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City of West Allis

Matter Summary

7525 W. Greenfield Ave.
West Allis, WI 53214

File Number	Title	Status
2008-0088	Communication	In Committee
Communication from West Allis Memorial Hospital regarding the name change for the hospital campus to "Aurora West Allis Medical Center".		
Introduced: 2/18/2008		Controlling Body: Administration & Finance Committee

COMMITTEE RECOMMENDATION

POF

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
FEB 18 2008			Barczak				✓
			Czaplewski	✓			
			Dobrowski				
			Kopplin				
	✓		Lajsic	✓			
			Narlock				
		✓	Reinke	✓			
			Sengstock				
			Vitale				
			Weigel	✓			
			TOTAL	4			1

SIGNATURE OF COMMITTEE MEMBER

[Signature]

Chair

Vice-Chair

Member

COMMON COUNCIL ACTION

PLACE ON FILE

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
FEB 18 2008	✓		Barczak				✓
			Czaplewski	✓			
		✓	Dobrowski	✓			
			Kopplin	✓			
			Lajsic	✓			
			Narlock	✓			
			Reinke	✓			
			Sengstock	✓			
			Vitale	✓			
			Weigel	✓			
			TOTAL	9			1



West Allis Memorial Hospital

Aurora Health Care

8901 West Lincoln Avenue
P.O. Box 27901
West Allis, WI 53227-0901

T (414) 328-6000
www.AuroraHealthCare.org

February 5, 2008

Mr. Paul Ziehler
Chief Administrative Officer
City of West Allis
7525 W. Greenfield Avenue
West Allis, WI 53214

Dear Paul:

As follow-up to our recent discussions about changing the name of the hospital and its campus to "Aurora West Allis Medical Center" consistent with the lease amendment, I thought it might be helpful to provide you with a summary of the changes that are being planned. If questions arise in the future, the summary can serve as a reference for both of us.

As we discussed, a sign with the name, "West Allis Memorial Hospital", would be located on the outside of the hospital's main building. In addition, a plaque titled, "West Allis Memorial Hospital", will be prominently displayed in the main lobby of the hospital. The plaque will recognize the founding of the hospital by the City of West Allis to serve as a memorial to its veterans, as well as the long-standing commitment of the City to providing its citizens with quality health care services. In preparing the wording for the plaque, input from City of West Allis officials would be very welcome.

As noted in our discussions, various signage and materials will be updated. These include signage on and around the campus; letterhead and mailing materials; advertising and marketing materials; medical record forms; patient bills; websites; licenses and permits; recruiting and training materials; and other items used in the ordinary course of hospital business. ACL as a separate entity and tenant on the campus, with multiple sites in Wisconsin and Illinois, will continue to use their own name on such materials as listed above. The Aurora Women's Pavilion will use either the Pavilion name or Aurora West Allis Medical Center, depending upon the purpose of the materials.

We are targeting a submittal to the City of West Allis Planning Commission by the end of February. If you have any questions or concerns about the plans described above, I would appreciate your feedback by Friday, February 22, 2008. Thanks, Paul

Cordially yours,

Richard A. Kellar
Vice President and Chief Administrative Officer

RAK/pas