teams to deliver innovations and positive outcomes has helped Aurora become recognized as a national leader in quality.

Attracted to Aurora's reputation of quality care, Dr. Van Cleave came to our organization in early 2007. He has a wealth of experience in senior leadership roles, having served as president and chief executive officer of Carondelet Health in Missouri, and chief medical officer for Trinity Health and Mercy Health Services in Michigan. At Carondelet, he instituted a quality management program for the organization's two hospitals, receiving recognition for top-decile quality performance from the Centers for Medicare & Medicaid Services.

With a passion for enhancing the health of the community, Dr. Van Cleave is intricately involved with the United Way and in finding ways to impact infant mortality. He is a family physician and a member of the American College of Physician Executives. A native of Madison, Dr. Van Cleave earned his medical degree from the Medical College of Wisconsin. He feels truly privileged to be near his family and part of one of the nation's most advanced integrated health care systems, serving communities with our medical breakthroughs and state-of-the-art diagnostics and programs.

Dr. Van Cleave and his wife Mary live in Mequon. Their daughter, son-in law and granddaughter live in Chicago. Their son and his wife live in the San Francisco Bay area. Dr. Van Cleave enjoys biking, gardening and reading. Some of Dr. Van Cleave's favorite books include "Getting to Yes" by Roger Fisher, William Ury and Bruce Patton; "Managing Transitions" by Bill Bridges; "The Tipping Point" by Malcolm Gladwell and "The Art of Possibility" by Benjamin Zander, which all speak to the positive aspects of change, and offer advice on how to approach and master change.