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WHA Staff and Board Stress Importance of Delivering Member Value

Disruption, innovation, partnership, and opportunity all key topics at WHA annual Board retreat

The WHA Board of Directors and WHA staff held its annual strategic planning session July 18-20. The focus: disruptors in the health care industry and their impact on WHA's future agenda and strategic planning.

"We have a clear focus on the issues and how to position ourselves for the future. As a number of our Board members pointed out, health care is our business, but our mission is health." - WHA Chair-Elect Damond Boatwright

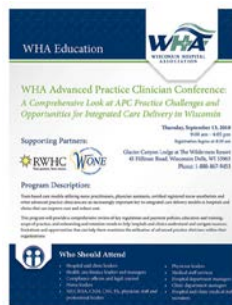
WHA Chair-Elect Damond Boatwright, Regional President of Operations at SSM Health Care of Wisconsin, kicked off the meeting discussing how all hospitals across Wisconsin are important—small and large alike.

"We have a clear focus on the issues and how to position ourselves for the future," said Boatwright. "As a number of our Board members pointed out, health care is our business, but our *mission* is health."

According to recent Board and stakeholder surveys, WHA continues to perform at a very high level,
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Register Today for WHA Advanced Practice Clinician Conference, Sept. 13

Understanding and growing your APC workforce



On September 13, WHA will bring together those interested in examining the challenges and opportunities for integrated care delivery associated with the use of Advanced Practice Clinicians (APCs) for a one-day conference. The program will provide a comprehensive review of key regulations and payment policies, education and training, scope of practice, and onboarding and retention trends.

WHA Advanced Practice Clinician Conference: A Comprehensive Look at APC Practice Challenges and Opportunities for Integrated Care Delivery in Wisconsin is scheduled September 13 at Glacier Canyon Lodge at The Wilderness Resort in Wisconsin Dells. A full agenda can be viewed [here](#). [Registration](#) is now open.

This one-day conference is designed for hospital and clinic leaders, clinicians in leadership and practice roles, human resources and recruiting specialists and all others who need to understand and navigate nuances, limitations and opportunities to support and maximize the integration of APCs within their organizations.

[Register today](#). Content questions can be directed to [Ann Zenk](#) or [Matthew Stanford](#). Registration questions can be directed to [Kayla Chatterton](#) or call 608-274-1820.



WHA's Board Retreat, July 18-20, 2018

House Ways and Means Health Subcommittee Holds Hearing Examining Stark Law Burden

On July 17, the House Ways and Means Health Subcommittee held a hearing on the physician self-referral law, more commonly referred to as the Stark Law. A [recent Valued Voice article](#) covered how the Centers for Medicare and Medicaid Services (CMS) has issued a request for information asking for feedback on how to address any undue regulatory impact or burden health care providers have in complying with the law.



Aurora Advocate Chief Integration Officer Mike Lappin provides comments on how the “Stark Law” is impeding efforts to move to more value-based payment arrangements.

During the hearing, Committee members asked Health and Human Services (HHS) Deputy Secretary Eric Hargan for his ideas on improving the law, which in general prohibits physicians from referring Medicare patients to an entity in which they or their immediate family members have a financial interest. Hargan noted the past few administrations have had similar goals of reforming Medicare’s payment system by encouraging value-based payments, but the law appears to have had a detrimental impact on achieving those goals. He also said that early commenters on the Request for Information have made it clear the law has also hindered efforts to better coordinate care. Wisconsin Congressman Ron Kind, a member of the subcommittee, requested an update from the Secretary on the administration’s progress in implementing legislation he authored with Rep. Kenny Marchant (R-TX) that was included in the 2018 Bipartisan Budget Act which sought to clarify certain technical violations under the law.

The panel of witnesses also included Advocate Aurora Health’s Chief Integration Office, Michael Lappin, who noted how difficult the law has made it for Aurora’s efforts to accelerate value-based payment arrangements. Lappin recommended Congress change the law by making four key reforms:

1. Create clearer exemptions from the law for value-based payment arrangements.
2. Make penalties lower for unintentional violations of the law than for clear intentional violations.
3. Clarify key definitions, such as “fair market value,” that are currently vague and confusing when it comes to compliance.

4. Streamline how Stark Law intersects with other similar statutes such as the anti-kickback statute, and false claims act, which are currently regulated by different federal entities.

The Committee also heard testimony from Claire Sylvia, who belongs to a law firm that represents whistleblowers under the False Claims Act. Sylvia maintained that Stark Law provides key protections for patients and taxpayers against abuses from bad actors who might otherwise make care decisions based on financial self-interest, rather than the patient’s interest. Subcommittee chair Peter Roskam (R-IL) responded by saying the Committee’s goal is not to sweep away these protections but improve and modernize the law.

WHA will continue to advocate for reforming the Stark Law and monitor any agency and Congressional developments at the federal level.

WHA Emergency Prep Conference: Cybersecurity in Health Care, Oct. 23

On October 23, plan to attend the *WHA Emergency Preparedness Conference: Cybersecurity in Health Care*. This important, one-day conference will focus on the very real issue of cybersecurity in the health care industry and provide takeaways to improve your hospital or health system readiness. [Registration](#) for this program is now available.

Throughout the day, experts will discuss current threats facing health care organization preparedness and security, and focus on lessons learned from real world events, including Daniel Nigrin, MD, MS, chief information officer for Boston Children’s Hospital, who will review the course of events that occurred when they endured a cyberattack.

In addition, nationally-recognized health care information security expert Tom Walsh will focus on developing and implementing a well-defined incident response process for your own health care organization.

This conference has been designed for hospital emergency preparedness directors, chief information officers, health information technology staff, public relations professionals and public information officers. Be sure to pass registration information along to those appropriate in your organization.

The conference is October 23 at the Holiday Inn at The American Center in Madison. The full event agenda can be viewed [here](#), and [online registration](#) for the program is available. Space is limited, so register today!

WHA Member Forum: Using Video Monitoring to Reduce Readmissions, August 22

On August 22 at 10:00 a.m., plan to participate in the WHA Member Forum, *Using Video Monitoring to Reduce Readmissions*. This webinar will focus on the use of video-monitoring devices in long-term care and patient home settings to reduce avoidable emergency room visits and inpatient stays. [Registration](#) for this program is now available.

During the webinar, Lois Van Abel, Bellin Health's Director of Care Coordination, will describe how Bellin Health Partners, a CMS Next Generation Accountable Care Organization (ACO), uses video monitoring in long-term care settings and at the patient's home to prevent high-cost care utilization for certain patients suffering from chronic conditions. The ACO tracks the feed from the monitoring devices in real time, and if an intervention is needed, an on-call advanced practice clinician can do a video or home visit with the patient. Lois will share available data about the ACO's strategic use of telehealth, as well as any lessons learned.

This webinar has been designed for telemedicine program managers, chief operating officers, chief nursing officers, chief medical officers, emergency room directors, chief information officers, discharge planners, and compliance officers. WHA members are encouraged to pass registration information for this webinar along to other appropriate persons in their organizations.



Bay Area Medical Center CEO Ed Harding addresses a crowd of around 300 attendees at the ribbon cutting of their new state of the art, 332,000 square foot facility in Marinette, WI.



Bay Area Medical Center Board members at the ribbon cutting ceremony. The new facility has been 10 years in the making and opens August 16.

Member News: Brabant Named President/CEO of HSHS St. Clare Memorial Hospital

HSHS St. Clare Memorial Hospital, Oconto Falls has named Christopher Brabant as the hospital's next president and CEO effective August 20, 2018.

Brabant has served as the HSHS Eastern Wisconsin Division Executive Director of Surgical Services for the Heart, Lung and Vascular Center and Prevea Health Vascular Surgery in Green Bay. Under his leadership, he has been responsible for the strategic planning, business operations and financial viability of the center and service lines, including the implementation of the Transcatheter Aortic Valve program, the new Prevea-HSHS St. Nicholas Hospital cardiology program in partnership with his Prevea SLD counterpart, and the implementation of the Regional Outreach General and Vascular Surgical Program at HSHS St. Clare Memorial Hospital.



Christopher Brabant

Brabant has a master's degree in business administration with a focus on health care administration from the University of Wisconsin Milwaukee, and Baccalaureate of Science in perfusion technology from St. Louis University. He is a Fellow of the American College of Healthcare Executives, and has served on various community boards.

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providing a multi-faceted "return on investment" for members. Board members commented on WHA's ability to influence policy and produce results, saying members could not fulfill their mission without WHA. Debra Standridge, Ascension Health's Regional President for North Region, said, "When we band together, we do have a voice." This sentiment was echoed by long time WHA Board member Steve Little, who said, "WHA's leadership, effectiveness and advocacy are undeniable. We do what's right for the state of Wisconsin."

Others noted some of WHA's most significant initiatives start at the annual Board retreat. This year's meeting focused on looking ahead and maintaining WHA's top influential position in Wisconsin health care by staying diligent in achieving the five elements that define WHA value—*responsive, knowledgeable, influential, impactful and relevant*. Board members engaged in thoughtful discussion around using these guideposts to ensure continuing success in a changing world.

Over two days in Minocqua, 26 of WHA's 30 Board members examined the opportunities and challenges

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- WHA Board Member Steve Little

that could “disrupt” health care, particularly advances in technology. The importance of new and strategic partnerships that will help WHA advocate, advance, and lead Wisconsin health care was also a key topic.



WHA Chair-Elect Damond Boatwright; Retreat Facilitator Karma Bass, Via Consulting; WHA President/CEO Eric Borgerding

“WHA pays close attention to where health care is going, and a big part of that is engaging our members and involving them closely in our work. This helps us craft an agenda and set priorities that are relevant, forward-looking and of value to Wisconsin’s hospitals and health systems,” said Eric Borgerding, WHA President and CEO. “Year after year, our annual retreat has proven to be one our most valuable tools in



WHA staff and members at the 2018 WHA Board planning session

positioning WHA to succeed, and we are very grateful for the high degree of participation, commitment, and time invested in WHA by our fantastic Board of Directors.”

“WHA never rests on past accomplishments nor assumptions of what is or will always be.”

- WHA President/CEO Eric Borgerding

As in the past, the annual Board retreat will prove instrumental for WHA’s planning and strategic positioning. WHA staff will spend the next several weeks digesting the many takeaways from the retreat, using the information to help craft and guide 2019 annual goals and tee-up the coming rewrite of WHA’s 3-5-year strategic plan.

“WHA never rests on past accomplishments nor assumptions of what is or will always be. Our members are innovative and often ahead of the curve, and we need to always be there with them delivering a dynamic and meaningful agenda,” Borgerding said. “Health care is rapidly evolving, changing, creating opportunities and we are always looking to the horizon to understand our future and strengthen our value proposition. Our Board and our members are our most important partners in this pursuit. They draw the chart, we steer the ship, and they graciously give the time to guide and affirm our efforts.”



Breakout sessions at WHA’s 2018 Board Retreat