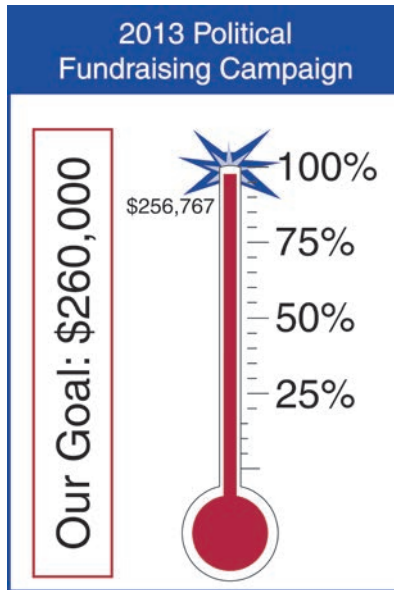


Political Action Spotlight

Wisconsin Hospitals Conduit & State PAC Campaign Sets New Record



While falling just short of the 2013 goal to raise \$260,000 by year's end, the Wisconsin Hospitals Conduit and State PAC campaign raised a record \$256,767 (98.8 percent of the goal) from 378 individuals. This is \$4,000 above last year's record total.

Also notable in 2013 was the steady growth in the number of Platinum Club members, from 49 since the 2011 inception year and 56 in 2012 to 69 members this year. Platinum Club members are those who contribute more than \$1,500 in a calendar year.

"This record-setting year could not have been possible without the leadership and dedication of so many who understand how critical continued growth of the annual campaign is to the success of our political advocacy program," said Sandy Anderson, 2013 Advocacy Committee Chair. "Your partnership is such an essential component, and I would like to personally thank the individuals who recognize this and who have made this year a successful campaign."

Next year's campaign effort will continue to focus on increasing the number of individuals participating in the 2014 campaign. The 2014 Advocacy Committee, chaired by outgoing WHA Board Chair Dan Neufelder, will meet in early spring to help determine next year's goal. If you would like to join the Advocacy Committee, contact WHA's Jodi Bloch at 608-217-9508.

Again, a very big thank you to the 2013 contributors to date who are listed on pages 5-6. They are listed alphabetically by contribution amount category. For more information, contact Jodi Bloch at 608-217-9508 or Jenny Boese at 608-274-1820.



New Legislator Profile:

Rep. John Jagler (R-Watertown)

A series of interviews with newly-elected legislators, by Mary Kay Grasmick, editor

Jagler takes on mental health reform in first term



John Jagler

When the Wisconsin Legislature comes back into session this month, some of the first bills they are expected to act upon address mental health issues. Of particular interest to Rep. John Jagler are two bills he authored—AB 488 and AB 455—that emerged as recommendations from the Speakers Task Force on Mental Health.

Jagler has been passionate about finding solutions to some of the most difficult problems that providers face when treating patients who have mental health problems. As one of the leaders in the Legislature on reforming Wisconsin's emergency detention statutes, Jagler authored AB 488, a bill that provides a family member or a medical provider a final appeal if they believe that the county has incorrectly denied an emergency detention of their loved one.

(continued on page 2)

Continued from page 1 . . . New Legislator Profile: Rep. John Jagler (R-Watertown)

"My hope is that the county is giving a satisfactory answer every time. But, sometimes that doesn't happen, so my hope is that if the county does not agree, desperate families have another place they can turn where their concerns will be heard," Jagler said. "In a perfect world, it will never need to be used; however, sometimes situations fall through the cracks with terrible consequences. If this bill tightens the safety net a little more, it will do a great deal of good."

Jagler, who has been a member of the Speaker's Task Force on Mental Health for the past year, also authored AB 455, which provides more peer-to-peer respite centers, or peer-run programs.

"We have heard over and over that people feel a lot more comfortable talking to and working with someone who has been through what they have been through," according to Jagler. "A peer can give someone comfort and a level of trust that is very helpful, and perhaps that will help the person avoid a hospitalization or trip to the ER."

The testimony and dialogue at the public hearings that the Task Force held were very helpful, according to Jagler, in bringing medical professionals, advocates and families together to shine a light on how serious some of the situations are and how challenging it is for providers, patients and families to find solutions that address the unique set of problems that they so often face. That was a major benefit of creating the Task Force, he added.

Jagler sees the high-quality, high-value health care that is available in communities across Wisconsin as an economic driver, and a tremendous asset to economic development. Jagler is particularly proud of a bill that came out of the Speaker's Task Force that creates a grant program that encourages psychiatrists to practice in rural areas.

"My wife is a nurse at the VA hospital in Madison, so I am constantly reminded how good it is to have the health care available that we do, and it makes me very appreciative of the work that hospitals and health systems do," Jagler said.

Early Bird Discount for WHA's Physician Leadership Conference Ends Jan. 15

Register today for WHA's ninth annual Physician Leadership Development Conference, scheduled March 14-15, 2014, at The American Club in Kohler. Registration is now open at <http://events.SignUp4.com/14PLD>. Take advantage of the registration fee discount by registering yourself and your team by January 15.

As a reminder, the special room rate at The American Club is only available until February 20 or until the room block fills (which it does quickly each year), so plan to register and make your hotel reservations today.

This year's event features David Nash, MD, internationally recognized for his work in quality outcomes management, medical staff development and quality-of-care improvement. Nash will focus on the role physician leaders play in supporting a culture of quality improvement. In addition, Tim Keogh, PhD, will focus on building the communication skills physician leaders need to gain influence, cooperation and colleague engagement.

As a reminder, a "host" registration option is available for senior-level hospital representatives (non-physicians) who accompany one or more of their physicians to the conference but do not need CME credit. ACPE is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. ACPE designates this live activity for a maximum of 12 *AMA PRA Category 1 Credits*.™ Physicians should only claim credit commensurate with the extent of their participation in the activity.

Advocacy Day 2014: Save The Date!

April 16 in Madison

Each year, the WHA Advocacy Day event grows both in number of attendees and in the impact made on our legislators in Madison. Help make the 2014 Advocacy Day event a great success by marking your calendar now for Wednesday, April 16, 2014.

While WHA is still finalizing the line-up, the day will include top-notch speakers, an informative briefing on the hot legislative issues of the day, and a chance to represent your hospital with a personal visit with your legislator or staff at the State Capitol.

Watch for additional information about Advocacy Day 2014 as it becomes available, both in *The Valued Voice* and on our website at www.wha.org.

Make sure you have an impact in Madison on April 16. Plan now for both you and your hospital team—including senior leaders, trustees and volunteers—to attend this important event.

New Finance Reports Available on WHA Secure Website

“Members Only” Portal on WHA.org



WHA just added a number of new finance reports to the “members only” section of WHA.org. Among those reports is the 2014 Outpatient PPS final rule hospital-specific analyses. As a service to our members, WHA creates and distributes a number of hospital-specific custom reports and data analyses through the member portal that were previously sent directly from WHA staff through its email system. While this distribution system was

secure, it was cumbersome to administer, and it didn’t allow other employees to easily access all the reports in a convenient location at a later date.

All facility-specific custom quality and finance reports created by WHA are now available in the members only section. This new portal is a valuable WHA member benefit because it provides a convenient way for members to access facility-specific information, reports and analyses prepared by WHA staff. Note that the WHA Information Center will continue to distribute reports and data sets from their secure portal.

To register for access to this members’ portal, go to <http://members.wha.org>. Your request will be processed by WHA staff, and you will receive a confirmation email when your request has been approved. If you are with a health system and you need access to reports from several hospitals, register on the site for one of the hospitals you need and then contact Tammy Hribar at thribar@wha.org and let her know what other hospitals you need added.

The WHA members only section can be accessed at any time by clicking on the Data navigation tab at WHA.org, then click the “members only” icon.

Hospital Leaders, DHS Learn About Health Care Coalitions in New Orleans



Andrew Brenton, David Hartberg, Gordon Lewis, Darrell Lentz

Three hospital CEOs joined staff from the Wisconsin Hospital Association and the Wisconsin Hospital Emergency Preparedness Program (WHEPP) along with other health care partners to attend the 2013 National Healthcare Coalition Conference December 11-13 in New Orleans. The conference presenters showcased best practices aimed at strengthening emergency response capabilities.

The conference was informative for its attendees as Wisconsin further develops health care coalitions and builds off of the decades-long success of WHEPP. A health care coalition is a group of health care, public health, and public safety organizations that has come together to prevent, prepare for, and respond to disasters in its community.

The Wisconsin delegation included Gordon Lewis, CEO of Burnett Medical Center and WHA board member; Darrell Lentz, interim president/COO of Aspirus Wausau Hospital; David Hartberg, CEO of Gundersen Boscobel Area Hospital and Clinics; and Andrew Brenton, WHA assistant general counsel.

“The ability of a community’s health care system to prepare for, respond to and recover from emergency incidents that have a public health and medical impact is of vital importance,” said Lewis. “The coalition model for emergency response works because it gets everyone who has a stake in community emergency response in the same room and on the same page. The conference offered insight as to how to better build these coalitions.”

Brenton added, “The conference was a great opportunity for health care and emergency response leaders from across the country to convene to discuss best practices related to health care coalition functionality and emergency preparedness.”

Also in attendance at the conference from Wisconsin were two Division of Public Health officials—Lisa Pentony, director of health emergency preparedness, and Carolyn Strubel, manager of WHEPP.

WHEPP, a program administered by DHS in partnership with WHA and other stakeholders, supports hospital emergency preparedness planning and response to mass casualty incidents and other emergencies. WHEPP is funded in substantial part by a grant from the Office of the Assistant Secretary for Preparedness and Response (ASPR). In a recent trend, the ASPR grant guidelines are pushing grantees, including WHEPP, into expanding the role of health care coalitions in emergency preparedness capabilities, including disaster response and recovery, monitoring and management of resources, and coordination of emergency medical care resource allocation.



Attendees at the 2013 National Healthcare Coalition Conference

WAFP Refresher Course Features Patient-Centered Medical Home, Health Reform

The future of the patient-centered medical home, payment reform and overall health reform will be the featured topics at the February 5 Winter Refresher Course sponsored by the Wisconsin Academy of Family Physicians (WAFP) in partnership with the Medical College of Wisconsin. The event will be held at the Country Springs Hotel in Pewaukee.

Marci Nielsen of the Patient Centered Primary Care Collaborative (PCPCC) is the guest speaker. Founded in 2006, the PCPCC is dedicated to advancing an effective and efficient health system built on a strong foundation of primary care and the patient-centered medical home (PCMH). The PCPCC achieves its mission through the work of five Stakeholder Centers, led by experts and thought leaders who are dedicated to transforming the U.S. health care system through delivery reform, payment reform, patient engagement, and employee benefit redesign. PCPCC membership represents more than 1,000 medical home stakeholders and supporters throughout the U.S.

For full conference registration information, visit www.wafp.org/Annual-Meeting/44th-annual-winter-refresher-course.html. The fee to attend only the Nielsen presentation is \$20.

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Gullingsrud, Tim

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Sheehan, John
Stanford, Matthew
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Alig, Joanne
Brenton, Mary E.
Desien, Nicholas
Duncan, Robert
Gage, Weldon
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