

ADVANCED HEALTHCARE AND AURORA HEALTH CARE AGREE TO BRING REGIONAL MEDICAL CENTER TO OZAUKEE COUNTY

July 31, 2007

The physician leaders of Advanced Healthcare and Aurora Health Care joined with Grafton village officials today to announce construction of a new regional medical center, offering an entirely new approach to patient care and new options for high-quality, cost-effective health care for patients in Ozaukee County and other nearby communities.

“We could not be more excited about this project,” said Eugene Monroe, M.D., president of Advanced Healthcare. “This regional medical center will allow us to do so much more for our patients, who number more than 44,000 between Advanced and Aurora in Ozaukee County alone.”

Nick Turkal, M.D., chief executive officer of Aurora Health Care, said: “The many critical health care challenges we face today demand new solutions and bold actions. We are listening to our patients and the communities we serve, and there is a clear call for change. Our two organizations are committed to being at the leading edge of change, and this new medical center reflects that commitment.”

Dr. Turkal said the new medical center would help set the stage for Aurora and Advanced to drive down the cost of care. “We firmly believe that the best and most cost-effective way to deliver care is through an integrated health care system – that is, a health care provider that coordinates patient care across a broad spectrum of services,” he said. “That’s what Aurora has created, and integrating care is what Advanced Healthcare and Aurora will be doing together. To make this happen, we must have a complete continuum of services in place, including a hospital.”

The new Aurora Medical Center in Grafton will have a 24-hour emergency department, a Vince Lombardi Cancer Clinic and a complete array of other hospital services. It will feature a modern, efficient design that emphasizes comfort and convenience for patients and their families. Included will be all private rooms with home-like décor and private baths, plenty of windows for natural light, kitchenettes for use by patients and family members, family lounges and resource libraries, and nurse stations designed to encourage interaction between patients and caregivers.

The hospital will incorporate the latest generation medical technology for diagnosis and treatment. It also will include Aurora eICU Care, which saves lives and reduces costs by providing an extra level of monitoring for intensive care patients.

The new medical center will combine a hospital and a medical office building with space for both primary care physicians and specialists. The medical center is expected to employ about 600.

REGIONAL MEDICAL CENTER PLANNED / ADD ONE

The caregivers at the new medical center will approach care in a new and different way, seeking to respond to each person's needs in uniquely personal ways – working toward health care that is designed, in every way, around the patient and the family. Patients will be encouraged to be involved in decision-making and become full partners in managing their own care.

“The goal is to create an environment that reduces stress, respects privacy and promotes healing,” said Donald J. Nestor, Aurora’s executive vice president and chief operating officer. “Our approach to care has allowed us to make good progress in reducing hospital length of stay, and that is a key way to reduce costs.”

The new regional medical center will be built near the Interstate 43 interchange at Highway 60. Several sites are under consideration.

Bill Ebinger, M.D., an internal medicine physician, has provided care for area patients at Advanced Healthcare’s Cedar Creek Clinic in Grafton for 24 years. “About 70% of the residents of the Village of Grafton are patients of either Advanced or Aurora. For these people and many others in this area, we think this new medical center will be a wonderful new option for high-quality care close to home,” Dr. Ebinger said.

Cedar Creek Clinic, along Highway 60 on Grafton’s west side, has been operating at capacity. Plans call for the clinic to be rebuilt at the same site to offer more space and additional services.

Information about the new regional medical center in Grafton is available at www.Aurora.org/Ozaukee.

Falls Medical Group and Milwaukee Medical Clinic merged in 1998 to form Advanced Healthcare. Advanced consists of 250 primary care physicians and specialists providing care at 14 clinics located in Ozaukee, Washington, Waukesha and Milwaukee counties.

Aurora Health Care is a not-for-profit health care provider and a nationally recognized leader in efforts to improve the quality of health care. Aurora offers services at sites in more than 90 communities throughout eastern Wisconsin.

Advanced Healthcare and Aurora Health Care announced early Tuesday that they will come together under a broad affiliation agreement that will enhance care for patients and better serve the community.

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