WHA Education

Today’s Challenges, Tomorrow’s Opportunities

A Future Leader’s Guide to Wisconsin Health Care

This event is jointly sponsored by the Wisconsin Hospital Association and the Wisconsin Forum for Healthcare Strategy.

Wednesday, November 16, 2016
Marriott Madison West Hotel & Conference Center, Middleton, WI
9:00 a.m. - 3:15 p.m.

Program Description

Wisconsin is home to some of the most notable health care leaders in the country. The Wisconsin Hospital Association is committed to continuing this tradition by helping foster the next generation of leaders, the “rising stars” in health care.

On November 16, WHA and the Wisconsin Forum for Healthcare Strategy will partner to offer a one-day program aimed at clarifying the role the next generation of leaders will play in understanding and responding to the changing health care consumer, continually improving the patient experience, and advocating on behalf of Wisconsin hospitals.

This event will feature national health care consumerism expert Ryan Donohue of National Research Corporation. Donohue will explore how consumer decision making has become a strategic threat to health care organizations and will share research showing what’s important to today’s health care consumer. Patient experience expert Kristin Baird then will focus on what current leaders can do to improve the patient experience, as well as share practical steps emerging leaders can implement in their current roles to bridge the gap between how an organization portrays itself and what its patients really see. In addition, the agenda will include an examination of the current state of health care in Wisconsin, the possible impact of the new presidential administration on health care, and discuss the importance of advocacy.

Who Should Attend

Executive and mid-level leaders, directors and managers who are the next generation of administrative leaders in Wisconsin hospitals and health systems, including:

- Strategy & planning leaders/ managers
- Business and/or strategic development leaders
- Chief innovation officers
- Senior marketing professionals
- Senior communications professionals
- Senior public relations professionals
- Senior human resources professionals
- Chief administrative officers
- VPs of administration
- Assistant administrators
- Chief nursing officers
- Directors of nursing and charge nurses
- Chief operating officers / VPs of operations
- Quality managers
- Risk managers
- Service line managers
- Hospital lobbyists
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9:00 am  The State of Health Care in Wisconsin
Eric Borgerding, President/CEO, Wisconsin Hospital Association

Wisconsin Hospital Association President/CEO Eric Borgerding will examine the current state of health care in Wisconsin, including his thoughts on the possible impact of the new presidential administration on health care. He will also discuss the role of the Association, describe ways emerging leaders can become engaged, and share how the Association is evolving as health care evolves.

10:00 am  Advocacy: An Important Tool in an Emerging Leader’s Toolbox
Seth Teigen, FACHE, Regional Vice President of Ancillary Services, SSM Health - Wisconsin; President, American College of Healthcare Executives (ACHE) Wisconsin Chapter

Health care advocacy comes in a variety of colors, but anyway you paint it, it is an obligation for all health care leaders to become engaged, on some level, in advocating on behalf of health care providers in Wisconsin. This session will share ways emerging leaders can become involved in advocacy, as what goes on in the State Capitol and in Washington DC affects your profession.

10:15 am  Break

10:30 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.

12:00 pm  Networking Luncheon

1:00 pm  Leadership’s Role in Improving the Patient Experience: HCAHPS and Beyond
Kristin Baird, RN, BSN, MHA, President/CEO, The Baird Group

In the words of patient experience expert Kristin Baird, “Creating and sustaining a patient-centered culture is an evolution, not a revolution.” This session will focus on what leaders can do to improve their health care organization's patient experiences, resulting in improved patient satisfaction scores, including HCAHPS. Baird will share practical steps an emerging leader can implement in his/her current role, as well as into the future as he/she gains responsibility in the organization, to bridge the gap between what you say you are as an organization and what your patients really see.

3:15 pm  Adjourn
Ryan Donohue
Ryan Donohue is a thought leader in the realm of health care consumerism. Over the past decade, Donohue has conducted extensive research on the effects of consumerism on the U.S. health care industry. His mission is to inspire and persuade hospital and health system leaders to embrace and engage the health care consumer.

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.

Seth R. Teigen, FACHE
Seth Teigen is the regional vice president of ancillary services at SSM Health - Wisconsin, overseeing radiology services, laboratory services, construction project management, real estate and interpretive services at three SSM hospitals and 60 Dean Clinics located in Wisconsin. He joined SSM in 2012 after serving as a director within ProHealth Care's Hospital Division, overseeing a variety of ambulatory areas for two hospital campuses including orthopedics, neuroscience, pain programming, GI services, physical medicine and rehab, and previous to that medical imaging. Prior to joining ProHealth Care in 2007, Teigen worked for Aurora Medical Group, Sauk Prairie Memorial Hospital, and the University of Wisconsin Hospital in a variety of clinical and leadership roles.

Seth is a Fellow of the America College of Healthcare Executives (FACHE) and serves as president for the ACHE Wisconsin Chapter Board of Directors. He was named “Young Healthcare Executive of the Year” in 2012 by the ACHE Wisconsin Regents. He holds a Bachelor of Science degree in health arts and a Master of Science degree in health care administration from the University of St. Francis in Joliet, Illinois. Teigen also serves as a board member for Turville Bay MRI and Radiation Oncology Center, Shared Imaging Services, Stoughton Hospital Shared Imaging Services, St. Clare Hospital Shared Imaging Services and the Madison College Radiography Program.

Kristin Baird, RN, BSN, MHA
Kristin Baird is a nationally-recognized thought leader in the patient experience and service excellence. She is the president and CEO of the Baird Group, where she leads a team of skilled professionals who help transform culture and shape the patient experience. Having been in the trenches of health care for over 35 years as a nurse and hospital executive, Baird speaks the language of someone who's “been there, done that.” She's worked with individuals and groups from the frontline, medical staff, and C-suite, guiding them through culture changes with measurable results in patient satisfaction and employee engagement.

Baird began her career as a registered nurse with clinical experience ranging from critical care, to obstetrics, to public health. Her passion for listening to the voice of the consumer led her into health care marketing and business development. Already a staunch patient advocate, it was here that she found the deep-seated bond between the patient experience, loyalty, and the bottom line. During her eight years as vice president of business development and marketing for Watertown Area Health Services (now Watertown Regional Medical Center) she led an award-winning service excellence initiative, which is chronicled in her best-selling book, Customer Service in Health Care: A Grassroots Approach to Creating a Culture of Service Excellence (2000, Jossey Bass).

(Continued on next page)
Eric Borgerding

Eric Borgerding is the president and chief executive officer of the Wisconsin Hospital Association (WHA). He joined WHA in 2002 and has held positions as vice president of government relations, senior vice president and executive vice president. During Borgerding’s tenure, WHA has become one of the most influential and effective advocacy and lobbying organizations in Wisconsin, respected and recognized for building bipartisan consensus on a host of health care issues.

Borgerding serves on a number of boards, including the University of Wisconsin-Madison Political Science Department Board of Advisors; University of Wisconsin System Health Care Strategic Planning Group; American Hospital Association Region Five Policy Board; Competitive Wisconsin, Inc.; Wisconsin Health News; Children's Health Alliance of Wisconsin; Association of Wisconsin Lobbyists; Wisconsin Civil Justice Council; WHA Foundation; Wisconsin Hospitals Issue Advocacy Council; WHA Information Center; and Physician Compass. Borgerding is also a member of the American College of Healthcare Executives (ACHE) Health Associations Committee. Borgerding holds a bachelor’s degree in political science from the University of Wisconsin-Madison and is a graduate of the U.S. Chamber of Commerce Institute of Organizational Management.

American College of Healthcare Executives: Qualified Education Credit

As an independent chartered Chapter of the American College of Healthcare Executives, ACHE Wisconsin Chapter is authorized to award 6 hours of ACHE Qualified Education credit toward advancement or recertification in the American College of Healthcare Executives.

Participants in this program who wish to have it considered for ACHE Qualified Education credit should list their attendance when they apply to the American College of Healthcare Executives for advancement or recertification.

Register online today at:
http://events.SignUp4.net/16TCTO-1116
Program Registration

Registration Fee: $225 per person

The discounted registration fee for this event is possible through the generous support of the Wisconsin Forum for Healthcare Strategy.

All registrations can be made online at http://events.SignUp4.net/16TCTO-1116

After you have registered online, you will receive a receipt, which you can print out and use to submit to your organization for payment, reimbursement or credit card charge verification.

Payment Information:

- **Credit Card**: Payment accepted online via Visa or MasterCard only
- **Check**: Payment is accepted via check payable to “Wisconsin Hospital Association.” Print the registration confirmation you receive via email and mail it, along with your payment check, to:

  Wisconsin Hospital Association, Attn: 16TCTO
  P.O. 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. Please note that hotel reservation cancellations must be made directly with the conference hotel.

Hotel Accommodations:

**Marriott Madison West Hotel & Conference Center**
1313 John Q Hammons Drive, Middleton, WI 53562
Phone: 1-800-228-9290 or 608-831-2000

A small block of rooms has been reserved for the evening of Tuesday, November 15, at Marriott Madison West Hotel. Rate is $134.00 per night, plus tax for single or double. Rooms at the group rate are limited and available on a first-come basis.

To make a reservation, call 1-800-228-9290 or 608-831-2000 by November 2, 2016. When making a reservation, request a room in the Wisconsin Hospital Association group block.

**Hotel Cancellation Policy:**
The hotel's deposit and cancellation policy for room reservations is as follows:

- Deposit policy for individual reservations: One night (plus tax) at the time the reservation is made.
- Hotel cancellations must be made DIRECTLY with the hotel.

**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 Kayla Chatterton at kchatterton@wha.org or call 608-274-1820 at least five business days prior to the event.

**Questions:** For questions about registration, contact Kayla Chatterton at 608-274-1820 or kchatterton@wha.org.