

2015 Wisconsin Rural Health Conference

Glacier Canyon Lodge at
The Wilderness Resort, Wisconsin Dells
June 17-19, 2015

In Collaboration with:
Wisconsin Office of Rural Health
Rural Wisconsin Health Cooperative

Navigating the Nature of Rural Health Care





Dear Health Care Leaders,

On behalf of the Wisconsin Hospital Association Council on Rural Health and our conference partners, the Rural Wisconsin Health Cooperative and the Wisconsin Office of Rural Health, it is my pleasure to extend an invitation to all administrators, senior leaders, nursing leaders, physician leaders and hospital trustees to attend the 2015 Wisconsin Rural Health Conference. The annual Wisconsin Rural Health Conference is the statewide forum for examining the issues that impact small and rural hospitals most, as well as to collaborate with peers on innovative models for rural health care delivery.

The annual 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. 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 navigate the changing nature of rural health care in Wisconsin. I hope to see a strong rural and trustee contingent attend this important event.

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

Conference Purpose

Attendees of the annual Wisconsin Rural Health Conference will be able to discuss 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 data and technology are improving health care for rural populations.

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.

Meeting Attire

The attire for this conference 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 and Thursday evening receptions.

Golf Outing (optional)

Enjoy 18 holes of golf on Wednesday, June 17, at Wild Rock Golf Club in Wisconsin Dells. A shotgun start is scheduled for 12:00 pm, with lunch available starting at 11:00 am. Arrive to register by 11:45 am. To participate, register for the conference online by June 5, 2015. There is an additional \$95 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, email your needs to Jenna Hanson at jenna.hanson@wha.org or call 608-274-1820 prior to the event.



Registration Information

Registration Deadline: June 5, 2015

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

Entire Conference:	\$385 per person
Thursday Only:	\$285 per person
Friday Only:	\$150 per person
Trustee – entire conference:	\$340 per person
Trustee – Thursday Only:	\$265 per person

An optional golf outing is available for conference attendees. A fee of \$95 will be added to your total registration fee.

Online registration ONLY. All registrations can be made online at: <http://events.SignUp4.net/15Rural>

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: 15RHC
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.

Questions

For questions about content, contact Jennifer Frank at 608-274-1820 or jfrank@wha.org.

For questions about registration, contact Jenna Hanson at 608-274-1820 or jenna.hanson@wha.org.

Lodging Information

A block of rooms has been reserved the evenings of June 17 and 18 at Glacier Canyon Resort. Group rate is \$129 per night plus \$9.95 resort fee and tax for room with two queen beds.

- Call 800-867-9453 to reserve a room by May 27, 2015.
- When making your reservation, request a room from Reservation #358667, WHA Rural Health Conference room block.

Final cut-off date for room reservations is May 27, 2015, or until the block fills, whichever occurs first.

The hotel's deposit and cancellation policy for room reservations is as follows:

- Deposit policy: One night's stay (plus resort fee and tax) at the time reservation is made.
- Cancellations can be made until May 27, 2015, without penalty.
- After May 27, there is a 72-hour cancellation policy per room.
- Reservations cancelled prior to the 72-hour mark will be charged a \$20 cancellation fee.
- Cancellations within 72 hours pay for the entire room rate.
- **Hotel cancellations must be made DIRECTLY with the hotel.**

PLEASE NOTE: It is very likely that there will be NO rooms available to Rural Health Conference attendees after the May 27 cut-off date. If you will be attending this year's conference, you are encouraged to make your hotel reservations immediately to avoid issues.

Continuing Education

Long Term Care Administrators

This program has been submitted (but not yet approved) for 7.25 continuing education clock hours from the National Association of Boards of Examiners of Long Term Care Administrators (NAB)/National Continuing Education Review Services (NCERS). Call Jennifer Frank at 608-274-1820 for further information.

Continuing Nursing Education

This activity has been submitted to the WNA CEAP for approval to award contact hours. Wisconsin Nurses Association is an accredited approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.



Agenda

Wednesday, June 17

- 11:00 am Golf Outing at Wild Rock Golf Club
Registration and luncheon starting at 11:00 am
- 12:00 pm Shotgun start at 12:00 pm for golf outing
- 6:30-8:30 pm Welcome Reception: Glacier Canyon Lodge

Thursday, June 18

- 7:30-8:45 am Breakfast
- 8:45 am **Welcome**
- 9:00 - 10:30 am **The New Health Care Business Model:
Preparing for Tomorrow's Payer and Purchaser Expectations**
Andrew Cohen, Senior Vice President, Kaufman Hall



Purchasers of health care, including insurers, employers and consumers, are demanding greater value for their dollars. In response, progressive providers realize they need to change strategy and operations, and need to implement innovative approaches to deliver high-quality and cost-efficient care. This opening session will examine business model changes from hospital-centric sick care to community-centric health care, will define the impact of the business model disruption on providers, and will provide practical information on the roadmap required of health care leadership teams to successfully change their hospital or health system's business model to one that can deliver on the new value equation.

10:30 - 10:45 am Break

10:45 am-12:00 pm **The State of Health Care in Wisconsin**
Eric Borgerding, President/CEO, Wisconsin Hospital Association
Tim Size, Executive Director, Rural Wisconsin Health Cooperative

During this popular annual session, Eric Borgerding and Tim Size team up to discuss the current state of health care in Wisconsin and how rural health care providers are affected.

12:00 - 1:00 pm Lunch

1:00 - 2:00 pm **Concurrent Sessions:**
A1: Connecting with Area Employers: Promoting Health Care Value
Kyle Bakkum, Chief Executive Officer, Vernon Memorial Healthcare, Viroqua
Mark Thompson, MD, Chief Medical Officer, Monroe Clinic, Monroe
Eric Borgerding, President/CEO, Wisconsin Hospital Association

Employers are competing for a shrinking pool of skilled workers, and in this highly-competitive job market, high value health care is a recruitment tool and a competitive advantage. During this session, leaders of two Wisconsin rural hospitals will share case studies of how they have connected with local employers to improve employee health, reduce absenteeism, and make health care more affordable and accessible for Wisconsin employers.



A2: Network Adequacy in Wisconsin*Joanne Alig, Senior Vice President, Policy & Research, Wisconsin Hospital Association*

Learn about the work done by the members of the WHA Network Adequacy Council over the past year, as well as work being done on this topic at the national level. During this session, the issues facing rural providers related to network adequacy will be discussed, as well as next steps and related timeline to be taken by the Council.

A3: Weeds and Blue Sky: When to Look Down and When to Look Up*Margaret J. Sumption, MSED, LPC, SPHR, Sumption & Wyland*

The most stinging indictment a Board of Trustees can receive is that they are “in the weeds” and not keeping to the big picture of governance and leadership. The reality is that Boards must carefully balance the responsibilities of oversight while staying clear of the business they have placed into the hands of their CEO and leadership team. Further challenging the Board is that this line between leadership and management is a varied shade of grey. This session outlines strategies to navigate the grey zone between governance roles and management-level responsibilities. Attendees will learn of a five-step process for decision making on grey-zone issues.

2:00 - 2:15 pm Break

2:15 - 3:15 pm

Concurrent Sessions:**B1: Regulatory Parameters for Hospitalist Models Including Non-Physician Hospitalists***Sarah Coyne, Partner and Chair of Health & Life Sciences Practice Group, Quarles & Brady LLP**Kerry Moskol, Partner, Health Law Group, Quarles & Brady LLP**Charisse Oland, FACHE, MHA, RD, EDAC, Chief Executive Officer, Rusk County Memorial Hospital, Ladysmith**Lisa Schnedler, FACHE, President & CEO, Upland Hills Health, Inc., Dodgeville**Esteban Miller, MD, Hospitalist/Chief Medical Officer, Black River Memorial Hospital, Black River Falls*

This session will examine several different models of utilizing advanced practice providers in hospitalist roles within rural hospitals. The practical and legal barriers of implementing such a program will also be discussed.

B2: What Does Patient and Family-Centered Care and Engagement Look Like?*Kari Barrett, Service Excellence Coordinator, Bellin Health Oconto Hospital, Oconto**Pete Gabrielson, Patient Advisor, Bellin Health Oconto Hospital, Oconto**Ginny Moore, Sr. Consultant-Quality Administration, Gundersen Health, La Crosse**Jill Bratberg, Patient Advisor, Gundersen Health, La Crosse**Erika Schendel, Manager, Social Services and Patient Representative,
Hudson Hospital & Clinic, Hudson**Angela Ralston, Patient Advisor, Hudson Hospital & Clinic, Hudson**Tom Kaster, Quality Coordinator, Wisconsin Hospital Association**Rosie Bartel, Patient Advocate*

This session will focus on the concepts of patient and family-centered care, patient and family engagement, the patient experience and patient advocacy. Attendees will gain an understanding of how the four concepts interrelate, as well as an understanding of the financial, cultural and competitive benefits of focusing on patient and family-centered care and engagement. The session will also highlight Wisconsin hospitals who have been successful at achieving patient and family-centered care and engagement integration in their organizations.



B3: The Affordable Care Act 101: What Trustees Need to Know

*Diane Welsh, Shareholder, Health Law Section and Litigation Practice Group,
von Briesen & Roper, s.c.*

David Edquist, Attorney, von Briesen & Roper, s.c.

This session will provide an overview and update of the Patient Protection and Affordable Care Act and will discuss the Act from the perspective of a hospital trustee. The Act's implications on hospitals as both health care providers and as employers will be reviewed, as well as a discussion of recent and potential administrative, legislative and judicial actions.

3:15 - 3:30 pm Break

3:30 - 4:30 pm **Concurrent Sessions:**

C1. Finding the Golden Needles in your Data Haystack

Cheryl Czech, RN, Team Facilitator Clinical Reporting, Bellin Health, Green Bay

Tara Rhodes, MSOLQ, Project Manager, Agnesian HealthCare, Waupun

Debbie Rickelman, Vice President/Privacy Officer, WHA Information Center

As data becomes more transparent and the sources of valuable data continue to rise, it's critical that health care leaders know how to interpret and communicate the data to ultimately improve patient care. Using a case study approach, this session will give practical tips on ways to best use the data available and how to best communicate results to staff and Board of Trustees.

C2. Why Wait for an OPA Audit? Considerations for Internal 340B Program Audit Activity

Vicki Mueller, CPA, Manager, Wiplfi LLP

Regulations governing the 340B Drug Program are complex. Compliance requires an understanding of the regulations and how to apply them within health care facilities. As the Office of Pharmacy Affairs (OPA) continues to increase the number of audits they conduct, it is imperative participating 340B facilities are vigilant in adhering to these complex regulations. Covered entities not only need policies and procedures (P&Ps), but they also require ongoing oversight to verify P&Ps are being followed and working as intended. This session will examine key 340B program requirements and the P&Ps necessary for effectively overseeing a 340B program within a health care organization. The importance of 340B program self-audits and monitoring will be discussed, along with who should be involved with 340B program compliance planning.

C3. Community Connections: Trustees Delivering the Hospital Message

Margaret J. Sumption, MSED, LPC, SPHR, Sumption & Wyland

This session will focus on the role of the Board collectively and as individual members in assuring continuous and effective communication with members of the community. Building a strong alliance in the community assures the needs of residents are heard as the health care facility works to assure sustainability and quality in the community.

4:30 pm Adjourn

6:00 - 9:00 pm Networking Reception, Food Stations and Corporate Member Showcase



Friday, June 19

7:00 - 8:00 am Breakfast

8:45 - 10:15 am **The New Health Economy - Driving to the Triple Aim***Jane Sarasohn-Kahn, MA, MHSA, Health Economist and Management Consultant, THINK-Health;
Author of HEALTH Populi blog*

The new health economy has arrived—in the form of rapidly-advancing care technology, growing consumer empowerment through mobile health apps, the rise of health care companies from the retail sector, the boom of personal health and wellness wearables, and the growth of non-traditional partnerships in care delivery and financing. All of this and more will disruptively innovate Wisconsin hospitals and health systems. Learn what it means—now and in the future.

10:15 - 10:30 am Break

10:30 - 11:30 am **Hitting the High Notes: Living Life to the Fullest***Ronan Tynan, MD, Irish Tenor, Paralympics Champion and Physician*

In this inspirational program, Ronan Tynan, MD, will take you through the story of his amazing life, describing the incredible obstacles he faced and how he used those challenges to build some unbelievable successes. Dr. Tynan's triumphs include becoming a physician, a championship athlete and an accomplished recording artist. His stirring performances and personal story of triumph have brought him international fame. Dr. Tynan has performed at historic events including Ronald Reagan's funeral and the Inaugural Prayer Service at the National Cathedral. His memorable renditions of "God Bless America" have been heard at the World Series, The Belmont Stakes, and other momentous events. Dr. Tynan offers an inspirational program—with storytelling, humor and song about overcoming obstacles, capitalizing on opportunities, and making the most out of life.

11:30 am Adjourn

Thank you to our Planning Committee Members:

Robert Van Meeteren, MBA, Planning Committee Chair

Jim Braun, BBA

Cynthia Chicker, MBA

Robert Daley, Jr., CPA, MHA

Daniel DeGroot, MBA

John Eich, BA

Jennifer Frank, BA

Jenna Hanson, BA

David Hartberg, MHA

Paulette Maday Groshens, RN, MS, CEN, ONC

Craig Kantos, MHA

Tom Kaster, MBA, CPHQ

Jeremy Levin, BA, MHA

Kathryn Miller, BS

Gregg Olson, MBA

Brian Potter, BS, MS

Steven Rush, PhD, RN, CNE Nurse Planner

John Russell, CPA, MBA

Tim Size, BSE, MBA

DeAnn Thurmer, RN, BSN, MS



Featured Speakers

Andrew Cohen



Andrew Cohen is a senior vice president at Kaufman Hall and a member of the firm's strategy practice. He provides strategic planning advisory services for a wide range of clients, including health care systems, academic medical centers and community hospitals. Cohen's responsibilities focus on health care reform, value-based contracting, payer relations, market and product development, growth strategy, population-driven demand, and physician and hospital/health system integration. Cohen has more than 20 years of leadership experience in the health care industry. Prior to joining Kaufman Hall, he was vice president of product development for UnitedHealthcare, Inc., where he focused on commercial, Medicare, group retiree, and valued-based plan management. He holds a BA in economics from the University of Maine.

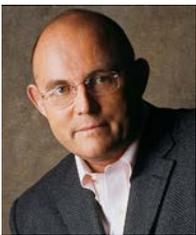
Jane Sarasohn-Kahn



Jane Sarasohn-Kahn is a health economist, advisor and trend-weaver to organizations at the intersection of health, technology and people. She founded THINK-Health after spending a decade as a health care consultant in firms in the U.S. and Europe. Her clients are all stakeholders in health, including technology, bio/life sciences, providers, plans, financial services, consumer products, public sector and not-for-profit organizations.

Sarasohn-Kahn founded the Health Populi blog in 2007, covering health policy, economics and technology. She advises clients on strategy and new product development at the nexus of health care and technology via environmental analysis, scenario and strategic planning, and health policy analysis. She is on the advisory boards of CanSurround, CAQH's U.S. Health Efficiency Index, the Center for Connected Health Symposium, the Health 2.0 Conference, the HIMSS mHealth Committee, Intuit's American Tax & Financial Center, and WEGO Health. A frequent public speaker on health economics, consumers and technology, she also writes a column for the *Huffington Post* Healthy Living section and for iHealthBeat from the California HealthCare Foundation. She has been named one of 15 Influencers Shaping Digital Health in 2014; 50 Public Health Blogs Worth Connecting With; One of 100 Twitter Accounts to Follow in 2014; A Woman to Watch in 2014 by Disruptive Women in Healthcare; and One of 8 Health IT Thought Leaders to Follow in 2013.

Ronan Tynan, MD



Ronan Tynan, MD, is truly a modern day "Renaissance Man." Faced with numerous challenges throughout his well-documented life, he has persevered with enormous passion and determination. Profiled by ABC's *20/20*, *People* magazine, *CBS Sunday Morning* and the subject of the BBC documentary, *Dr. Courageous*, Dr. Tynan was born with a lower limb disability and had his legs amputated at age 20. Within a year, he was competing in the Paralympics Games, both in track and field and as an equestrian. He won 18 gold medals and set 14 world records, nine of which are still in place today. The determination instilled in Dr. Tynan by his parents soon propelled him to conquer a whole new field. He became the first disabled person ever admitted to the National College of Physical Education. He later became a full-fledged medical doctor, specializing in orthopedic sports

injuries, with a degree from Trinity College.

Though Dr. Tynan enjoyed singing as a boy, he did not seriously consider formal voice study until he was 33, when he was well into his residency as a physician. His quick success is a typical development in a life of extraordinary achievement. He won both the John McCormack Cup for Tenor Voice and the BBC talent show *Go For It* less than one year after beginning the study of voice. The following year, he won the International Operatic Singing Competition in Maumarde, France. He made his operatic debut as Pinkerton in Puccini's *Madame Butterfly*, and cut his teeth on the concert repertoire in performances of Verdi's *Requiem*, Mendelssohn's *Elijah*, Handel's *Messiah*, Rossini's *Stabat Mater*, and Puccini's *Messa di Gloria*. In 1998, he joined Anthony Kearns and John McDermott (later Finbar Wright) as *The Irish Tenors*, an instant worldwide sensation. In the spring of 2005, he released his self-titled debut album, which began a new era in his career. He is currently in the recording stages of two upcoming CD releases, one an all-Irish CD, and a second collection of songs performed at his concerts and requested by fans throughout the world.

