

CHALLENGE: Aurora Health Care, believing that patients in the area needed more health care options, began plans to build a hospital in Western Waukesha County in early 2000. A site in the City of Oconomowoc was selected, however, the project was later rejected by the City.

Aurora Summit Hospital

EXECUTION: Aurora then turned its sights on a parcel in the Town of Summit which became available. This new site required approval from the County as well as the Town.

Lynne Broydrick Group worked very closely with Aurora through the Town and County approval process, a process that from beginning to end lasted about 6 years. Our team reached out to the communities, first in Oconomowoc, then Summit talking with residents and neighbors and hosting educational dinners about the project. We also worked closely on strategy and relationship-building between all parties.

RESULT: The result was unanimous support at the Town level, which proved to be a strong ally once the project came up for County Approval.