The Wisconsin Hospital Association in collaboration with Inquisit present...

2014 Wisconsin Rural Health Conference
The Osthoff Resort, Elkhart Lake
June 18-20, 2014

The Transformation of Health Care

This event is offered in partnership with the Wisconsin Office of Rural Health, MetaStar, Inc., Rural Wisconsin Health Cooperative, and the Wisconsin Primary Health Care Association.
Dear Health Care Leaders,

On behalf of the Wisconsin Hospital Association Council on Rural Health and our conference partners, it is my pleasure to extend an invitation to all administrators, senior leaders, medical staff and hospital trustees to attend the 2014 Wisconsin Rural Health Conference.

The annual Wisconsin Rural Health Conference is the forum for examining the issues that impact small and rural hospitals most. You’ll learn from the presenting experts and from each other as we continue to collaborate on innovative models for rural health care delivery.

The Wisconsin Rural Health Conference is a great way for hospital executives, leadership staff and trustees to take advantage of great education, right in your backyard, at a fraction of the travel and registration costs of out-of-state events. Please make attendance at this year’s conference a priority, taking advantage of the opportunity to talk about similar issues and challenges we face as we attempt to stay ahead of the curve on the many changes that have and will come to health care in Wisconsin. I hope to see a strong rural and trustee contingent attending this important event.

Bob Van Meeteren
Chair, WHA Council on Rural Health
President, Reedsburg Area Medical Center, Reedsburg

Conference Purpose
Designed for health care administrative professionals, the annual Wisconsin Rural Health Conference is designed to highlight public policy issues affecting rural health care, identify how the delivery of and access to rural health care are changing, and identify ways in which technology is improving health care access for rural populations.

Conference Learning Objectives
At the end of this conference, participants will be able to:

- Identify two transformative changes his/her organization needs to make now in order to meet future needs of health care delivery.
- Discuss the current status of the health care insurance exchange in Wisconsin and one change expected for the 2015 benefit year.
- Discuss one way communities are utilizing community EMT services to lower hospital readmission rates.
- List two steps a rural hospital can take to increase its improvement capacity.
- List two essential governance practices necessary in order to be an effective and accountable trustee.
- Define one internal process to which he/she can apply the concept of lean thinking and continuous improvement in a rural health setting.
- Examine the ways evidence-based design practices affect operational performance and patient satisfaction.
- Identify one best practice his/her organization’s leadership can implement to drive quality improvement in their hospital.
- Describe two ways trustees and senior leaders can strategically improve patient satisfaction.
- Describe two benefits a rural health clinic program can bring to a rural community and its health care delivery system.
- Discuss the current public policy-related opportunities and challenges for rural Wisconsin health care providers.
- Describe two ways to effectively reach out to his/her elected representatives.
- Examine ways the new health care consumer will affect health care organizations of the future.
**Agenda**

**Wednesday, June 18**

11:00 am  
Golf Outing at Quit Qui Oc  
Registration and luncheon starting at 11:00 a.m.

12:00 pm  
Shotgun start at 12:00 p.m. for golf outing

6:30 - 8:30 pm  
Welcome reception at The Osthoff Resort

**Thursday, June 19**

7:30 - 8:45 am  
Breakfast

8:45 am  
Welcome

9:00 - 10:30 am  
**Back to the Present:**  
**Examining the Transformative Changes Required to Deal with the Health Care of the Future**  
*Stephen Klasko, MD, MBA, President, Thomas Jefferson University and President/CEO, Thomas Jefferson University Health System*

Whether we as health care leaders, medical staff and trustees find the answers for the way health care is delivered in the future, or we allow other entities to do it for us, will be determined in the next several years. The ability to transform our health care systems will be a major factor in our ability to be leaders in the health care reform era. This “history of the future” approach will help you understand changes you need to make now in your organization to ensure an optimistic future. Specifically, this session will examine the most significant changes occurring between 2012 and 2020 in the areas of: quality measurement, pay for performance initiatives and variations in clinical practice; the role of service mandates and service guarantees; role of advance practitioners and/or integrative medicine, use of the Internet, email and interactive technology; the role of government, employers and physician groups in mandating and facilitating changes in cost and access for patients and employees; and, the role of prevention and wellness programs and “patient responsibility” in decreasing overall health care costs.

10:30 - 10:45 am  
Break

10:45 am - 12:00 pm  
**Health Care Exchange Games: Catching Fire in 2014**  
Moderator: *Joanne Alig, Senior VP, Policy and Research, Wisconsin Hospital Association*  
Panelists:  
*Dave Snow, Attorney, Hall, Render, Killian, Heath & Lyman, P.C.*  
*Ed Harding, FACHE, President and CEO, Bay Area Medical Center, Marinette*  
*Jim Nelson, Director of Sales, Prevea360 Health Plan*

This panel discussion will focus on the latest developments related to health insurance exchanges in the state of Wisconsin, including: current enrollment numbers; latest federal and state guidance around navigators/assisters and changes for the 2015 benefit year; the impact on providers and insurers across the state; and Wisconsin’s modifications to its Medicaid program as a result of the implementation of the health insurance exchange.

12:00 - 1:00 pm  
Lunch
1:00 - 2:00 pm

Concurrent sessions (choose one):

A1: Utilizing Community EMTs to Lower Readmission Rates
    Moderator: John Eich, Director, Wisconsin Office of Rural Health
    Panelists: Melissa Spielman, EMS Division Chief, Green Bay Metro Fire Department
               Andrea Werner, VP, Heart, Lung & Vascular Services, Bellin Health
               Susan McVey, RN, Emergency Dept. Mgr., Langlade Hospital-An Aspirus Partner, Antigo
               Jon Petroskey, Fire Chief, Antigo Fire Department

This session will focus on innovative ways communities are partnering with their community EMTs to lower readmission rates through a variety of post-discharge activities. Learn from those currently involved in pilot projects in Wisconsin, as well as efforts other states have implemented for this initiative.

A2: Expanding the Capacity for Quality Improvement in Rural Health Care Organizations
    Stephanie Sobczak, Manager, Quality Improvement, Wisconsin Hospital Association
    Travis Dollak, Quality Coordinator, Wisconsin Hospital Association
    Beth Dibbert, Quality Consultant, Rural Wisconsin Health Cooperative

With limited staff and other resources, how can rural hospitals move beyond quality reporting into true clinical quality improvement? This session will focus on the current state of quality improvement in Wisconsin’s rural hospitals and share concrete steps hospitals can take to increase improvement capacity and agility. Learn from the observations of improvement advisors working in rural hospitals throughout Wisconsin over the last several years on what it takes to be a high performer and how to identify existing opportunities to increase capacity for improvement.

A3: Fundamental Obligations of Health Care Organization Boards: What Every Board Member Needs to Know!
    Sarah Coyne, Partner, Quarles & Brady LLP

Health care organization boards have unique hurdles to jump to successfully oversee hospital operations in an increasingly regulated environment, particularly in rural environments. This session will focus on the fundamental duties of board members, including the practical steps to implementing each Board member’s fiduciary duties to the hospital and its patients. While boards of entities outside the health care sector can focus primarily on finances, hospital boards have unique obligations including overseeing the hospital's legal compliance (an increasingly challenging task in light of the Affordable Care Act), operations, medical staff function, and quality of care. These unique obligations expose hospital board members to unique liabilities, and it is critical for each Board member to understand how to avoid the pitfalls, and the protections available in the event of governmental scrutiny or third party claims. The session will focus on practical steps to address these challenges while functioning in a visionary and collaborative framework of governance, consistently carrying out effective and accountable trusteeship.

2:00 - 2:15 pm

Break

2:15 - 3:15 pm

Concurrent sessions (choose one):

B1: Using Lean in Rural Health Care Settings
    Paul Frigoli, PhD(c), CPHQ, CSSBB, Qualitas Consulting

This session will focus on best practices implementing and utilizing lean principles in rural health care settings, as well as addressing two commonly perceived barriers to implementing lean principles—cost and time commitment.
2:15 - 3:15 pm  
**B2:** Measured Results in Operations, Experience and Innovation: A Case Study of Langlade Hospital, Critical Access Hospital of the Future

Janelle Markgraf, Director of Human Resources/CHRO & Off-Campus Services, Langlade Hospital–An Aspirus Partner, Antigo

Betsy Kommers, Marketing & Fund Development Manager, Langlade Hospital

Steve Tyink, VP Business Innovation, Miron Construction Co., Inc.

Kristen Dufek, Managing Principal, Eppstein Uhen Architects

This session will examine the one-year post-occupancy case study of measured improvements from leaders of Langlade Hospital, a critical access hospital in Antigo, Wisconsin, and members of their team. Twenty-five Innovation Teams, involving all 550 hospital employees, created more than 90 health care innovations, more than 100 hospital future-state value stream maps, and evidence-based design best practices that were incorporated into the construction and operation of the new hospital. Future State metrics such as energy reduction, operational performance, personal interaction and patient satisfaction have been objectively measured during the first year of occupancy and will be shared.

**B3:** Getting a Board on Board with Quality

Kelly Court, Chief Quality Officer, Wisconsin Hospital Association

Establishing expectations and a culture of quality starts at the top, with the Board of Directors and senior leaders. This session will provide an overview of best practices related to the role of boards and senior leaders in driving quality improvement in their hospital, as well as an overview of national and state quality topics of which all leaders should be aware.

3:15 - 3:30 pm  
Break

3:30 - 4:30 pm  
Concurrent sessions (choose one):

**C1.** Meeting and Exceeding Patient Expectations: The Next Steps for Senior Leaders and Trustees

Kristin Baird, RN, BSN, MHA, President/CEO, Baird Group

The “willingness to recommend” question on patient satisfaction surveys is a macro-level measure that can feel impossible to influence. Yet to move the dial on your patient satisfaction rankings, you need to be concerned about this measure that trumps everything else in terms of meeting and exceeding patient expectations. This session will focus on what the board of directors and senior leaders can do to create a positive experience for every patient and strategically focus on the things that drive patient satisfaction.

**C2.** Can a Certified Rural Health Clinic Benefit Your Hospital or Health System?

Jeff Bramschreiber, CPA, Health Care Partner, Wipfli LLP

There are currently over 4,000 certified rural health clinics (RHC) in the United States, and approximately half of them are integrated with acute care hospitals. As Medicare and Medicaid payment reforms continue to strain hospital finances, the certified RHC program may be viewed as one shining example of a successful approach designed to promote and expand the availability of primary health care and behavioral health services in rural, underserved communities. This session will provide an overview of the RHC program and discuss how the RHC program can benefit a community and the local health provider. The reimbursement principals that make RHCs unique will be reviewed, as well as common operational factors that impact the financial performance and sustainability of an RHC.

4:30 pm  
Adjourn

6:00 - 8:30 pm  
Networking Reception, Dinner and Corporate Member Showcase
Friday, June 20

7:00 - 8:00 am  Breakfast

8:00 - 9:15 am  The State of Health Care in Wisconsin
    Steve Brenton, President, Wisconsin Hospital Association
    Tim Size, Executive Director, Rural Wisconsin Health Cooperative

Back by popular demand, Steve Brenton and Tim Size team up to discuss the current state of health care in Wisconsin and how rural health care providers are affected.

9:15 - 9:30 am  Break

9:30 - 10:15 am  Speak Up! Being a Strong Advocate for Rural Health Care
    Jenny Boese, VP, External Relations and Member Advocacy, Wisconsin Hospital Association

Now that you’ve heard the issues facing rural health care at the state and federal level, what can you do about it? To be an effective advocate for health care in your own community, rural hospital leaders and trustees must be aware and involved in the political process—at the local, state and federal levels. Learn the importance of not only knowing the issues but also how you can ensure your voice is heard. This session will highlight very practical ways rural CEOs and trustees can advocate on behalf of their hospitals and rural health care throughout Wisconsin.

    Dave deBronkart, Cancer Survivor, Blogger and Activist for Health Care Transformation

It’s often said that patients are the most under-used resource in health care. It’s a nice thought, but how can it be that patients who have no medical training could possibly do anything genuinely useful in such a complex field? International keynote speaker, cancer survivor and author of the new book *Let Patients Help: A Patient Engagement Handbook*, “e-Patient Dave” deBronkart shares what has changed—and what has not—with the advent of the Internet, a message that’s being widely recognized around the world as genuine and valuable. deBronkart is a cancer patient and blogger who has become a noted activist for health care information transformation through patient engagement, also known as participatory medicine, and personal health data rights.

11:15 am  Adjourn

Friday’s Optional ACHE Session

11:30 am - 1:00 pm  Special Session Presented by the Wisconsin Chapter of ACHE (Optional):
    Integrating the Principles of Patient-Centered Care:
    Lessons in Applying Patient-Centered Concepts in Rural Settings

Patient-centered care has emerged as a way for health care organizations to achieve better quality and lower costs. It makes the patient and their loved ones an integral part of the care team who collaborate with health care professionals in making clinical decisions and ensures that transitions between providers, departments and health care settings are respectful, coordinated and efficient. This session will provide rural case study examples of how patient-centered care has changed practices and processes, examine the driving forces behind these initiatives and specific challenges that had to be overcome, and share unique innovation that supports patient-centered success in rural settings. To attend this session, please register at http://wisconsin.ache.org/x107.xml.
Registration Information

Registration options/fees for employees/trustees of WHA member institutions and WHA corporate members:

- Entire Conference: $385.00 per person
- Thursday Only: $285.00 per person
- Friday Only: $150.00 per person
- Trustee – entire conference: $335.00 per person
- Trustee – Thursday Only: $260.00 per person
- Student: $150.00 per person

An optional golf outing is available for conference attendees. A fee of $80.00 will be added to your total registration fee.

On-line registration ONLY. All registrations can be made online at: http://events.SignUp4.net/14Rural

Registration Deadline: June 4, 2014

Payment Information: WHA accepts VISA or MasterCard payments online. If you choose to pay by check, print the automatic registration receipt you receive via email and send a copy of it with your check payment to: Wisconsin Hospital Association, Attn: 14RHC, PO Box 259038, Madison, WI 53725-9038

Conference Cancellation Policy

Cancellations received in writing up to five business days prior to an event will be given a full refund less a $50 processing fee. No refunds will be given for cancellations received less than five business days prior and day-of-program no-shows. Substitutions are accepted.

Lodging Information

A block of rooms has been reserved the evenings of June 18 and 19 at The Osthoff Resort. Please call 800-876-3399 to reserve a room in the WHA block by May 28, 2014. When making your reservation, request a room from the Wisconsin Hospital Association room block. Rates are as follows:

- One Bedroom Suite or Junior Suite: $185.00 per night
- Two Bedroom/Two Bathroom Suites: $215.00 per night

Final cut-off date for room reservations is May 28, 2014, or when block fills, whichever occurs first.

PLEASE NOTE: It is very likely that there will be NO rooms available to Rural Health Conference attendees after the May 28 cut-off (especially for Thursday night), due to Road America events on the weekend in Elkhart Lake. The Osthoff Resort routinely sells out hotel rooms for all racing events. If you will be attending this year’s conference, plan to make your hotel reservations immediately to avoid problems.

The hotel’s cancellation policy for room reservations is as follows:

- Deposits are refunded or credited, minus a $50 processing fee, only if notice is received seven days prior to arrival date and cancellation number is obtained by guest.
- Guests are responsible for paying for all reserved room nights if the reservation is cancelled with less than seven days notice.
- Hotel cancellations must be made DIRECTLY with the hotel.
Golf Outing (optional)
Enjoy 18 holes of golf on Wednesday, June 18, at Quit Qui Oc Golf Club in Elkhart Lake. A shotgun start is scheduled for 12:00 p.m., with lunch available starting at 11:00 a.m. Please arrive to register by 11:45 a.m.

To participate, register for the conference online by June 4, 2014. There is an additional $80 fee to participate in the golf outing.

Special Needs
In accordance with the Americans with Disabilities Act, the Wisconsin Hospital Association seeks to make this conference accessible to all. If you require any special accommodations or have any dietary restrictions, please email your needs to Sherry Collins at scollins@wha.org or call 608-274-1820 prior to the event.

Meeting Attire
The attire for this meeting is business casual. Also, remember that meeting rooms and public areas in the resort are air-conditioned and may be cool, so bring a jacket or sweater for your own comfort. Casual dress is encouraged for both the Wednesday evening dinner and the Thursday evening reception/dinner.

Questions
For questions about content, contact Jennifer Frank at 608-274-1820 or jfrank@wha.org.
For questions about registration, contact Sherry Collins at 608-274-1820 or scollins@wha.org.
Who Should Attend
CEOs, administrators, CFOs, controllers, nurse executives, medical directors, marketing/public relations directors, quality managers, risk managers, public health officials, and hospital board of trustee members of rural health care organizations.

Continuing Education
Inquisit is the provider of this activity:

Requirements for Credit
- Attend/participate in the educational activity and review all course materials.
- Complete the attestation form on site and return to WHA.
- Complete the CE Declaration/Evaluation form online **within 10 days**. Instructions will be provided.
- Upon successful completion of the online form, your statement of completion will be presented to you to print.

Nursing Home Administrators
This educational offering is pending approval for 10.75 clock hours and 7.75 participant hours through the National Association of Long Term Care Administrator Boards (NAB).

Nursing
This activity awards 8.75 contact hours.

Inquisit is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center’s Commission on Accreditation.

Inquisit is an Iowa Board of Nursing provider 333 and 10.5 contact hours will be awarded for this program.

ACHE Qualified
Inquisit is authorized to award 8.5 hours of pre-approved ACHE Qualified Education credit for this program toward advancement or re-certification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward ACHE Qualified Education credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.

Thank you to our Planning Committee members
Robert Van Meeteren, MBA, Chair
Karla Ashenhurst, BA
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Jeremy Normington, BS, MPT, DPT, FACHE
Gregg Olson, BS, MBA
Brian Potter, BS, MS
John Russell, BBA, MBA
Tim Size, BSE, MBA
DeAnn Thurmer, BSN, MS
Ed Wittrock, RN, NHA, FACHE
**Featured Speakers**

**Stephen K. Klasko, MD, MBA**

As the president and CEO of Philadelphia-based Thomas Jefferson University and the Thomas Jefferson University Health System, Stephen Klasko, MD has bridged the art, science and business of medicine through a unique background consisting of academic and administrative medicine, clinical practice and business training.

Previously, as the CEO of USF Health, an inter-professional partnership dedicated to transforming health care and the wider concept of health, and dean of the Morisani College of Medicine at the University of South Florida, he built a unique partnership among colleges of medicine, nursing and public health, as well as a school of physical therapy and biomedical science in an effort to take a young medical school and create a modern clinical, educational and research program based on the entrepreneurial-academic model.

Prior to his role at USF Health, he was dean of Drexel University College of Medicine and CEO of Drexel University Physicians. Klasko received his BS in chemistry and biology from Lehigh University. He received his MD from Hahnemann University in Philadelphia. He completed his OB-GYN residency at Health East Teaching Hospitals and became a diplomate of the American Board of OB-GYN in 1984. In 1996, Klasko successfully completed the Wharton Executive MBA at the Wharton Business School, University of Pennsylvania, where he graduated with honors.

Klasko authored a book entitled, *The Phantom Stethoscope: A Field Manual for Finding an Optimistic Future in Medicine*. Through the innovative approach of combining science fiction with business and clinical expertise, Klasko and his co-author, a Wharton professor and health care consultant, take a “history of the future” approach to predicting what skill sets physicians will need over the next 10 years. In the June 2000 issue, JAMA called *The Phantom Stethoscope* a “must read for every board member and anyone else who wants to understand the challenges of medicine in the future.” Klasko has been a keynote speaker on the transformation of clinical practice through health care information technology, health care transformation versus health care reform, and new models for changing the DNA of health care through physician leadership.

**Dave deBronkart**

Dave deBronkart, widely known as “e-Patient Dave,” is a cancer patient and blogger who has become a noted activist for health care transformation through participatory medicine and personal health data rights. The term “e-Patient” was coined by “Doc Tom” Ferguson, MD and is the subject of his seminal paper, “e-Patients: How They Can Help Us Heal Healthcare,” funded by Robert Wood Johnson’s Pioneer Portfolio. In 2012, the National Library of Medicine’s History of Medicine Division announced that it began capturing deBronkart’s blog into its archives.

A successful speaker in the tech industry before his illness, today, deBronkart is the leading spokesman for patient engagement, attending over 180 conferences and policy meetings internationally in the past two years. He is a founder, board member and past co-chair of the Society for Participatory Medicine, formed by Ferguson’s followers after his death, and was one of the patient participants in the OpenNotes project.

In 2009, deBronkart’s blogging about health IT put him on the front page of the *Boston Globe* and thrust him into DC policy discussions about patient access to medical records under Meaningful Use. He’s appeared in *Time, Wired, U.S. News*, and the *HealthLeaders* cover story “Patient of the Future.” In 2009, *HealthLeaders* named him and his doctor to their annual list of “20 People Who Make Healthcare Better” for their role as founding co-chairs of the Society for Participatory Medicine, bringing official recognition to the importance of the e-patient movement. In 2011, his TEDx talk on TED.com went viral globally, rising into the top half of the most-viewed TED talks of all time; volunteers have added subtitles in 26 languages. Its tagline is his appeal: “Let Patients Help.”