

# How Advocate Aurora Health Standardized Navigation to Improve the Patient Care Journey

## BACKGROUND

Advocate Aurora Health (AAH) is one of the country's top 12 not-for-profit health systems. AAH is nationally recognized for clinical expertise across the care continuum while leading healthcare transformation to drive value and reimagine the patient experience. AAH's 75,000 team members serve more than 3 million patients at 27 hospitals and 500-plus care sites in Illinois and Wisconsin.

## CHALLENGE

As a large, multi-state health system, AAH needed to standardize financial navigation across a complex network of facilities spanning Illinois and Wisconsin. Inconsistent processes meant patients received varying levels of financial assistance support depending on which site they visited — creating gaps in access and equity along the patient care journey.

## SOLUTION

AAH partnered with TailorMed to standardize financial navigation across its organization. Beginning with a two-site pilot, AAH used the platform to centralize workflows and demonstrate measurable impact before expanding the program across its full Illinois and Wisconsin footprint. The rollout required deliberate change management, cross-functional stakeholder collaboration, and strong leadership support to align teams across the enterprise.



Standardized navigation across Illinois & Wisconsin



Two-site pilot before enterprise-wide rollout



Change management & new efficient workflows



Cohesive patient experience across all care sites

## RESULTS

**\$2M**

assistance secured during two-site pilot

**\$11M**

assistance secured in 2 years for two-state system

**3M**

patients served

**27**

hospitals

**500+**

care sites

Our priority is to take care of all patients, not just those who have the means to seek care. If patients can't afford to follow the protocols their physicians feel are in their best interest, nobody wins. Whatever we can do to remove those barriers to care is so important, and financial navigation is one of those key pieces.

**Karen Gordon**  
VP, Medical Specialties Service Line