

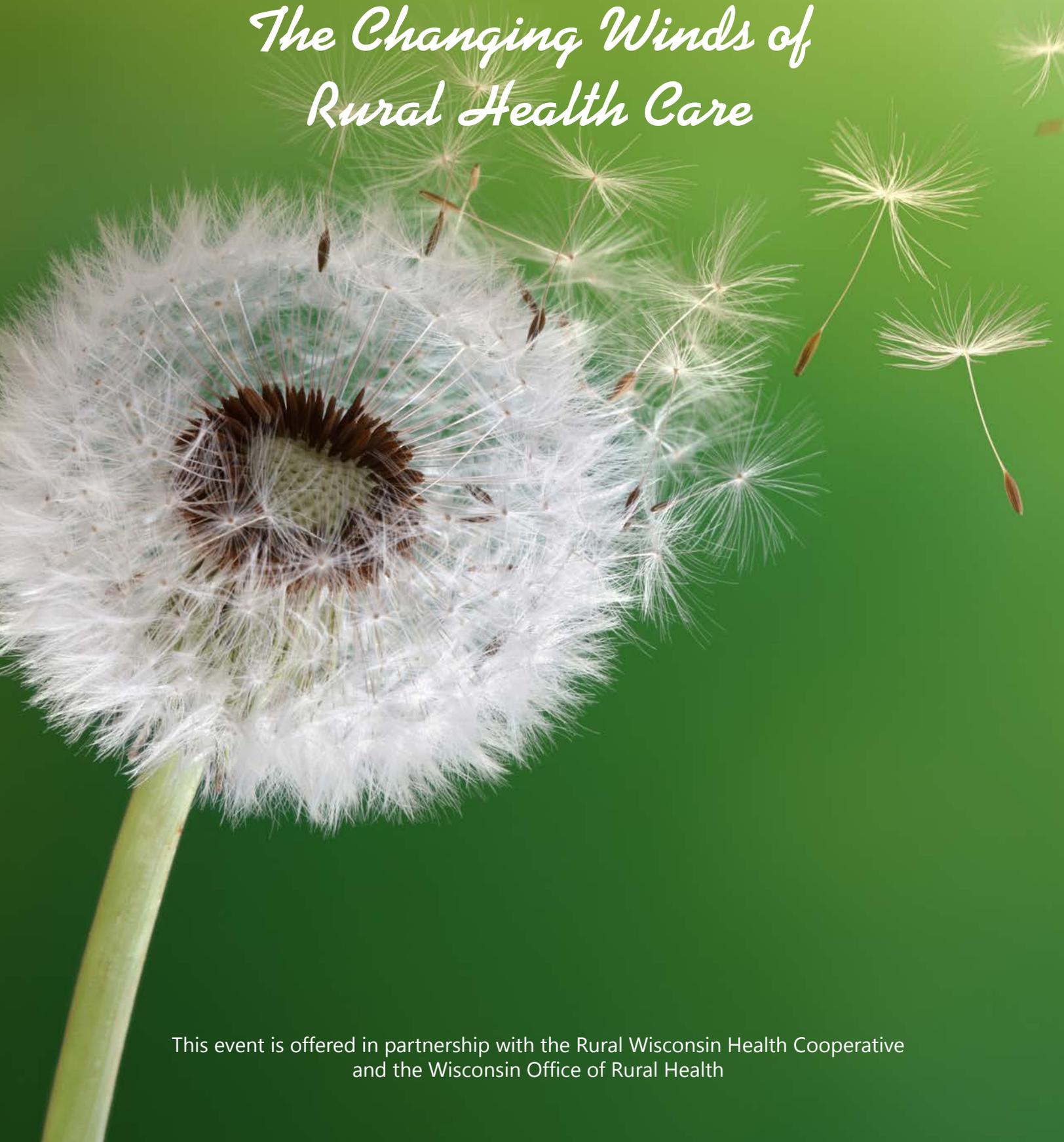


2016 Wisconsin Rural Health Conference

The Osthoff Resort, Elkhart Lake

June 29 - July 1, 2016

*The Changing Winds of
Rural Health Care*



This event is offered in partnership with the Rural Wisconsin Health Cooperative
and the Wisconsin Office of Rural Health

Dear Health Care Leaders,



On behalf of the Wisconsin Hospital Association Council on Rural Health and our conference partners, 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 2016 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:

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 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 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 and Thursday evening receptions.

Special Needs or Dietary Restrictions:

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 Sherry Collins at scollins@wha.org or call 608-274-1820 by June 15.

Golf Outing (optional):

Enjoy 18 holes of golf on Wednesday, June 29 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 15, 2016. There is an additional \$95 fee to participate in the golf outing.

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 Kayla Chatterton at 608-274-1820 or kchatterton@wha.org.

2016 Wisconsin Rural Health Conference Registration Information

Registration Deadline: June 15, 2016

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:	\$335 per person
Trustee – Thursday Only:	\$260 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:

All registrations can be made online at: <http://events.SignUp4.net/16Rural>

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: 16RHC
PO Box 259038
Madison, WI 53725-9038

Lodging Information:

A block of rooms has been reserved the nights of June 29 and 30 at The Osthoff Resort. Call 855-671-6870 to reserve a room in the WHA block **by June 7, 2016**. When making your reservation, request a room from the Wisconsin Hospital Association room block.

Group rate is \$190 per night for one-bedroom suites and \$220 for two-bedroom suites.

Final cut-off date for room reservations is June 7, 2016, or until block fills, whichever occurs first.

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

- Deposit policy: One night's stay at the time reservation is made.
- Deposits are refunded, less 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.**

PLEASE NOTE: It is very likely that there will be NO rooms available to Rural Health Conference attendees after the June 7 cut-off date. If you will be attending this year's conference, you are encouraged to make your hotel reservations immediately to avoid issues.

Featured Speakers

Ryan Donohue



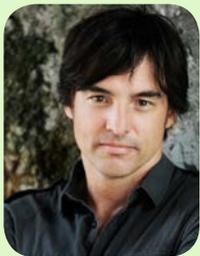
Ryan Donohue is a thought leader in the realm of health care consumerism. His mission is to inspire and persuade hospital and health system leaders to embrace and engage the health care consumer. Over the past decade, Donohue has conducted extensive research on the effects of consumerism on the U.S. health care industry. Donohue is currently the corporate director of program development with National Research Corporation, the largest surveyor of health care consumers in the U.S. Through his research and subsequent findings, he has authored several publications on the topics of health care consumerism, brand strategy and effective marketing tactics, including his most recent work: *"Considering the Customer: Understanding & Influencing Healthcare's Newest Change Agent,"* published by The Governance Institute.

Toby Freier



Toby Freier is president of New Ulm Medical Center (NUMC) in New Ulm, Minnesota, and vice president of the West Region Community Hospitals of Allina Health. Freier has 13 years of rural health care executive experience, is a Fellow of the American College of Healthcare Executives, and has been a frequent speaker across the nation on rural health transformation. During his time as president, NUMC has received the AHA Nova Award, Minnesota Hospital Association Innovation of the Year and Community Health Improvement Award, five-time Top 100 Critical Access Hospital Award by iVantage, and numerous recognitions for quality and patient experience. NUMC, a part of Allina Health, is a fully integrated rural delivery system and national leader in population health. Within New Ulm, Freier has contributed as a leader with Rotary International, Chamber of Commerce, Park and Recreation Commission, Legacy Dads and Grace Community Church.

Keni Thomas



In the summer of 1993, Sergeant Keni Thomas was deployed to Mogadishu Somalia with the 3rd Ranger Battalion as part of an elite special operations package called Task Force Ranger. On October 3, Sgt. Thomas and his fellow rangers distinguished themselves in an 18-hour fire-fight that would later be recounted in the highly successful book and movie *"Blackhawk Down."* Nineteen Americans gave their lives, and 78 were wounded in the worst urban combat seen by U.S. troops since WWII. A powerful speaker, Thomas captivates audiences from beginning to end as he tells the incredible story of extraordinary individuals and how they fought to bring each other home. Drawing from his experiences on the battlefield, he inspires people to achieve greatness by stressing the importance of outstanding leadership at every level, even if the only person you are leading is yourself. Thomas now works full-time as an award-winning country music recording artist and songwriter in Nashville. He continues to serve our troops with regular tours to Iraq and Afghanistan. He is a regular guest on all the major news networks as a military analyst, has been recognized by the President, by Congress, has been awarded the American Patriot Award, and is the recipient of the Bronze Star Medal for Valor. Thomas is most proud of his appointment as a national spokesman for the Special Operations Warrior Foundation, which provides college educations to the children of our special operations personnel killed in combat or training.

Continuing Education

Long Term Care Administrators

This program has been submitted (but not yet approved) for 6.5 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 29

- 11:00 am Golf Outing at Quit Qui Oc Golf Club
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/Reception at The Osthoff Resort

Thursday, June 30

- 7:30-8:45 am Breakfast
- 8:45 am Welcome
- 8:50 – 10:15 am **Consumerism...The New Payer on the Block:
Understanding What Makes Today's Health Care Consumer Tick**
Ryan Donohue, Corporate Director of Program Development, National Research Corporation

Consumerism is here and health care is reeling from pressure to appeal to a new group of industry stakeholders: everyday people. This session will explore how consumer decision making has become a strategic threat to health care organizations everywhere and which areas of focus are essential to survive and thrive post-reform. Participants will learn what is important to the health care consumer as they make increasingly important decisions; why the health care consumer is not connecting with hospitals and health systems; and how to build a reform-proof relationship with past, current and future patients.

- 10:15 – 10:30 am Break
- 10:30 am – 12:00 pm **Rural Health Transformation: From Surviving to Thriving**
Toby Freier, FACHE, President, New Ulm Medical Center, New Ulm, Minnesota

New Ulm Medical Center (NUMC) is a high-performing organization that has overcome rural challenges to create a national model for the future of rural health care in its pursuit of the Triple Aim. NUMC, a part of Allina Health, is a five-time iVantage Top 100 CAH, five star CMS hospital and winner of the AHA NOVA award for the "Heart of New Ulm" program and its improvement of community health. During this session, learn about NUMC's clinically integrated population health model and its experiences with CMS Pioneer ACO, Medicaid and commercial valued-based payment model, as well as its groundbreaking work in a nationally recognized community health demonstration project. Freier will discuss key strategies to engage rural communities and create a culture where health is a shared goal by all; key rural health partnerships and data analytic tools to accelerate pursuit of the Triple Aim; and strategies for rural providers to leverage regional health system resources including an EMR, care coordination, clinical service lines and telehealth to deliver high-value rural health care.

- 12:00 – 1:00 pm Lunch
- 1:00 – 2:00 pm Concurrent Sessions (choose one):
A1: Addressing Top Identified Health Needs in a Rural Community
Leslie Ruffalo, PhD, Advisor, Family Medicine Learning Community and Associate Professor, Medical College of Wisconsin
Emily Dilley, Director of Marketing, Columbus Community Hospital
Dan Brattset, Director, Sauk County Department of Human Services
John McAuliffe, MD, Prairie Clinic and Medical Director, Sauk Prairie Healthcare

Representatives from three organizations will share their efforts to address epidemics in their rural communities, including binge drinking and the abuse of narcotics, which are having a significant effect on community health. Each representative will share their experiences, lessons learned, community feedback and potential next steps.

Thursday continued...

A2: The Effect of Advocacy and Engagement on the Legislative Process

Kyle O'Brien, Senior Vice President, Government Relations, Wisconsin Hospital Association
David Hartberg, CEO, Gundersen Boscobel Area Hospital and Clinics, Boscobel
Gordon Lewis, CEO, Burnett Medical Center, Grantsburg
John Russell, President/CEO, Columbus Community Hospital, Columbus

This session will lead attendees through the efforts to introduce, pass and enact a piece of legislation in Wisconsin. Using the recently enacted Interstate Medical Licensure Compact as the model, several rural hospital leaders will describe their engagement in the process, how they prepared to work directly with lawmakers, share examples of how they maintain their relationships with their legislators, and discuss the important role hospital leaders and Board of Trustee members play in the state legislative process.

A3: Governance Essentials For Highly Effective Boards

Karma Bass, MPH, FACHE, Principal, Via Healthcare Consulting

This session will focus on the key things a hospital or health system trustee needs to know to be successful in his/her role. This include topics such as the overarching fiduciary duty of oversight; the distinction between governance and management; roles and responsibilities of board, medical staff and administration, including who's in charge of what and when; board leadership roles; what a trustee really needs to know about the organization to be an effective board member; the unique role of physicians on the board; and how to serve your hospital and community in your role as trustee.

2:00 – 2:15 pm Break

2:15 – 3:15 pm Concurrent Sessions (choose one):

B1: Using Visualization and Analytics to Maximize the Value of Your Data

Jean Doeringsfeld, Vice President, WHA Information Center
Jim Cahoy, Senior Database Administrator, WHA Information Center

This session will highlight WHA Information Center's new tool, Kaavio, developed on the Tableau platform, as a way for data purchasers to analyze and visualize Wisconsin discharge data. Users can analyze inpatient, outpatient surgery, emergency room visits, observation and ancillary services for hospitals and freestanding ambulatory surgery centers for population health improvement and the analysis of health care services, access, and cost, among others.

B2: Rural Residency Tracks as Vehicles to Expanding GME in Rural Areas

Mark Thompson, MD, Chief Medical Officer, Monroe Clinic, Monroe

This session will feature one of several successful case studies in which a Wisconsin rural hospital developed and now supports a rural residency track (RRT) in family medicine. Learn about their journey to develop the RRT, lessons learned since its inception, and future plans.

B3: Leadership & Governance to Support Population Health

Robert York, Senior Vice President, Kaufman, Hall & Associates

The move toward population health management requires hospitals and health systems to transition toward ensuring the health of a defined population across the care continuum. Making such a fundamental shift in an organization's care delivery model requires senior executives and trustees to make an equally fundamental shift in mindset. This session will provide practical guidance for leaders on the types of changes they should make in terms of how they view key elements such as scale, volume, and patient care and capital investment priorities.

3:15 – 3:30 pm Break

3:30 – 4:30 pm

Concurrent Sessions (choose one):

C1. Quality Improvement on a Shoe String Budget

Moderator: *Kelly Court, Chief Quality Officer, Wisconsin Hospital Association*

Panelists:

Kim Chandler, BSN, RN, CPPS, Quality Director, Black River Memorial Hospital

Shelly Egstad, RN, Director of Quality/Compliance, Tomah Memorial Hospital

Katie Spiegel, MHA, MSN, RN, Quality Resource Manager, Aspirus Langlade Hospital

Hear directly from several of the most innovative rural hospital quality managers and learn how they make the most of the limited resources they have to keep their staff engaged in quality improvement efforts and show positive results.

C2. Telemedicine: Enhancing Access to Specialty Care in Rural Wisconsin

David Guggenbuehl, RN, BSN, MBA, Director, Dept. of Regional Services and Telemedicine, Gundersen Health System

Jessica Miller, RN, Telemedicine Program Manager, Dept. of Regional Services and Telemedicine, Gundersen Health System

This session will focus on the benefits and challenges of the use of telemedicine in rural Wisconsin. Discussion will include the challenges facing advance of telemedicine, barriers to expansion and growth, CME regulations related to credentialing and contracting requirements. In addition, the benefits of telemedicine use will be discussed, including economic, efficiency, access to care, and patient/provider satisfaction.

C3. Five Questions Trustees Should be Asking Themselves in 2016

Karma Bass, MPH, FACHE, Via Healthcare Consulting

Leaders worldwide are taking stock of the changes necessary to position themselves and their organizations to succeed in 2016 and beyond. Trustees, executives and physicians at health care organizations nationwide must address five key issues in 2016, and ask potentially difficult questions of themselves in order to move their organizations forward. This session will provide guidance and clarifying questions for trustees to ask and to ensure all leaders of the health care organization are moving in the same direction.

4:30 pm

Adjourn

6:00 – 8:30 pm

Networking Reception, Dinner and Corporate Member Showcase

Friday, July 1

7:30 – 8:30 am

Breakfast

8:30 am – 9:30 am

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.

9:30 – 10:30 am

Lead the Way, Lead by Example

Keni Thomas, Former U.S. Army Ranger, Author, Country Music Artist and

National Spokesman for Special Operations Warrior Foundation (SOWF)

As a former United States Army Ranger who served in the now famed "Blackhawk Down" mission, Keni Thomas shares his story of courage and leadership from the battlefield and beyond. His firsthand account of how extraordinary soldiers fought to bring each other home in the worst urban combat episode the United States has seen since World War II, illustrates the power of leading by example at all levels, regardless of rank or station. A recipient of the Bronze Star Medal for Valor and graduate of the University of Florida, Thomas has pursued a successful country music career since leaving the Army and is the author of *Get it On! What it Means to Lead the Way*.

10:30 am

Adjourn



WISCONSIN HOSPITAL
ASSOCIATION

A Valued Voice

Wisconsin Hospital Association, PO Box 259038, Madison, WI 53725-9038 / 608-274-1820 / www.wha.org