Implications of Healthcare Reform on Hospital and Physician Alignment, Reimbursement and Patient Demand in Western Wisconsin

Program Description:
The U.S. health care system faces many challenges including, but far from limited to, an aging population and rising costs, extensive inefficiencies, and imperfect quality. On March 23, 2010, President Barack Obama signed into law the Patient Protection and Affordable Care Act (PPACA), which many hoped would provide the solutions to these and many other issues plaguing our health care system today. The major “solutions” included in the law are current program expansions and new program development to expand health coverage for over 32 million Americans. In addition, the law will effect changes that will impact provider relationships, health care reimbursement, and demand for health care services. Participants will hear perspectives on the impact of health reform on hospital-physician relations, reimbursement, and patient demand from health care industry leaders, and engage in focused dialogue on how health care reform will impact you and your organization.

Learning Objectives:
- Learn strategies being used by health care organizations in Wisconsin to prepare for health care reform
- Understand impact of key health care reform initiatives impacting hospital/physician relations, reimbursement and patient demand
- Become informed of key health care reform initiatives impacting hospital/physician relations, reimbursement, and patient demand

About the Presenters:

Program Moderator: Joan Coffman, CEO and President, St. Joseph’s Hospital, Chippewa Falls
Joan M. Coffman currently serves as the president and CEO of St. Joseph’s Hospital in Chippewa Falls and the vice president of physician relations of the HSHS Division (Western Wisconsin). Prior to joining St. Joseph’s Hospital, Coffman served as the chief administrative officer of the East Tennessee Medical Group in Maryville, Tennessee. She also previously served as assistant administrator at Tenet/Lindy Boggs Medical Center in New Orleans, Louisiana until 2005 when it closed due to flood damage sustained in Hurricane Katrina. Prior to that time, Coffman was the CEO of the Louisiana Clinic, a large multi-specialty clinic in New Orleans. Coffman holds a master’s degree in Business Administration from the University of New Orleans.

Program Panelists:

Stephen F. Brenton, President/CEO, Wisconsin Hospital Association
Steve Brenton joined the Wisconsin Hospital Association in January 2002 and serves as the Association’s president/CEO. He worked for WHA earlier in his career, serving as the Association’s senior vice president of government relations before departing for Charleston, West Virginia in 1988 to become president of the West Virginia Hospital Association. In 1992, he returned to the Midwest and served as president of the Iowa Hospital Association until his return to Madison in 2002. Brenton’s professional background focuses heavily on federal and state government relations and advocacy. He currently serves as a board member of the Wisconsin Collaborative for Healthcare Quality, the Vice Chair, Wisconsin Health Information Organization, SmokeFree Wisconsin and the UW Population Health Institute Advisory Board. He is also active on a number of committees of the American Hospital Association.

Dan DeGroot, District Administrator for Western & Northern Divisions, Marshfield Clinic
Dan DeGroot currently serves as district administrator for the Western and Northwestern Divisions of Marshfield Clinic, Wisconsin’s largest independent group practice. In this role, DeGroot works with Physician Leadership to create and implement strategy, enhance operational performance, and continuously improve clinical and service quality. Prior to joining Marshfield Clinic, he served as the COO for the Minneapolis Heart Institute, based at Abbot Northwestern in Minneapolis, as well as having held administrative roles in the Green Bay healthcare market. DeGroot has a master’s degree in Business Administration from the University of Wisconsin - Milwaukee School of Business.

Peter Farrow, CEO and General Manager, Group Health Cooperative of Eau Claire
Peter Farrow is CEO and general manager of Group Health Cooperative of Eau Claire. In the 12 years since his arrival, Group Health Cooperative has more than tripled its enrollment while consistently achieving the highest level of member satisfaction among regional health plans and among the top five percent nationally. Prior to joining Group Health Cooperative, Farrow served as assistant deputy insurance commissioner for the State of Wisconsin. In addition to directing the operation of the state’s four insurance funds, he oversaw the policy development and implementation for the Office of the Commissioner of Insurance and took a lead role in several health insurance reform initiatives, including Wisconsin’s managed care reforms. In addition to his insurance background, Farrow is a former small business owner and served as press secretary for Congressman Jim Sensenbrenner of Wisconsin. Farrow currently serves on the Wisconsin Insurance Security Fund Board, is the past chairman of the Eau Claire Area Chamber of Commerce Board of Directors, and he is a past president of the Wisconsin Association of Health Plans. He received his bachelor’s degree in economics from Marquette University.
Registration (limited to 50)

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Mail your registration to:
WHA, ATTN: Sherry Collins
PO Box 259038, Madison, WI 53725-9038
Or, fax to 608/274-8554
Or, register on-line at www.wha.org

Organization

Address

City/State/Zip

Name

Title

ACHE Member: □ Yes □ No

ACHE Designation: ______________________________

WI ACHE Member: □ Yes □ No

Phone

Fax

Email

Payment Information: (PayPal available at www.wha.org.)

□ Check enclosed (Make check payable to Wisconsin Chapter of ACHE)

□ Will bring payment to program registration

Tuesday, June 21, 2011
7:30 – 9:30 am

Location:
Sacred Heart Hospital – Community Auditorium
900 West Clairemont Avenue
Eau Claire, WI 54701

Cost:
$15 for members
$25 for non-members
free for students

Who Should Attend:
Hospital/Clinic/Payer leaders (CEOs, COOs, CFOs, Directors, Managers), students in healthcare fields, interested community members

Content Questions:
Jolene Hanzlik
jhanzlik@shec.hshs.org
715-717-6053

Registration Questions:
Sherry Collins at WHA
scollins@wha.org
608-274-1820

For planning purposes, pre-registration by June 15 is highly encouraged.

Continuing Education Credit:
This program has been developed and is presented locally by the Wisconsin Chapter of ACHE. The American College of Healthcare Executives has awarded 1.5 Category I (ACHE education) credit hours to this program. To receive credit, your name MUST appear on the sign-in sheet.