Aurora Health Care to Pilot a New Online Reservation System at Select Urgent Cares in SE Wisconsin
Initiative aimed at improving access and simplifying care by reducing patient wait times

Milwaukee – Aurora Health Care today announced that, starting immediately, it is piloting a new online reservation system at more than a dozen select Aurora Health Care urgent care clinics in southeastern Wisconsin. The new initiative, aimed at improving patient access and simplifying health care, will allow patients to check in online and reserve their place in the urgent care patient queue or book a specific time for their same-day visit, thereby reducing wait times.

"Aurora is committed to constantly innovating to deliver the best patient experience along with best patient care," said Gerard Colman, Chief Operating Officer of Aurora Health Care. "We know that when patients are feeling under the weather, many would prefer to wait at home. This new, state-of-the art technology allows them to do just that, while securing their spot in line. We're so pleased to be able to bring this new level of service, convenience and access to our patients across southeastern Wisconsin."

Aurora is piloting the program at 13 of its urgent care locations in the Greater Milwaukee region and surrounding outlying areas, including:

- Good Hope: 3003 W. Good Hope Rd., Milwaukee, 53209
- West Allis: 7220 W. National Ave., West Allis, 53214
- Mayfair: 3289 N. Mayfair Rd., Wauwatosa, 53222
- Edgerton: 6901 W. Edgerton Ave., Greenfield, 53220
- Brookfield: 16985 W. Bluemound Rd., Brookfield, 53005
- New Berlin: 14555 W. National Ave., New Berlin, 53151
- Menomonee Falls: N84 W16889 Menomonee Ave., Menomonee Falls, 53051
- Waukesha: W231 N1440 Corporate Ct., Waukesha, 53186
- West Bend: 1100 Gateway Ct., West Bend, 53095
- Waterford: 818 Forrest Ln., Waterford, 53185
- Burlington: 248 McHenry St., Burlington, 53105
- Lake Geneva: 146 E. Geneva Square, Lake Geneva, 53147
- Elkhorn: 201 E. Morrissy Dr., Elkhorn, 53121

Patients seeking same-day urgent care are able to "get in line" virtually or schedule a visit through an online check-in system at Aurora.org. As part of the process, individuals can request customized text message reminders and updates as their visit time approaches. Patients can also communicate back to

Aurora health care providers via text message, if they want to have a brief dialogue regarding their anticipated visit time. Additionally, patients can view estimated wait times at Aurora.org.

Individuals who walk in to a participating Aurora urgent care without a reservation can also take advantage of the system by entering their name in the queue for a call back, giving them the opportunity to leave and return closer to their anticipated visit time.

The new online reservation system is free of charge and available to current, as well as new patients. Visit www.Aurora.org to access the new online reservation system.

About Aurora Health Care
Aurora Health Care is a not-for-profit Wisconsin-area health care provider and a national leader in efforts to improve health care quality. Aurora offers services at sites in more than 90 communities throughout eastern Wisconsin and northern Illinois. Aurora is Wisconsin's most comprehensive health care provider and the state's largest private employer. Aurora serves more than 1.2 million patients every year via a comprehensive network of facilities, services and providers, including 15 hospitals, 159 clinics, 70 pharmacies and 30,000 amazing caregivers. As evidenced by more than 400 active clinical trials, Aurora is dedicated to delivering innovations to provide the best possible care today, and to define the best care for tomorrow. Get helpful health and wellness information via the Aurora MyHealth blog, our Facebook page, our Twitter account and our Pinterest account.

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