



*Aurora Visiting Nurse Association
of Wisconsin®*



2010
Annual
Report





Welcome from Candace Hennessy

For generations, the Aurora Visiting Nurse Association, has been a constant presence in communities throughout eastern Wisconsin. In a year where more families and individuals struggled through a tough economy, greater numbers of people relied on the VNA.



- Home care visits were up 8 percent.
- Home hospice care increased 4 percent and the use of Aurora VNA Zilber Family Hospice increased from the previous year.
- Our home health nurses and therapists were near capacity almost every day of the year.
- The need for respiratory therapy and home medical equipment increased 3 percent.

I am pleased that in a time when more people relied on us for their transitional care from hospital to home, their experience was among the best in the nation. Aurora VNA was among the 2010 HomeCare Elite, establishing us in the top tier of more than 10,000 home health agencies across the country in quality of care, quality improvement and overall performance.

We reach so many people in part because of the support of our community partners. Aurora VNA is the only agency that provides a dedicated and specialized pediatric team for the full spectrum of home health services in the communities we serve. Children's Hospital of Wisconsin has been a longtime partner, working with us to establish quality outcomes for the many children who rely on us for their home health needs.

Aurora VNA was one of the first agencies to be supported by United Way starting more than a century ago – a partnership that today includes essential financial support and volunteers through the United Way of Greater Milwaukee Days of Caring. Thank you to volunteers from Foley & Lardner and Rockwell Automation who spent the day washing windows and sprucing up the grounds of Aurora VNA Zilber Family Hospice. Other Rockwell volunteers helped clients from Aurora Adult Day Services enjoy a day at the Milwaukee County Zoo.

One of the exciting aspects of the coming year will be the implementation of an electronic medical record system that helps ensure clinicians in the home are connected to their partners in hospitals and clinics. It's another way for us to continue improving transitional care and care coordination for the thousands of children and adults who rely on Aurora VNA each year.

We've achieved much because of our dedicated caregivers, volunteers, donors and board of directors. Thank you!

Sincerely,

Candace Hennessy, PhD, RN
President, Aurora Visiting Nurse Association of Wisconsin



Message from the board chair

I have been on the Aurora VNA Board of Directors for many years and have been honored to serve as board chair for the past year. I've had the pleasure of seeing firsthand the care provided by our home health nurses, therapists, aides and others. They are meeting patient needs each day in more than 2,200 homes across eastern Wisconsin with a positive attitude and enthusiasm that is contagious.



The dedication of caregivers is reflected in their commitment to get to their patients every day of the year – no matter what the weather conditions may be.

Think about the number of ways people were touched by Aurora VNA in 2010:

- 273,092 home care and hospice visits
- 281,180 mobile meals delivered
- 36,469 patients provided with home medical equipment
- 1,022 pediatric patients

Aurora VNA home care and hospice caregivers traveled 3,170,888 miles in 2010 to help deliver services.

It is a level of care that is recognized among the best in the nation. Our ability to meet and exceed expectations is a tribute to the leadership and staff of Aurora VNA. They share a purpose of helping people to live well.

In so many instances, that care is being provided to individuals who don't have the resources to cover the costs of their care. I am so grateful for the support of individuals, foundations, and other groups and agencies that enable Aurora VNA to provide basic needs to children and adults, regardless of ability to pay. Their lives – and our communities – are better because of that generosity.

Thank you!

Eileen Scharenbroch
Board Chair, Aurora Visiting Nurse Association
of Wisconsin

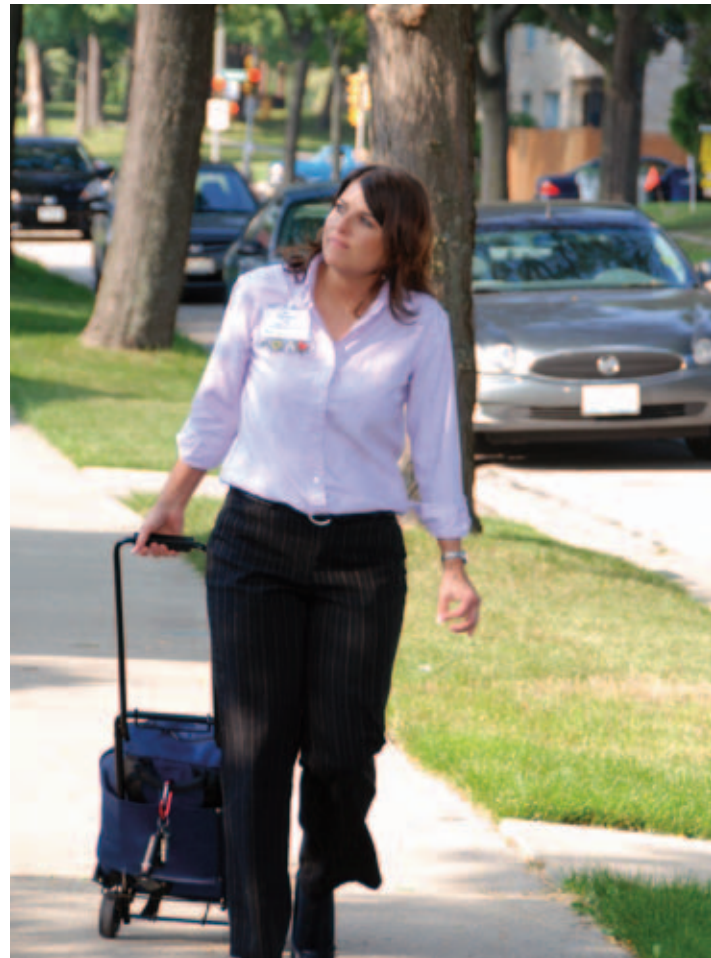


Our purpose

As a part of Aurora Health Care, we share a common purpose – helping people live well. So many of our efforts at Aurora VNA are designed to help people stay in their home and maintain the quality of life they desire.

We help children and adults transition from hospital to home, where home health nurses and therapists deliver care and enable recovery in a comfortable and familiar setting. We also provide the security of a home health monitor for aging parents – offering extra security and safety.

Our care and services are provided without regard to an individual's ability to pay. No matter where people are in their lives – Aurora VNA caregivers are there to help.





We help people live well

A commitment to measurable quality

Measuring ourselves and our outcomes is a significant part of delivering care at Aurora VNA. It ensures that the patients who rely on us have the benefit of high-quality, effective and efficient care.

Our patients are benefiting from our efforts.

- We're caring for patients of all ages, including the high-risk newborn population. The number of home care patients we serve continues to increase each year. Last year, we cared for more than 8,000 patients, including 820 children.
 - Of all seniors cared for in 2010, 79 percent required no hospitalization while on services and 76 percent remained in their homes at discharge of VNA services. Both of these outcomes rank in the top 20 percent of the nation.
 - Of the children we cared for, 99 percent required no unplanned hospitalization.
- With hospice care, we measure ourselves on these factors:
 - Whether patients and families received enough supportive care during the end-of-life process
 - The extent and effectiveness of ongoing communication

Ninety-six percent of family members felt we had delivered on those objectives.

Keeping health care affordable

Finding ways to manage costs is one way to help patients and families afford Aurora VNA services. In 2010, we implemented some processes to address affordability.

- **Supplies:** Each day, patients contact us for home health supplies. In many cases, there are multiple supplies going to a home. We're now able to help patients order supplies and have them shipped directly from our supplier. Patients receive their supplies promptly and the cost of delivery is reduced.
- **Bar coding system:** We are using a new bar coding system to ensure accuracy in tracking home health equipment and supplies. The technology reduces the time caregivers spend on paperwork related to fulfilling orders and managing the delivery of home health services.
- **Virtual workspace:** The common availability of wireless technology has given us the advantage of using "virtual work sites" for more caregivers. Home health professionals no longer have to travel to a central office for charts, forms and other information for their patient visits each day. All the materials and information are now available electronically, including the ability to update patient charts. The result is a need for less office space and a "virtual" office that helps caregivers to serve more patients each day.



We help people live well

Improving the patient experience

In 2010, we continued to focus on providing patients with the best care experience possible.

Read examples of activities that support our objectives around patient satisfaction:

- **Home health experience survey:** Aurora VNA has measured the satisfaction of patients receiving home health care for years. We use standardized satisfaction tools that examine a patient experience from the moment the Aurora VNA receives the referral to the time patients receive their bill. This is how we compare ourselves to other providers across the nation, improve the quality of care we provide, and enhance patient experiences.
- **Patient experience teams:** Striving for the best patient experience and highest level of quality care is an ongoing process. We have established teams to find ways to improve the encounters patients experience while receiving care. It is our way of helping all caregivers – even those who do not directly interact with a patient – hold themselves accountable for meeting the needs of patients.





Donor support

Aurora VNA delivers services to people throughout eastern Wisconsin, without regard for their ability to pay for care and services. It is in part through the generosity of our many donors and supporters that we are able to care for those who depend upon us.

We're grateful for the donors and friends who have provided financial support to the Aurora VNA.



Aurora VNA year in review

Aurora VNA caregivers	886
Patients visited daily	2,283
Flu shots	46,089
Home care and hospice patients	15,299
Patients provided with home medical equipment	36,469
Home care and hospice staff miles traveled	3,170,888
Home care and hospice visits	273,092
Mobile meals delivered	281,180
Intravenous pharmacy patients	3,923
Medical emergency response devices provided	2,939
Pediatric patients	1,022
Adult Day Services days of care provided	11,391



2010 Annual Report

To view the complete 2010 annual report, including video segments, visit Aurora.org/VNAAnnualReport.

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