

WHA Education

Community Benefit for Health Improvement: Hospital, Public Health and Community Partnerships



**Friday,
March 23, 2012**

8:30 am - 3:30 pm
(registration begins at 8:00 am)

**Kalahari Resort
1305 Kalahari Drive
Wisconsin Dells, WI 53965
Phone: 1-877-253-5466**

Program Description

While hospitals are familiar with the requirements for filing Schedule H and know that the Affordable Care Act requires that they complete a community health needs assessment, the process of “doing” has raised many questions among hospitals and public health officials.

The seminar will cover the basics of the ACA and IRS requirements, and acquaint participants with tools, strategies and resources that will assist them with developing and implementing community health needs assessments aimed at improving population health.

Learning Objectives

At the conclusion of this event, participants will be able to:

- Identify the current requirements for completing Schedule H as well as address questions related to the community health needs assessment as required by the Affordable Care Act.
- Explore the many different factors that influence health and the compelling case for multi-sector partnerships.
- Describe how hospitals and public health partners can more effectively improve community health by working together to meet community benefit and community health improvement requirements.
- Define ingredients of successful community health improvement partnerships between hospital, public health and community partners.

In Partnership With:



UNIVERSITY OF WISCONSIN

Population Health Institute

Translating Research for Policy and Practice

**HEALTHY WISCONSIN
LEADERSHIP INSTITUTE**

Who Should Attend

- Hospital Community Benefit Managers
- Public Health Officers and Representatives
- Chief Financial Officers
- Public Relations Staff

A Valued Voice

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Agenda

- 8:00 - 8:30 am **Registration & Continental Breakfast**
- 8:30 - 8:45 am **Welcome and Introductions**
- 8:45 - 10:00 am **Schedule H and Community Health Needs Assessments: On Board or Over Board?**
David J. Edquist, Attorney, von Briesen & Roper, s.c.
Edquist will lay out the groundwork for community health needs assessments and discuss recent IRS guidance on common questions such as those involving community input, prioritization, implementation and reporting. This session then goes beyond the basics to explore how to balance legal requirements and community expectations with the practical limitations facing member hospitals.
- 10:00 - 11:00 am **All Aboard: Moving Forward Together to Improve Your Community's Health**
Julie Willems Van Dijk, RN, PhD, Associate Scientist and Deputy Director for County Health Roadmaps Project, University of Wisconsin Population Health Institute
This session will discuss opportunities for partnership between public health and hospitals to create community health assessments, plans, and action to improve health, as well as tools and resources that can support these efforts.
- 11:00 - 11:15 am Break
- 11:15 am - 12:30 pm **Successful Local Partnerships**
Hudson: Healthier Together - St. Croix County
Karen Hansen, Manager, Community Relations, Hudson Hospital & Clinics
Wendy Kramer, Health Officer, St. Croix County Public Health
Milwaukee: The Milwaukee Healthcare Partnership
Mark Huber, Vice President, Social Responsibility, Aurora Health Care
Clare Reardon, Executive Director, Community Affairs, Froedtert Health|Froedtert Hospital
Eric Gass, PhD, Public Health Research and Policy Director, City of Milwaukee Health Department
- 12:30 - 1:15 pm Lunch (provided)
- 1:30 - 2:20 pm **Tools for Successful Partnerships: Concurrent Sessions:**
A. Getting Started: Setting Priorities, Sharing the Workload, Managing Conflict
Karen Hansen, Manager, Community Relations, Hudson Hospital & Clinics
Clare Reardon, Executive Director, Community Affairs, Froedtert Health|Froedtert Hospital
B. Core Data Sets - How Much Data is Enough?
Presenter To Be Announced
- 2:20 - 2:30 pm Break
- 2:30 - 3:30 pm **Concurrent Sessions:**
C. Successful Programs: A Demo of the "What Works" Database
Julie Willems Van Dijk, RN, PhD, Associate Scientist and Deputy Director, County Health Roadmaps Project, University of Wisconsin Population Health Institute
D. Thinking About Implementation and Funding - How Do We Support Our Efforts?
Karen Timberlake, JD, Director, University of Wisconsin Population Health Institute
Mark Huber, Vice President, Social Responsibility, Aurora Health Care
- 3:30 pm **Adjourn**

Featured Presenters

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

David Edquist is an attorney with the law firm von Briesen & Roper, s.c. He brings a risk management approach to his work with the firm's health care and business clients based on 30 years of experience in litigating commercial disputes in state and federal courts and before various administrative tribunals. Edquist advises health care clients on joint ventures, affiliations, and acquisition agreements; issues facing not-for-profit institutions, including corporate governance and tax exemption; environmental compliance; and physician contracting and patient referral issues, including fraud investigations. In this context, his risk management perspective sharpens the focus on such key compliance areas as Stark, anti-kickback, and other fraud and abuse issues.

Julie Willems Van Dijk, RN, PhD, Associate Scientist and Deputy Director for County Health Roadmaps Project, University of Wisconsin Population Health Institute

Julie Willems Van Dijk is an associate scientist and the deputy director for the Robert Wood Johnson-funded County Health Roadmaps project at the University of Wisconsin Population Health Institute (UWPHI). She also serves as the community engagement director for the Mobilizing Action Toward Community Health (MATCH) team at UWPHI. She has worked with numerous partners across the nation to understand and promote the County Health Rankings as a tool for taking action to improve health. Her research interests focus in the area of quality of community health improvement planning processes. Prior to joining UWPHI, Willems Van Dijk worked in local public health for 21 years as a public health nurse, director of nursing, and a health officer.

Karen Hansen, Manager, Community Relations, Hudson Hospital & Clinics

Karen Hansen has more than 25 years of experience in marketing and communications. For the past 12 years, she has worked in health care marketing and community relations with special interest in community health improvement and community engagement. Hansen currently serves as community relations manager at Hudson Hospital & Clinics. In addition, she is charged with oversight of the hospital's community benefit program and facilitation of *Healthier Together – St. Croix County*, in partnership with St. Croix County Public Health. In April 2011, Hansen was recognized as the 2011 St. Croix County Friend of Public Health.

Wendy Kramer, Health Officer, St. Croix County Public Health

Wendy Kramer is the health officer for the St. Croix County Public Health Department, where she has worked for 27 years. Kramer has participated in many community groups and partnerships as lead or co-facilitator, in addition to advisory and participant member to promote community health. Some of these groups include a partnership with the Lion's Club and the four hospitals in St. Croix County to promote a sharps collection program; Success by Six to promote healthy children; Child Fatality Review Team; partnering with University of Wisconsin Extension in nutrition and family health programs; and the Birth to 3 Advisory Committee.

Mark Huber, Vice President of Social Responsibility, Aurora Health Care

Mark Huber is the Vice President of Social Responsibility and Foundation Impact for Aurora Health Care, where he is responsible for leading Aurora's community affairs and community benefits activity. Huber has worked in public health with the State of Wisconsin Division of Health and the City of Milwaukee Health Department. Huber has served as President of both the Wisconsin Public Health Association and Wisconsin Area Health Education Center boards of directors and is a fellow of the National Public Health Leadership Institute. In August, Huber presented on "Institutional Governance and Oversight of Community Benefit" at the CDC/IRS listening session on the proposed IRS rules for Schedule H. Currently, Huber chairs the Greater Milwaukee Shared Community Needs Assessment initiative for the Milwaukee Health Care Partnership and participates on another multi-system needs assessment collaboration in the Fox Valley.

Clare Reardon APR, MBA, Executive Director, Community Affairs, Froedtert Health|Froedtert Hospital

Clare Reardon serves as the executive director, community affairs at Froedtert Health|Froedtert Hospital. She holds a bachelor's degree in communications from SUNY Buffalo, a master's degree in business administration from Alverno College and completed a fellowship in cultural competence leadership through the American Hospital Association's Health Research Educational Trust. An accredited public relations professional, she provides communications and fund development leadership to the Milwaukee Health Care Partnership.

Karen Timberlake, JD, Director, University of Wisconsin Population Health Institute

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 the director of the Partnership for Healthcare Payment Reform (PHPR), a project of the Wisconsin Health Information Organization (WHIO), which seeks to improve quality and efficiency in health care by reforming reimbursement to better align the incentives of payers, providers, employers and patients. Prior to joining WHIO, Karen served as secretary of the Wisconsin Department of Health Services from April 2008 through the end of 2010.

Conference Registration

Registration Options:

- *Member Rate: Early Bird Discount, if registered on or before February 24:*
\$50 per person for hospital staff, WHA Corporate Member staff and public health staff
- *Member Rate: Regular Registration, if registered after February 24:*
\$65 per person for hospital staff, WHA Corporate Member staff and public health staff
- *Non-Member Rate (early bird discount does not apply):*
\$100 per person

Online registration is available at: <http://events.SignUp4.com/CommunityBenefit12>.

Conference Cancellation Policy: Cancellations received in writing up to five business days prior to an event will be given a full refund less a \$25 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.

Additional Program Information

Lodging at the Kalahari Resort

Kalahari Resort
1305 Kalahari Drive
Wisconsin Dells, WI
P: 877-253-5466

Cut-off date: February 28, 2012

A block of rooms has been reserved for the evening of Thursday, March 22, at the Kalahari Resort in Wisconsin Dells. Call 877-253-5466 to reserve a room in the WHA block by Tuesday, February 28, 2012. When making a reservation, request a room in the Wisconsin Hospital Association group block.

Hotel Room Rates:

Rate is \$169.00 for Thursday, March 22, for a room with two queen beds (includes 4 waterpark passes). Additional guests will be charged \$20 per guest per night.

Final cut-off date for room reservations is **Tuesday, February 28, 2012.**

Rooms at the group rate are available on a first-come basis.

Hotel Reservation Deposit and Cancellation

Policy: Reservations require a deposit equal to one night's stay plus tax at the time the reservation is made.

Hotel room reservations must be cancelled directly with the Kalahari Resort. Hotel reservations cancelled 72 hours or more prior to arrival are refunded or credited the deposit, less a \$25 processing fee. Cancellations made less than 72 hours prior to arrival forfeits entire deposit.

Special Needs

In accordance with the Americans with Disabilities Act, the Wisconsin Hospital Association seeks to make this conference accessible to all. If you have a disability which might require special accommodations or have any dietary restrictions, please email your needs to Lisa Littel at llittel@wha.org or call 608-274-1820.

