Dear Health Care Leaders,

On behalf of the Wisconsin Hospital Association (WHA) and its Council on Rural Health, it is a pleasure to extend an invitation to all administrators, senior leaders, medical staff, public health officials and hospital trustees to attend the 2012 Wisconsin Rural Health Conference.

The annual Wisconsin Rural Health Conference is the forum for examining the issues that impact small and rural hospitals most. Conference partners WHA, the Wisconsin Office of Rural Health, MetaStar, Rural Wisconsin Health Cooperative, and the Wisconsin Primary Health Care Association are pleased to bring you another outstanding conference focused on the needs of rural providers. At this year’s conference, 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 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, 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 improve the health of our communities, one patient at a time. I hope to see a strong rural and trustee contingent attending this important event.

Ed Harding, MHA, FACHE
Chair, WHA Council on Rural Health
President/CEO, Bay Area Medical Center, Marinette

Purpose: Designed for health care administrative professionals, the 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.

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 or trustee members of rural health care organizations

Attire: Dress for the Rural Health Conference is business casual.
2012 Wisconsin Rural Health Conference Registration Information

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

- **Entire Conference:** $375.00 per person
- **Thursday Only:** $275.00 per person
- **Friday Only:** $150.00 per person
- **Trustee – entire conference:** $325.00 per person
- **Trustee – Thursday Only:** $250.00 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 on-line at:** [http://events.SignUp4.com/12Rural](http://events.SignUp4.com/12Rural)

**Payment Information:** WHA accepts VISA or MasterCard payments on-line. 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: 12RHC, PO Box 259038, Madison, WI 53725-9038
Checks should be made payable to WHA.

**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.

**Golf Outing:** Enjoy 18 holes of golf on Wednesday, June 27, at Quit Qui Oc Golf Club in Elkhart Lake. A shotgun start is scheduled for 12:00 pm, with lunch available starting at 11:00 am. Please arrive to register by 11:45 am. To reserve a tee time, register on-line by June 15, 2012, and mark your on-line registration form appropriately. There is an additional cost 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 Lisa Littel at llittel@wha.org or call 608-274-1820 prior to the event.

**Questions:** For questions about content, contact Jennifer Frank at 608-274-1820 or jfrank@wha.org. For questions about registration, contact Lisa Littel at 608-274-1820 or llittel@wha.org.

**Housing Information**

A block of rooms has been reserved the evenings of June 27 and 28 at The Osthoff Resort. Please call 800-876-3399 to reserve a room in the WHA block by June 6, 2012. When making your reservation, request a room from the Wisconsin Hospital Association group.

Rates are as follows:

- One Bedroom Suite or Junior Suite: $180.00 per night
- Two Bedroom/Two Bathroom Suites: $210.00 per night

**Final cut-off date for room reservations is June 6, 2012.**

PLEASE NOTE: It is very likely that there will be NO rooms available to Rural Health Conference attendees after the June 6 cut-off (especially for Thursday night), due to Road America events on the weekends 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 7 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 7 days notice.
Wednesday, June 27

12:00 pm  Golf Outing at Quit Qui Oc Golf Club, Elkhart Lake
Enjoy 18 holes of golf at Quit Qui Oc Golf Club in Elkhart Lake. A shotgun start is scheduled for 12:00 pm, with lunch available starting at 11:00 am. Please arrive to register by 11:45 am.

6:00 - 8:30 pm  Welcome reception and group dinner for attendees and their guests on the shores of Elkhart Lake at The Osthoff Resort

Thursday, June 28

7:30 - 8:45 am  Breakfast

8:45 am  Welcome

9:00 - 10:30 am  Leadership in a Time of Reform
James E. (Jamie) Orlikoff, Health Care Futurist and President, Orlikoff & Associates, Inc.
Health reform, whether driven by legislation or market forces, is upon us. It brings unprecedented change, challenge and uncertainty. While no one can say exactly what the post-reform environment will bring, the transition period will be fraught with tension, market and organizational turbulence, and severe economic risk. Effective leadership, both by trustees and administration, has never been more critical to the survival and success of health care organizations. This presentation by nationally-known health care governance and leadership expert Jamie Orlikoff will outline the challenges and opportunities confronting hospitals and their leaders, and emphasize practical strategies to keep boards and administrators ahead of the demanding curve of change.

10:30 - 10:45 am  Break

10:45 - 11:45 am  Improving the Health of Your Rural Community
Karen Timberlake, JD, Director, University of Wisconsin Population Health Institute
Rural hospitals are in a unique position to be leaders in improving their community’s population health, but as with anything, the right collaboration can make all the difference. In this session, Karen Timberlake, director of the University of Wisconsin Population Health Institute, will focus on ways hospitals and health systems in rural Wisconsin can and are collaborating to improve the health of their rural communities.

11:45 am - 1:00 pm  Lunch on the shores of beautiful Elkhart Lake

1:00 - 2:00 pm  Concurrent Sessions (choose one):

A1: Health Reform and the Decline of Physician Private Practice
Kurt Mosley, Vice President of Strategic Alliances, Merritt Hawkins and AMN Healthcare
This session reveals physicians’ thoughts about health reform and the changes they plan to make in their practices over the next one to three years.

James (Jamie) Orlikoff
Jamie Orlikoff is president of Orlikoff & Associates, Inc., a consulting firm specializing in health care governance and leadership, strategy, quality, and organizational development. He is the national advisor on governance and leadership to the American Hospital Association and Health Forum, and is the senior consultant to the Center for Healthcare Governance. He was named one of the 100 most powerful people in health care in the inaugural list by Modern Healthcare magazine.

Orlikoff has been involved in leadership, quality and strategy issues for over 25 years. He has consulted with hospitals in six countries, and since 1985, has worked with hospital and system governing boards to strengthen their overall effectiveness and their oversight of strategy and quality. He has worked extensively on improving the relationships between boards, medical staffs and management. He has written 15 books and over 100 articles. He is a member of the Virginia Mason Health System board in Seattle, WA, and is chair of their Governance Committee. He is also a member of the Pitzer College board in Claremont, CA.

He is the author of the book Board Work: Governing Health Care Organizations, which won the ACHE James A. Hamilton Book of the Year award for 2000. He is the primary author of The Future of Health Care Governance: Redesigning Boards for a New Era; primary author of the bestselling book The Board’s Role in Quality Care: A Practical Guide For Hospital Trustees; and of Quality from the Top: Working with Hospital Governing Boards to Assure Quality Care, and The Guide to Governance for Hospital Trustees.
years, based on a recent survey of 2,400 physicians. Highlights of the survey shared during this session include: key provisions that will most directly affect physician practices; case studies of medical homes, ACOs, concierge practices and other practice models likely to proliferate in the post-reform era; legal and compliance obligations imposed on physicians by health reform; methods to extend the physician workforce as the doctor shortage accelerates; and physician recruiting strategies for the post-reform environment.

B1: Using Valuable Revenue Cycle Information to Make Strategic Pricing and Reimbursement Decisions and to Understand Key Clinical Quality Indicators
Jane Jerzak, RN, CPA, Partner, Wipfli LLP
Vicki Mueller, CPA, BA, Manager, Wipfli LLP
Medical claims data contains a wealth of valuable information on a patient-specific basis. This session will address how claims data can be used to develop strategic pricing models for your organization. In addition, we will provide state and national comparisons, explore how common billing errors impact hospital revenues, and help you to understand the continuum of care for your patients, including what happens to patients post-discharge and how successful your care transition process is at minimizing re-admissions.

C1: Effective Governance in the New Environment of Accountability
Jamie Orlikoff, President, Orlikoff & Associates, Inc.
One implication of the dynamic and rapidly-changing health care environment is that the quality of governance that was sufficient to get your organization where it is today will be insufficient to get it where it needs to be in the near future. Both the role of the board and that of the individual trustee are changing rapidly. This session will review the characteristics of best practices boards and board members and present practical techniques to improve the structure, process and function of your board.

2:00 - 2:15 pm Break
2:15 - 3:15 pm Concurrent Sessions (choose one):
A2: The Wisconsin Community Apgar Project
David Schmitz, MD, Associate Director of Rural Family Medicine, Family Medicine Residency of Idaho
Ed Baker, PhD, Director, Center for Health Policy, Boise State University
Tom Jones, Healthcare Financial Consultant, TJHCF
At the 2010 Wisconsin Rural Health Conference, Dr. David Schmitz, Associate Director of Rural Family Medicine for the Family Medicine Residency of Idaho, presented a session on the Idaho Community Apgar Questionnaire project. Since that time, the Wisconsin Office of Rural Health has supported a similar project here in Wisconsin. During this session, those involved in the data collection and analysis will share the information gleaned to-date from Wisconsin’s own community Apgar project.

B2: Achieving the Triple Aim in Health Care: Strategies for Rural Hospital Success
Brian Haapala, MHSA, FACHE, Managing Director, Stroudwater & Associates
Medicare spending in rural communities, per Medicare beneficiary, is over 4% less than in urban communities, demonstrating a clear benefit of preserving (or enhancing) access to care. At the same time, payments, consolidation, reduced volumes, leadership turnover and other market forces continue to increase pressures on rural hospitals. This presentation will identify a set of current market drivers and outline strategies for how successful rural hospital leaders can respond.

Karen Timberlake
Karen Timberlake is the director of the Population Health Institute at the University of Wisconsin School of Medicine and Public Health. Working with diverse public health and health policy practitioners and stakeholders in Wisconsin and nationally, the Institute advances public health and health policy decisions that improve the health of the people of Wisconsin and the nation. Timberlake also serves as director of the Partnership for Healthcare Payment Reform (PHPR), a project of the Wisconsin Health Information Organization (WHIO). Prior to joining WHIO, she served as secretary of the Wisconsin Department of Health Services from April 2008 through the end of 2010.
Thursday continued...

**C2: Accountable Care: Substance is More Important Than Structure**

Dave Schuh, CPA, Principal, CliftonLarsonAllen, LLP

While the current buzz is around accountable care organizations, there are still many aspects that are not yet understood, including what they are and how your organization might fit. This session will provide trustees with background on what an ACO is and why they should pay attention, along with what the role of a third-party payer is and how it will impact their facility. This program will also provide an open discussion of key strategic issues to be faced in the future, along with identifying strategies, from a governance standpoint, to best position your organization for future success.

3:15 - 3:30 pm  Break

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

**A3. The Wisconsin Medical Examining Board: An Overview of the Board and its Work**

W. Gene Musser, MD, Vice Chair, State of Wisconsin Medical Examining Board, and Faculty, University of Wisconsin School of Medicine and Public Health

Physician regulation in Wisconsin is the responsibility of the Medical Examining Board (MEB). The MEB meets monthly in public session where it can take actions that are critical to patients, employers and physicians themselves. While high profile activities of the MEB may receive publicity and press, most of its actions are much less visible. This session will provide an overview of the MEB, its membership and its authority. Dr. Musser will talk about the regular work of the MEB, physician complaints and discipline, and other work of the MEB.

**B3. Union Organizing in an Era of Change**

Chris Cimino, President, Chessboard Consulting

Over the past year, there have been some remarkable developments in the area of health care labor/management relations. This session will include a detailed assessment of important changes currently underway regarding health care union organizing in the Midwest. In addition, the discussion will focus on how the new NLRB rules may impact individual organizations and will provide practical, results-oriented recommendations for boosting employee engagement while reducing your organization’s overall vulnerability to union organizing.

**C3. Putting Affiliations to Work**

Brian Haapala, MHSA, FACHE, Managing Director, Stroudwater & Associates

More and more rural hospitals are developing affiliations with larger system facilities, yet the focus for the trustees and leadership is all too often on the “deal” and not on what happens as a result. Using the “Affiliation Value Curve” as a model, this presentation will catalogue the opportunities for creating value in the affiliation and review case studies and best practices in how models are being applied.

4:30 pm  Adjourn

5:30 - 8:30 pm  Networking Reception, Dinner and Corporate Member Showcase

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**Ian Morrison**

Ian Morrison is an internationally-known author, consultant, and futurist specializing in long-term forecasting and planning with particular emphasis on health care and the changing business environment. He combines research and consulting skills with an incisive Scottish wit to help public and private organizations plan their longer-term future. He has written, lectured, and consulted on a wide variety of forecasting, strategy, and health care topics for government, industry, and a variety of nonprofit organizations in North America, Europe, and Asia. He has spoken to a range of audiences from the boards of Fortune 100 companies to the Chinese Academy of Social Sciences in Beijing. He has worked with more than 100 Fortune 500 companies in health care, manufacturing, information technology, and financial services, and he is a frequent commentator on the future for television, radio, and the print media.


Morrison is a founding partner in Strategic Health Perspectives, a forecasting service for clients in the health care industry, along with joint venture partners Harris Interactive and the Harvard School of Public Health’s Department of Health Policy and Management. He is a proud member of GlobalScot, a network of Scottish expatriates convened by the new Scottish Executive to help promote Scotland’s economic development interests internationally. True to his Scottish roots, he is an avid, though average, golfer.
Friday, June 29

7:00 - 8:15 am  Breakfast

8:15 - 9:15 am  The State of Health Care in Wisconsin
Steve Brenton, President, Wisconsin Hospital Association
Tim Size, Executive Director, Rural Wisconsin Health Cooperative
A discussion focused on the current state of health care in Wisconsin and how rural health care providers are affected.

9:15 - 9:30 am  Break

9:30 - 11:00 am  The Future of the Rural Health Care Marketplace: Life in the Gap and Life in the Game
Ian Morrison, Author, Consultant and Futurist
With the historic passage of health care reform legislation, the American health care system looks to the future. The full impact of the new legislation may not be felt until 2014 and beyond, but in the meantime, all health care stakeholders must deal with "Life in the Gap" before the new provisions are implemented. At the same time, all health care stakeholders must prepare for the new emerging reality of health care reform and try to determine what "Life in the Game" will be like in a reformed system in 2014 and beyond. And, how the rules of the game may change depending on the upcoming Supreme Court ruling. Internationally-known health care futurist Ian Morrison will share his insight on the political, economic and strategic context of change in health care, describe the possible scenarios we face, and examine how the various actors are preparing for the future. He will also discuss the leadership challenges and opportunities that lie ahead and will provide strategic insights on how rural organizations can flourish in the future.

11:00 am  Adjourn

11:15 am - 12:45 pm  Special Session Presented by the Wisconsin Chapter of ACHE (Optional):
Making Sense of Performance Transformation Methodologies
Moderator and Panelists to be announced.
As health care organizations are challenged to maximize clinical, operational and financial performance, many hospitals have chosen to employ transformational process improvement initiatives. These efforts include Six Sigma, Lean, Work-Out™, and Change Acceleration Process among others. Understanding the practical differences, barriers to use, and realized organizational benefits can be challenging. Practitioners versed in the use of various performance transformation methodologies will provide an overview of the methodology and share their experience regarding the use of these approaches.

Look for more information and a separate registration form at www.ache-wi.org.

This program has been developed and is presented locally by the Wisconsin Chapter of ACHE.

Planning Committee Members:

Ed Harding, MHA, FACHE, Chair
Karla Ashenhurst, BA
Jim Braun, BBA
Robert Daley, Jr., BBA
John Eich, BA
Jennifer Frank, BA
Jeremy Levin, BA
Kathryn Miller, BS
Jeremy Normington, BS, MPT, DPT, FACHE
Brian Potter, BS, MS
John Russell, BBA, MBA
Ron Schaetzl, MHA, NHA
Charles Shabino, MD
Robert Van Meeteren, MBA
Ed Wittrock, BSN, ME, FACHE
Judy Warmuth, RN, BSN, MS, PhD
Continuing Education

Long Term Care CEUs
This program has been submitted (but not yet approved) for 8.0 continuing education clock hours from the National Association of Boards of Examiners of Long Term Care Administrators (NBA)/National Continuing Education Review Services (NCERS). Call Jennifer Frank at 608-274-1820 for further information.

Nursing Continuing Education
Contact hours have been applied for through the Wisconsin Nurses Association Continuing Education Approval Program Committee, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Continuing Medical Education
Accreditation Statement:
This activity has been planned and implemented in accordance with the Essential Areas, Elements and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the Wisconsin Medical Society and the Wisconsin Hospital Association. The Wisconsin Medical Society is accredited by the ACCME to provide continuing medical education for physicians.

Designation Statement:
The Wisconsin Medical Society designates this live activity for a maximum of 8.0 AMA PRA Category 1 Credits. Physicians should claim only the credit commensurate with the extent of their participation in the activity.