



# 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.



# vision

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.



# values

We believe *every patient deserves the best care.*

We believe *in responsibly managing resources.*

We believe *in accountability, teamwork, and respect.*



Aurora Health Care®

[www.AuroraHealthCare.org](http://www.AuroraHealthCare.org)

## 2008-2010 Strategic Plan

### Vision

Working together, the people of Aurora will find better ways to provide health care.

### Long-term Strategy

#### Simplified Care for the Patient

- Patient Access and Billing
- Patient-centered Retail Services

#### Rapid Adopter

- Our #1 Priority
- Care Management Impact
- Premier and CMS
- System-wide Areas of Clinical Excellence
- Aurora's Approach to Quality

#### Designed for You

- Embracing Planetree
- Need-based Care Models

#### Financial Performance and Waste Reduction

#### Managing Our Clinical Resources

#### Becoming the Best Place to Work for Our Employees

#### Smooth Affiliation Transitions

### Values

We believe . . .

*every patient deserves the best care*

*in responsibly managing resources*

*in accountability, teamwork, and respect*

**One Aurora • Integrated care • Exceptional results**