Rural Health Conference Topics Resonate with Health Leaders

“Our health care system is built on hope...progress”

The Wisconsin Rural Health Conference continues to be one of the largest and most popular health care conferences in the state. This year’s event was no exception. Nearly 300 Wisconsin health care leaders gathered in Wisconsin Dells to better understand how decisions made in Washington could impact Wisconsin.

As keynote speaker J.D. Kleinke took the stage Thursday morning, the release of the U.S. Senate’s Obamacare replacement legislation was imminent. Kleinke, a health economist, quipped, “the only constant in health is anxiety about change that really never actually happens.”

The rate of growth in health care is decelerating with average year-over-year growth in national health care expenditures at the slowest rate ever recorded. In 2013, the average year-over-year growth in national health care expenditures was at 3.6 percent—the slowest rate ever recorded.

Kleinke called the lower rate of growth “astounding” and attributed it in part to the fact that in health care, there were heavy “front-end” investments in drugs and therapies that either cured or controlled chronic conditions and lowered health care spending in the following years.

“We had medical breakthroughs in the 80s and 90s, are we are now reaping the benefits,” Kleinke said.

To illustrate the difference between health care spending and values in the United States and other countries, Kleinke said an artificial placenta system is in development that aids lung development in premature births.

“Are other countries investing in this type of treatment? We are investing in this to solve the most heartbreaking problems, and we are all paying for it. But we value this in our country, “ he said. “We subsidize progress, and progress is very expensive...as a nation that figured out HIV, that is a curing nation. They come from all over the world to be here, because we pay for it—it goes to fund hope.”

“That is what we as a country do. We can save a 24-week-old baby who will not live overseas. We try. We cure diseases, it happens everywhere. That is what we do. We hope. We have the audacity to try to finance cures.”

The State of Health Care in Wisconsin, presented by WHA President/CEO Eric Borgerding and Tim Size, executive director, Rural Wisconsin Health Cooperative, is one of the most popular presentations at the Rural Health Conference. Read the full article in the June 30 issue of The Valued Voice at: www.wha.org/pubarchive/valued_voice/WHA-Newsletter-6-30-2017.htm.
2017 Wisconsin Rural Health Conference Breakout Sessions

CMS and State Surveys: What Every Board Should Understand

Implementing Telemedicine Strategies to Meet Community Needs: 4 Organizations and 4 Unique Deployments

The Visiting Specialist and Physician Practice Options in the Rural Setting

Essentials for Succession Planning and Onboarding for a New CEO/Senior Leader

Safe Care of Behavioral Patients in Critical Access Hospitals

Save the Date

2018 Wisconsin Rural Health Conference
June 27-June 29, 2018
The Osthoff Resort, Elkhart Lake
ACO Strategy: More Than a Requirement for Memorial Medical Center

Shannon Calhoun, Regional Vice President, Caravan Health; Sarah Trunkel, Executive Director of Quality, Memorial Medical Center, Neillsville; John Russell, President/CEO, Columbus Community Hospital; Ryan Neville, President/CEO, Memorial Medical Center, Neillsville

Data Analytics: No Longer Just for the Big Guys

Tony Mirasola, Analytics & Outreach Specialist, WHA Information Center; Brian Esser, Data Analyst, Crossing Rivers Health Medical Center, Prairie du Chien; Bill Sexton, CEO, Crossing Rivers Health Medical Center, Prairie du Chien; John Eich, Wisconsin Office of Rural Health

A Trustee’s Role in Successful Physician Recruitment and Retention

Craig Fowler, Sr. Vice President, Training and Recruiting, Pinnacle Health Group and Craig Kantos, CEO, ThedaCare Medical Center, Waupaca

Why Wait?

Charisse Oland and Rob Quillen, Author and Speaker

Dreamland: The True Tale of America’s Opiate Epidemic

Sam Quinones, Journalist, Storyteller, Author of “Dreamland” with Charisse Oland

Team Based Transformation

Eric Mayne, Associate Principal, Kahler Slater; Kailee Kofal, Clinic Administrator, Essentia Health, Spooner; David Lally, Director of Business Development, HSHS St. Clare Memorial Hospital, Oconto Falls
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**Conference Exhibitors**

- **Athenahealth**, Jon Friesen, jfriesen@athenahealth.com, 706-296-6993
- **The Boldt Company**, Scott Clark, scott.clark@boldt.com, 920-450-2708
- **BWBR**, Tom Hanley, thanley@bwbr.com, 608-829-3280
- **Cerner CommunityWorks**, Brandon Hamilton, brandon.hamilton@cerner.com, 816-916-7337
- **CG Schmidt, Inc.**, Dan Davis, d.davis@cgschmidt.com, 414-828-8138
- **Coverys**, Lynelle Jackson-Evans, ljackson-evans@coverys.com, 800-313-5888
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- **Wisconsin Association of Nurse Anesthetists**, Staci Kothbauer, president@wiana.com, 608-513-0118
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