The U.S. unemployment rate fell to 4.6% in October, the lowest level since 1973. The rate in Wisconsin is even lower. With the labor market tighter than it has been in decades, how is Aurora staying competitive and continuing to meet our high-volume recruitment needs?

The answer, say our human resources experts, is simple — by staying in touch with the community. "Because of Aurora's size, at any given time we have hundreds of job openings across the system," said Mary Beth Holloway, vice president of Employment and Physician Recruitment. "We have an ongoing need for allied health professionals including nurses, certified nursing assistants, respiratory therapists, radiologic technologists, as well as office support staff and skilled secretaries."

In the Metro Region alone, the employment staff attends more than 50 recruitment events each year. During extremely busy times, our recruiters have attended as many as 70 or 80 events.

"The types of events we attend may change according to the job market, but both professional and non-professional events are a very good source of potential employees," Mary Beth said. "In addition, these events help us meet our goals of diversity within the workplace."

Representatives from every region attend local recruitment events to find strong candidates for available positions.

"One way we build a strong candidate pool is by holding community job fairs," Mary Beth said. Other sources for job applicants include advertising, employee referrals, walk-in applicants, internships, the Internet and through the school relationships we've built with career offices, nursing programs and technical colleges.

Each region has used a variety of methods to recruit strong job applicants.

"Internships have worked out very well for the Central Region for obtaining strong job candidates," said Peter Platten, vice president of human resources for the Central Region. "We also have developed strong relationships with area technical colleges. In particular, Lakeshore Technical College utilizes Aurora facilities for clinical rotations for nursing students and helps us maintain working relationships with other allied health professions. This can be a very strong recruitment tool."

Continued on page 2
Aurora employment offices maintain competitive edge in tight job market

Continued from page 1

Gene Krauklis, vice president of human resources in the South Region, said that the region has "developed a good working relationship with the Workforce Development Offices in Racine, Kenosha and Burlington, where all positions are placed on the Internet." One of Gene's goals for 1999 is to work more closely with area schools and with agencies in the Racine and Kenosha areas. He also plans to develop more internship programs.

"Strong sources for job candidates in the North Region are job fairs and Northeast Wisconsin Technical College," said Melinda Nelson, North Region human resources supervisor. The North Region also recruits using the newspaper and sets up internships for medical assistant students. "Internships are a very strong tool. This past June we added new physicians and were able to hire students who were already familiar with Aurora and our clinics when they graduated," Melinda said.

Human resources people in the regions and central business units also have improved their efficiency, resulting in an increased number of interviews and external hires. "To improve efficiency, many regions have improved their applicant tracking system and extended their hours to conduct additional interviews," Mary Beth said.

The Metro Region, including Aurora's central business units, has implemented Centralized Employment to improve service and ease of access for job applicants. Job applicants in the Metro Region can now apply for several different positions at one location. After an interview with a member of the centralized employment staff, successful candidates are referred to hiring managers. All regions are working toward a similar system.

Number of interviews conducted and external hires made between January and September of this year. Numbers for each region include Aurora's central business units.

<table>
<thead>
<tr>
<th>Region</th>
<th>Interviews</th>
<th>External hires</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metro Region</td>
<td>4,500</td>
<td>1,900</td>
</tr>
<tr>
<td>North Region</td>
<td>1,300</td>
<td>55</td>
</tr>
<tr>
<td>Central Region</td>
<td>1,200</td>
<td>505</td>
</tr>
<tr>
<td>South Region</td>
<td>1,006</td>
<td>305</td>
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</table>

The Aurora Nurse Making the Difference in Specialties.

Dennise Bond-Montgomery, nursing patient care manager at St. Luke's Medical Center, talks with job applicants about nursing opportunities at Aurora.

Aurora human resources staff members greet job applicants at a job fair at Family Service of Milwaukee. The participants included (from left): Stacey Nolan, employment assistant for the Metro Region; Julie Okoro, director of human resources for the VNA; and Shelley Wicke, employment specialist for the Metro Region.
The following is a list of telephone numbers people can call for information about job opportunities:

<table>
<thead>
<tr>
<th>Region</th>
<th>Center</th>
<th>Phone</th>
<th>Contact Name</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Metro Region</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Centralized Employment</td>
<td>(414) 649-7951</td>
<td>Suzanne Welker</td>
</tr>
<tr>
<td><strong>North Region</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aurora Health Center in De Pere</td>
<td>(920) 406-2404</td>
<td>Melinda Nelson</td>
<td></td>
</tr>
<tr>
<td><strong>Central Region</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AMG - Fond du Lac Health Center</td>
<td>(920) 458-4314</td>
<td>Rick Balzanz</td>
<td></td>
</tr>
<tr>
<td>AMG - Manitowoc Clinic</td>
<td>(920) 793-2281</td>
<td>Susan Peltier</td>
<td></td>
</tr>
<tr>
<td>AMG - Oshkosh Clinics</td>
<td>(920) 458-4314</td>
<td>Rick Balzanz</td>
<td></td>
</tr>
<tr>
<td>AMG - Sheboygan Clinic</td>
<td>(920) 459-1422</td>
<td>Theresa Zimmerman</td>
<td></td>
</tr>
<tr>
<td>AMG - Two Rivers Clinic</td>
<td>(920) 793-2281</td>
<td>Susan Peltier</td>
<td></td>
</tr>
<tr>
<td>Hamilton Nursing Home in Two Rivers</td>
<td>(920) 793-6141</td>
<td>Gwen Baumel</td>
<td></td>
</tr>
<tr>
<td>Kewaunee Health Care Center</td>
<td>(920) 793-6141</td>
<td>Gwen Baumel</td>
<td></td>
</tr>
<tr>
<td>St. Mary's Hospital in Kewaunee</td>
<td>(920) 793-6141</td>
<td>Gwen Baumel</td>
<td></td>
</tr>
<tr>
<td>Sheboygan Memorial Medical Center</td>
<td>(920) 451-5587</td>
<td>Gloria Wick</td>
<td></td>
</tr>
<tr>
<td>Two Rivers Community Hospital</td>
<td>(920) 793-6141</td>
<td>Gwen Baumel</td>
<td></td>
</tr>
<tr>
<td>Valley View Medical Center in Plymouth</td>
<td>(920) 451-5587</td>
<td>Gloria Wick</td>
<td></td>
</tr>
<tr>
<td>Valley Manor Nursing Home in Plymouth</td>
<td>(920) 451-5587</td>
<td>Gloria Wick</td>
<td></td>
</tr>
<tr>
<td>Visiting Nurse Association</td>
<td>(920) 458-4314</td>
<td>Rick Balzanz</td>
<td></td>
</tr>
<tr>
<td><strong>South Region</strong></td>
<td></td>
<td></td>
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<tr>
<td>Western Division</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lakeland Medical Center</td>
<td>(414) 741-2088</td>
<td>Kathy Tews</td>
<td></td>
</tr>
<tr>
<td>Central Division</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Memorial Hospital of Burlington</td>
<td>(414) 763-0528</td>
<td>Sally Celenza</td>
<td></td>
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<tr>
<td>Eastern Division</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aurora Health Center in Kenosha</td>
<td>(414) 697-6905</td>
<td>Elida Liederbach</td>
<td></td>
</tr>
</tbody>
</table>

Web site now includes job listings

We recently added an employment section to our Web site, listing job openings in the Metro Region. The site gives visitors the ability to apply for positions online, and a number of people already have done so.

"Job postings on the web site give us one more way to reach potential employees," said Mary Beth Holloway, vice president of Employment and Physician Recruitment. "We'll look at expanding the on-line postings in the future."

The job postings are updated weekly and appear on the Web site only after they have been posted internally. To find them, look under "Special Features" on the home page. You'll find our site at www.aurorahealthcare.org.
Dr. Dean Pratt recognized for service

The Eastern Wisconsin Regional Cancer Center recently recognized Dr. Dean Pratt for his dedicated service to the Visiting Nurse Association of Wisconsin Hospice Program and the Grief Partners support group. Dr. Pratt served as the first medical director of the Hospice Program.

Executive director of foundation services named

Tre Waldren has been named executive director of foundation services for the Aurora Medical Centers Health Foundation Inc. The foundation reflects the combined philanthropic efforts of Sheboygan Memorial Medical Center, Valley View Medical Center and the Visiting Nurse Association of Sheboygan Inc. In this position, Tre will be responsible for identifying, developing and managing the foundation’s philanthropy and planned giving efforts through trusts, endowments, gift annuities and wills. Tre has more than 10 years of experience as a financial planner and fund development executive.

Fond du Lac employees support Relay for Life

In their first year of participation in the American Cancer Society Relay for Life, held Aug. 7 and 8, Aurora Health Care employees raised $5,238, the second highest team total in the Fond du Lac event. Relay for Life is a non-competitive walking event to raise money for cancer research, programs and services.

West Allis National Night Out event attracts 2,000

The West Allis National Night Out event this summer was sponsored by the West Allis Police Department and Aurora Health Care. The event, held at the West Allis Farmer’s Market, attracted more than 2,000 people. The goals were to foster a sense of community, improve neighborhood awareness and increase partnerships with local organizations.

Metro Region marks National Rehab Week

The Metro Region Physical Medicine and Rehabilitation Department celebrated National Rehab Week, Sept. 13 to 19. This year’s theme was “Rehab: the power to live life to its fullest.” As part of the celebration, the department recognized all physical and occupational therapists, speech and language pathologists, rehab aides, athletic trainers, rehab nurses and techs, recreational therapists, social workers, psychologists, nutritionists and all other health professionals who work with rehabilitation services.

Fourth annual WWCCP BridgeWalk raises money for women & cancer control

The fourth annual Wisconsin Women’s Cancer Control Program (WWCCP) BridgeWalk was held on Sept. 12 in Sturgeon Bay. More than 300 walkers from seven different counties participated in the event, raising more than $5,500 for women in the Door County area who cannot afford to have mammograms and regular physical examinations each year.
AMG clinic supports Walk to Cure Diabetes

On Sept. 27, a team organized at the Aurora Medical Group in New Berlin participated in the Juvenile Diabetes Foundation Walk to Cure Diabetes. The event was held at the Milwaukee County Zoo. The New Berlin team raised more than $1,200 as more than 45 clinic employees donating amounts from $1 to $75.

Burlington Wellness Center 'great success for the community'

The Burlington Wellness Center is on schedule and expected to be completed by January. In addition to state-of-the-art facilities designed to improve overall fitness, the center will offer a full range of rehabilitation services, provided by therapists from Aurora Rehabilitation Services. Classes and other programs now offered at the Center for Health and Education, a division of Memorial Hospital of Burlington, will be held at the new center.

Adult Day Services receives grant

The Helen Bader Foundation of Milwaukee recently gave a $15,000 grant to help support Adult Day Services at Hartford Memorial Hospital. The grant is to be used for expansion, according to Sharon Feucht, RN, geriatric case manager at the hospital. The gift is in addition to the ongoing support of the HMH Foundation, which last year underwrote remodeling of the day center.

Employee float promotes new Aurora Health Center

By mid-January 1999, the Badger Health Center, Gracioca Clinic, Behavioral Health Services and family practice physicians will be consolidated into a new Aurora Medical Group facility in Delavan. To let the community know about the move to the new location on Hobbs Drive, Badger Health Center employees, physicians and their families built a float for the Delavan Autumn Fest parade, held Sept. 27. The float's theme was "We're Always in Your Neighborhood."

Marinette Menominee Clinic hosts a Safari Adventure

On Aug. 22, the physicians and staff of the Marinette Menominee Clinic held the clinic's first outdoor community event, called Safari Adventure. The four-hour event attracted more than 2,000 people. There were games, prizes, food and entertainment for all ages.

New clinic to consolidate services in Sturgeon Bay

Aurora Medical Group plans to build an 11,200-square-foot health center along Sturgeon Bay's Highway 42-57 bypass, near the Pick 'N Save Foods shopping plaza. The Aurora Health Center, scheduled for completion by mid-1999, will rest on 3.3 acres on the northwest corner of the highway's intersection with Alabama Street. The new center will combine AlternaCare, Aurora Medical Group in Door County and Sturgeon Bay Family Practice into one building, allowing patients to receive all of their health care needs under one roof.
The Aurora Employees’ Partnership Campaign was a ringing success this year. “Many people were involved in the success of this campaign,” said Mark Huber, director of Community Health Planning and coordinator of the campaign. “Aurora employees demonstrated a tremendous amount of teamwork in surpassing our original campaign goal of $200,000 in pledges.”

More than $356,000 in pledges have been counted. Our system-wide goal was $200,000. We also have collected 65 “leadership gifts” of $1,000 each.

The campaign benefits the United Way, Combined Health Appeal and ACHOICE, with more than 300 social service agencies receiving contributions from our pledges.

Because the employees of the North Region had the highest participation rate of any region or central business unit, they won the traveling trophy, a Green Bay Packers helmet signed by Brett Favre and Bart Starr.

The following is a list of regional contributions and incentive prize winners:

**Metro Region**
- $123,926.30
- 13 leadership gifts
- 1,474 participants, representing a 17% participation rate.

Incentive prize winners:
- Roberta Carpenter, Aurora Medical Group, Sinai Samaritan Physicians
- Heidel House Gala (New Year’s Eve package)
- John Schroeder, Aurora Medical Group, General Clinic of West Bend
- Packers vs. Baltimore tickets
- David Schieber, Sports Medicine Institute, Sinai Samaritan Medical Center
- Packers grilling utensils

**North Region**
- $21,341
- 9 leadership gifts

184 participants, representing a 51% participation rate.

Incentive Prize Winners:
- Jodi Beno, Aurora Health Center in De Pere
- Bucks ticket winners*
- Julie Bourgeois, Marinette Menominee Clinic
- Bucks Party*

**South Region**
- $21,915.44
- 3 leadership gifts
- 205 participants, representing a 12% participation rate.

Incentive Prize Winner:
- Arlene George, Lakeland Medical Center
- Bucks ticket winners*

**Central Region**
- $66,804.10
- 9 leadership gifts
- 676 participants, representing a 24% participation rate.

Incentive Prize Winners:
- Amy Glewen, Sheboygan Memorial Medical Center
- Packers tickets vs. Philadelphia (2 seats)

**Central Business Units:**
- **VNA:**
  - $20,741.94
  - 1 leadership gift
  - 190 participants, representing a 27% participation rate.

**ADCP:**
- $38,190.24
- 12 leadership gifts
- 208 participants, representing a 26% participation rate.

**Corporate Offices:**
- $63,094.70
- 18 leadership gifts
- 333 participants, representing a 25% participation rate.

**Totals:**
- $356,013.72
- 2,370 participants, representing an 18% participation rate.
- 65 leadership gifts.

*Bucks ticket winners should contact Mark Huber at (414) 219-7025 to discuss options for game selection. All tickets are subject to potential limitations resulting from the NBA players lockout.

A special thanks to the following individuals for their outstanding efforts to make this year’s Aurora Employees’ Partnership Campaign a tremendous success:

- Rhoda Adelsen
- Loren Anderson
- Connie Baehman
- Rick Balzan
- Gwen Baunel
- Jackie Blain
- Louise Borzynski
- Jim Brannon
- George Braunstein
- Suzy Bundy
- Bob Davis
- Carroll Delaney
- Kate Deakin
- Linda Dirksmeier
- Sue Ela
- Barb Farb
- Jill Farina
- Peter Fine
- Jane Frederick
- Melody Friedewald
- Kathy Gould
- Sheilah Green
- Kelly Gunnelson
- Rob Henke
- David Hoffman
- Ed Howe
- Mark Huber
- Debby Hutchens
- Jean Jacobs
- Sandy Jaenchen
- David Jenks
- Bill Jenkins
- Mark Kadlec
- Colleen Kilps
- Mary Klubertanz
- Tom Koehler
- Joan Kolpek
- John Krawczyk
- Bernie Kueimmel
- Carol Kuntze
- Sally Landwehr
- Joyce Larsen
- Jodie Lau
- Danielle Lennie
- Julie LeSage
- Judi Mahlum
- Jim Meiers
- Fred
- Mikolajewski
- Dani Missall
- Barb Molitor
- Patty Molitor
- Jim Moore
- Lynn New
- Al Nienas
- Cathy Norris
- Donna Owens
- Susan Peltier
- Naomi Pichotta
- Robert
- Pietykowski
- Peter Platten
- Carolyn Powell
- Carol Radloff
- Mary Runge
- Jan Schwarz
- Terry Scholten
- Jill Seymour
- John Schroeder
- Jerry Spence
- David Taylor
- Patrick Trotter
- Christine
- Whipple
- Donna Wolf
- Theresa
- Zimmerman
On Oct. 15, Aurora Pharmacy opened its first Diabetes Care Center at Engeldahl Drugs in Hartford.

"There is a tremendous need for diabetes education, products and services in many of the communities that we serve," said Dennis Rakowski, president of Aurora Pharmacy. "We are proud to be able to provide these services to our customers."

On Oct. 15, customers at Engeldahl Drugs were able to meet with the pharmacist, diabetes educator and dietitian to discuss their medication, diet and exercise plans. Information about blood glucose monitoring, products, weight control and how to make healthy food choices also was available.

Aurora is planning to open Diabetes Care Centers at other pharmacy locations. We now have more than 70 pharmacies system-wide.

The Diabetes Care Centers support the belief that the most effective way to manage diabetes is through a multi-disciplinary approach. This means that doctors, nurses, dietitians and pharmacists work together with each patient to develop and monitor a personalized diabetes self-management plan. As an integral part of that team, pharmacists at the Aurora Pharmacy Diabetes Care Center offer patients the products, education and services they need to successfully manage their diabetes.

"To be designated as an Aurora Pharmacy Diabetes Care Center, pharmacists must undergo special training in diabetes management. Each participating pharmacy must also have a designated diabetes department stocked with the latest products and educational materials available," Dennis said. Aurora pharmacists work with patients, doctors and diabetes educators to coordinate education and care.

In addition to a comprehensive in-stock selection of diabetes care products, Aurora Pharmacy Diabetes Care Centers provide many other services and technical expertise. The following are some of the services available:

- Ongoing assessments of self-management and education needs
- Monitoring of drug therapies and outcomes of treatment
- One-on-one counseling for diabetes health issues
- Referrals to other health care professionals
- The latest in diabetes educational materials
- Training on proper use of blood glucose monitors and blood glucose monitoring
- Free cleaning and accuracy checks on any blood glucose monitor
- Sharp’s disposal program
- Medicare billing program
- A complete inventory of the most current and frequently requested supplies and training on how to use them
- Competitive product pricing and rebate information

Several Aurora Pharmacy Diabetes Care Centers are scheduled to open in the Central Region in January 1999, including Adams Pharmacy in Plymouth and two Roenitz Aurora Pharmacies in Sheboyan. Future centers are planned for Burlington, Kenosha, Racine and Milwaukee.

Important facts about diabetes

Diabetes affects 15 million people in the United States, or 5.4% of the population.

About 70% of people with diabetes have never had any formal diabetes education, even though studies show that education leads to greater control of blood sugars and, therefore, fewer complications.

A majority of people with diabetes do not self-monitor their blood glucose. And many of those who do self-monitor are not testing often enough.

Studies have shown that improving average blood glucose levels can significantly reduce the risk of diabetes complications, including eye problems, nerve damage and kidney problems.
VNA successful in coping with flu vaccine shortage

What do you do when you're about to launch a major community flu vaccination effort and the flu vaccine you were expecting fails to arrive? That was the situation leaders of the Visiting Nurse Association of Wisconsin found themselves in as the Shoo the Flu & Pneumonia Too! program was set to begin in early October.

After a couple of quickly assembled meetings and discussions with the Milwaukee health commissioner, a plan was developed to allow the VNA to make the most of the limited supply of vaccine it had on hand. People were urged to delay getting a flu shot unless they fell into a high-risk category for complications of influenza. The VNA also took steps to reach specific high-risk groups, sending vaccine to the AIDS Resource Center and the House of Peace, and setting aside vaccine for patients and their caretakers, residents of assisted living centers and nursing homes.

Four days into the program, a shipment of vaccine arrived that took the VNA through a week's worth of community clinics. More vaccine arrived the week of Oct 12, allowing distribution not only to the VNA but also to our clinics and hospitals, many of which had received only a fraction of the vaccine they needed.

"The shipment we got the week of the 12th was enough for the entire Shoo the Flu & Pneumonia Too! program in eastern Wisconsin," said Lisa Taylor, RN, Metro and South Region program coordinator.

"Aurora ended up with all the flu vaccine we needed." The Milwaukee area did not need to postpone any clinics.

"This was a great example of communities working together to reach a common goal," said Sue Ela, VNA president. "The Sheboygan schools delayed flu vaccinations to teachers and staff members until mid-November and several companies in that area called and offered to delay their flu shots to employees."

The temporary shortage of flu vaccine resulted from production problems experienced by Wyeth-Ayerst Laboratories, a major vaccine producer.

Despite the initial difficulties, the VNA met its goal of vaccinating more people than ever, in excess of 55,000. The VNA Shoo the Flu & Pneumonia Too! program is the largest flu immunization effort in the state, requiring more than 200 nurses and 350 volunteers to staff more than 550 public and corporate clinics during the six-week campaign.

Friendship Village celebrates silver anniversary

Friendship Village held a Silver Tea Oct. 18 to celebrate its 25th anniversary. It was 25 years ago on Nov. 1 that Friendship Village welcomed its first residents to a new and unique retirement lifestyle option in the Milwaukee area. During the past quarter century, Friendship Village has served more than 1,300 individuals looking for comfortable yet distinctive housing and lifestyle choices.


Friendship Village is part of Aurora's Alternative Delivery and Community Programs. Located at 7300 West Dean Road on Milwaukee's northwest side, Friendship Village is an continuing care community that offers studio, alcove and one- and two-bedroom apartment-style homes. Assisted living, skilled nursing care and comprehensive rehabilitation also are provided.