



*Aurora West Allis
Medical Center*®

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June 3, 2011

RECEIVED

Mayor Dan Devine and the Common Council
City of West Allis
7525 West Greenfield Avenue
West Allis, Wisconsin 53214

JUN 06 2011

CITY OF WEST ALLIS
CLERK/TREASURER

Dear Mayor Devine and the Common Council of the City of West Allis,

This is a most exciting year! Aurora West Allis Medical Center is celebrating its 50th anniversary in 2011.

Much planning and preparation for a new hospital in West Allis occurred prior to opening its doors. In June 1954, a committee of citizens led by the late Carroll Benson, publisher of the West Allis Star, cooperated with the City's Steering Committee in an effort to create a hospital. The West Allis Memorial Hospital Corporation was formed, which included Mayor Arnold Kentz as Chairman, Mr. Carroll Benson as Vice Chairman, City Attorney George Schmus as Secretary and City Comptroller Irvin Knoebel as Treasurer. Aldermen and West Allis community leaders also served. These individuals provided leadership and direction to ensure that the new hospital would become a reality.

Mayor Klentz, City Attorney Schmus, and City Comptroller Knoebel served as the Hospital Construction Committee, and, on July 8, 1958, a ground breaking ceremony was held at 89th and Lincoln Avenue. To the delight of hundreds of onlookers, city and hospital officials turned over the ground with their shovels, and construction began the next day. Three years later, on September 19, 1961, the first patient was admitted into the hospital.

One year following its opening, the hospital was accredited by The Joint Commission. Representatives of the American Medical Association, American College of Surgeons, American College of Physicians, American Hospital Association and several other health related associations compose The Joint Commission. This honor is awarded to hospitals that meet the high standards set by The Joint Commission, and Aurora West Allis Medical Center has maintained this accreditation since 1961.

The early vision of the City of West Allis leaders and citizens created this hospital, and we are grateful. We are now celebrating the 50th anniversary of Aurora West Allis Medical Center, and we invite the City to lead the way again and play an important role in this celebration.

Today, Aurora West Allis Medical Center is a busy, full service community hospital. Last year, the hospital served over 12,500 inpatients, delivered 3,400 babies, provided tests and treatments to more than 160,000 outpatients, and cared for over 33,000 Emergency Department patients.

Programs and services offered at the hospital have continuously evolved over the years in response to the changing needs of City of West Allis residents. As new diagnostic and treatment methods, modalities, and technologies have become available, Aurora West Allis has adopted them to assure state-of-the-art-care for the community. Today, minimally invasive surgical procedures, including robotic surgery, are performed on a daily basis. Peripheral vascular diseases and spinal degeneration are treated through interventional radiology procedures. And advances in laboratory testing, ultrasound, CT scanning and MRI enable medical professionals to make earlier diagnoses and track the progress of treatment.

Through our Aurora Women's Pavilion, the hospital is recognized as a national leader in the care of women across their life spans. A high risk obstetrical service, including maternal fetal medicine and neonatology, assures that the complex medical needs of mothers and babies can be managed. The Aurora Women's Pavilion is home to a comprehensive breast health center, gyn-oncology treatment center, uro-gynecology clinic and women's wellness program. The hallmark of the women's health program is the coordination of care for our patients to ensure that their physical, emotional and spiritual needs are addressed.

We are seeking financial support for two high priority projects at Aurora West Allis, and we are offering opportunities to sponsor a decade from the beginning of the planning for the hospital in the 1950s through today. Since the City of West Allis played such an instrumental role in planning and creating West Allis Memorial Hospital in the 1950s, we ask the City to sponsor the Decade of the 1950s by contributing \$10,000. We have asked the West Allis Community Improvement Foundation to sponsor the decade covering 2000 through 2009. Appropriate recognition will be provided for these sponsorship gifts, which we can discuss.

Your gift will support two projects at Aurora West Allis – a Family Consultation Room and an Emergency Department Continuing Care Area. The Aurora West Allis Board identified these as the highest priority projects for this anniversary year. Brief project descriptions follow.

Emergency Department Continuing Care Area

Support Needed: \$20,000

As part of the new patient flow process in the Aurora West Allis Emergency Department, patients are assessed quickly upon arrival and then taken to an evaluation/treatment room to be seen by a physician or physician assistant. Once assessed and initial treatment is provided, the patient is sent to a continuing care area, if necessary, which will hold about 16 patients in lounge chairs or other comfortable chairs. This allows the evaluation/treatment rooms to be used for other patients arriving in the Emergency Department rather than having the patient occupy it while having blood drawn, IVs inserted, or waiting for x-rays or other testing. Once all the test results are back, the patient goes from the continuing care area back to an evaluation/treatment room for final treatment and instructions before discharge. The purpose of the new process is to address patients' dissatisfaction with long waits and treatment time in the Emergency Department and also to expand the capacity of the Emergency Department by using the exam/treatment rooms more efficiently.

Family Consultation Room

Support Needed: \$100,000

Space will be carved out of the existing switchboard area to create a large, comfortable family consult room, directly across from the Surgical Waiting Area. It will accommodate large families in a private, convenient location for discussion with surgeons following procedures in the main Operating Room. Currently, families must walk down a corridor to a smaller room, use the Meditation Room, or a corner of Surgical Waiting, which may not offer the appropriate privacy.

We would be happy to share more details about either or both of these projects.

Thank you for considering this request for support and our invitation to play a meaningful role at the 50th anniversary celebration on September 19, 2011. You, the entire Common Council and your spouses are invited to join us for this special occasion, and you will receive more information about it in the weeks and months ahead. In the meantime, please save the date.

Please contact Jim Thompson, Director of Development, if you have any questions by calling 414-219-7376 or sending an e-mail message to jim.thompson@aurora.org. Thank you again.

Sincerely,



Rick Kellar
Chief Administrative Officer
Aurora West Allis Medical Center



Joe Kempen
Chairman of the Board
Aurora West Allis Medical Center

cc: Joyce O'Donnell
Paul Ziehler