



+ 2002 Results +

The year 2002 was without recent precedent in the WHA's history. In spite of individual and competitive differences, member hospitals united in the face of legislative, regulatory, and other external threats. This made the Wisconsin Hospital Association a strong voice for the preservation and advancement of community-based health care, enabling our members to pursue their missions of providing affordable, accessible and high quality health in Wisconsin cities and towns.

This brief report is designed to highlight the year that just was, and to remind us that our strength as an Association lies in our ability to not only see the future, but to shape it.

- ★ Steve Brenton named WHA President in January. Sets initial goals: increase federal and state advocacy effectiveness; increase grassroots participation levels; and increase member participation in the Association.
- ★ WHA Board sets new direction for Association at Planning Session held in Lake Geneva: **enhance health care competition; improve coverage and access; and promote increased community accountability.**
- ★ **WHA defeats Hospital Construction Ban**, proposed by Senate Democrats. Effort is marked by unprecedented levels of statewide grassroots activity. Members host and participate in press conferences in several locations, write letters to the editors, contact their elected representatives, which prompts legislators from both sides of the aisle to denounce the ill-fated ban.
- ★ WHA successfully **stops legislation banning mandatory overtime.**
- ★ In a statewide survey question sponsored by WHA, 83% of state residents tell legislature, **"Make health care decisions locally, not in Madison!"**
- ★ **Healthy Wisconsin PAC exceeds goal** in just 8 months: Raises more than \$118,000.
- ★ Sen. Russ Feingold **fight for Medicare equity**. Holds press conferences at Meriter Hospital, St. Vincent Hospital, Froedtert Memorial Lutheran Hospital, Columbia-St. Mary's Hospital, and Wausau Hospital.
- ★ **Medicare Wage Index Project nets Wisconsin hospitals \$15 million.** Project so successful, WHA Board adds wage index project to Association budget as core member benefit.
- ★ Medicare Summit held in Madison draws attention to equity issue. Wisconsin provides higher quality, few claims, and is paid less than 47 other states. Creates hidden tax for employers.
- ★ Competitive Wisconsin **adopts Medicare Equity** as a key business issue .

A Valued Voice

- ★ WHA **Public Policy Council convenes in Washington DC** to press Wisconsin delegation for action on Medicare Provider Payment relief.
- ★ Gov. Scott McCallum announces **Medicaid is “safe from budget cuts”** as State wrestles with huge budget deficit.
- ★ Health care costs dominate statewide news. WHA arms members with **“Myths & Facts,”** a multimedia program designed to sort fact from fiction in the cost issue.
- ★ Mercer releases study that finds hospitals in southeastern Wisconsin are above midwest average in costs. WHA releases Milliman USA data shows that Wisconsin health care charges are below national average and that **Wisconsin is a national “leader” in public payment shortfalls.** WHA press release widely used in state’s daily and weekly newspapers.
- ★ WHA releases **“Health Care Cost Trend Report”** statewide: utilization drives increases in health insurance premiums.
- ★ Governor McCallum creates **Health Care Workforce Shortage Committee.** Seven representatives on the committee are from WHA member hospitals.
- ★ Advocacy Day 2002 proves to be one of WHA’s largest to date. The candidates for Governor unveil their health care platforms. St. Joseph’s Hospital, Chippewa Falls, receives WHA’s first-ever advocacy award.
- ★ Rep. John Gard (now Assembly Speaker) receives WHA “Health Care Leadership Award.”
- ★ WHA sponsors **Employee Pride Program, recognizing outstanding hospital employees statewide.** More than 52 hospitals participate in awards ceremony and banquet held in Wausau.
- ★ WHA Rural Health Conference, largest ever, is sponsored with the cooperation of the Rural Wisconsin Health Cooperative and the Office of Rural Health.
- ★ Back to the Future: Wisconsin Health and Hospital Association becomes **Wisconsin Hospital Association** as Board approves name change at Annual Business Meeting. **Marks return to Association’s core mission: advocating for and supporting the efforts of community-based hospitals.**
- ★ WHA Financial Solutions achieved a **dramatic turnaround** in financial operations. Compared to last year’s performance that saw a net loss of \$134,000, WHA Financial Solutions projects a \$235,000 net profit in 2002.
- ★ WHA hosted 15 educational events for 1,319 registered attendees.
- ★ Steve Brenton, WHA president, visits nearly 100 member hospitals, gathering valuable insights as the Association moves into 2003.
- ★ **Seven hospitals become WHA members,** Select Specialty Hospital, Milwaukee; Orthopaedic Hospital, Glendale; St. Elizabeth Hospital, Appleton; Mercy Medical Center, Oshkosh; Calumet Medical Center, Chilton; Oconto Memorial Hospital and The Wisconsin Heart Hospital, Wauwatosa.
- ★ WHA members respond to over 15 Action Alerts to move state and federal legislation.

The Wisconsin Hospital Association’s mission is to advocate for the ability of its members to provide high quality health care services to Wisconsin communities.