

Health Care Issues Forum for Public Relations Professionals



Friday,
June 29, 2007

10 am to 3:30 pm
(registration begins at 9 am)

Kalahari Resort
Wisconsin Dells
877-253-5466
www.kalahariresort.com

Who Should Attend

- Public relations and media relations professionals
- Hospital spokespersons
- Chief executive officers
- Quality and risk managers
- Chief financial officers
- Chief nursing officers

Program Description

Today's health care leaders face countless challenges. Urgent issues seem to fall from the sky right onto your desk. Calls from the press or other key stakeholders often supersede your carefully crafted priorities. Being prepared with communication strategies puts you in the driver's seat. Learn to tackle every PR challenge with a methodical yet comprehensive communication system.

In this full day seminar, you will learn a process for designing and implementing communication plans and apply it to five of the biggest issues facing hospitals today. Using the tools from this session, you will be prepared to address the following crucial topics with your various stakeholders. These issues include:

Hospital Tax – “Taxing hospitals to pay hospitals.” Find out what's current; how to develop a local response.

Union Campaigns – There isn't time to plan once a campaign on your hospital has started. Identify the early warning signs and get recommendations for internal and external communications that can be developed in advance to prepare for a union campaign in your community.

Billing and Collection Policies – The number of patients who have high deductible plans is growing, and with it, public concern about hospital costs and the billing process. Learn your pivotal role in ensuring that patients are aware of, and understand, this process.

Public Reporting:

CheckPoint will expand to include more than 70 measures by the end of 2007. Soon, mortality, volume and patient experience of care information will be publicly available on CheckPoint. Learn how information now available on CheckPoint can help the public relations professional address questions related to infection rates, and how to plan for the new measures

PricePoint is a valuable tool for public relations professionals to use when working with reporters on everything from hospital costs to discounts. What you don't know about PricePoint can come back to you in the form of a question from a reporter or consumer. Learn how to put it to work for you.

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Agenda

- 10 am **Welcome**
Steve Brenton, President, Wisconsin Hospital Association
Tim Size, Executive Director, Rural Wisconsin Health Cooperative
- 10:10 am **Legislative Update: The Hospital Tax**
Eric Borgerding, Senior Vice President, Wisconsin Hospital Association
- Many hospitals have responded to press and public calls about the hospital tax. With a state budget expected to drag on well into the fall, you'll receive a current update and suggested ways to respond to the issue in the weeks and months ahead.
- 10:40 am **Planning Now for the Next Big Issue: Building the Toolbox**
Kristin Baird, Baird Consulting, and Kevin Stranberg, Memorial Medical Center, Ashland
- All communicators know the value of a communications plan, but when was the last time you wrote one or updated yours? With the number of local issues you face, combined with a WHA "Heads Up" tossed in there once in while, a plan is a necessity, not a luxury. Learn to utilize a planning process that helps both novice and experienced communicators alike. By the end of the Forum, you will have not only a good grasp of the issues that concern your CEO, but also an action plan already in hand when the unexpected crisis disrupts your busy day.
- 11:40 am **Lunch (included)**
- 12 pm **Public Reporting**
Dana Richardson, Vice President, Quality, Wisconsin Hospital Association
Joe Kachelski, Vice President, WHA Information Center
- CheckPoint** will expand to include more than 70 measures by the end of 2007. Soon, mortality, volume and patient experience of care information will be publicly available on CheckPoint. Learn how information now available on CheckPoint can help the public relations professional address questions related to infection rates, and how to plan for the new measures.
- PricePoint** contains a wealth of information that public relations professionals can put to good use when questions arise about hospital costs, discounts, reimbursement, charity care, and billing policies. Learn how this tool can be maximized to address a variety of media questions.
- 1:30 pm Break
- 1:45 pm **Billing and Collection Policies**
Rich Donkle, Director, Financial Consulting Services, Rural Wisconsin Health Cooperative
George Quinn, Senior Vice President, Wisconsin Hospital Association
- Hospitals provide literally thousands of people with free care every day. But those aren't the stories that make the front page. Discuss the genesis of the WHA Billing and Collection policies, the importance of transparency in this process, and the role of the billing office, the public relations professional, and the patient.
- 2:15 pm **The Union Campaign**
Kristin Baird, Baird Consulting
Judy Warmuth, Vice President, Workforce, Wisconsin Hospital Association
- The signs can be subtle or appear as front page headlines when a union begins a campaign in a hospital. Preparing in advance for a campaign is time well spent. Gain both a national and state perspective of union activity. Hear firsthand experience of hospitals both before, during and after a union campaign, to help you understand and plan in advance for a possible union campaign.
- 3 pm Q & A
- 3:30 pm Adjourn

Registration Form

(Photocopies may be used)

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Mail or fax your completed registration form with payment to:

Lisa Geishirt, WHA,

P.O. Box 259038, Madison, WI 53725-9038

Fax: 608-274-8554 or register online at www.wha.org

Cost: \$95 per person

Facility _____

Address _____

City/State/Zip _____

Name _____ Title _____

Email _____

Phone _____ Fax _____

Name _____ Title _____

Email _____

Phone _____ Fax _____

Name _____ Title _____

Email _____

Phone _____ Fax _____

Payment Information

Check Total Enclosed: \$ _____ *Make checks payable to: Wisconsin Hospital Association*

Visa Mastercard

Name on card _____

Billing Address (for name on card) _____

City/State/Zip (for name on card) _____

16 Digit Card Number _____

Expiration Date _____ Amount \$ _____

Additional Program Information

Special Needs

If you have any special needs with which we can help you, please let us know.

Directions

Directions will be sent with confirmations.

Sleeping Accommodations

A block of rooms has been reserved for the evening of June 28 at the Kalahari Resort. Call 877-253-5466 to reserve a room in the WHA block by JUNE 6. Space is limited. When making your reservation, request a room from the WHA Rural Health Conference block. Rates are as follows:

- One king bed (plus sofa bed) for \$139 per night (priced for two people; add up to two additional guests for \$20 per person, per night)
- Two queen beds (plus sofa bed) for \$139 per night (priced for four people; add up to two additional guests for \$20 per person, per night)

Cancellation Policy

Cancellations received in writing up to five business days prior to an event will be given a full refund less a \$25 processing fee. Cancellations received less than five business days prior to program will receive a voucher for registration in another WHA program, valid for one year from issue date and equal to the amount paid for program registration less a \$25 processing fee. No-shows will be billed in full, without credit for future programs. Substitutions are accepted.

Registration Information

Mail or fax your completed registration form with payment to:

Lisa Geishirt
Wisconsin Hospital Association
PO Box 259038
Madison, WI 53725-9038

Fax: 608-274-8554

Or, register online at www.wha.org

About the Presenters

Kris Baird



Kristin Baird is a talented speaker and facilitator with a passion for service excellence. She is president of Baird Consulting, an international consulting firm specializing in helping health care organizations move from good to great.

With nearly 30 years of experience in health care, Baird's multi-faceted background includes clinical nursing in hospital and public health settings as well as community outreach education and call center management. Baird has provided consulting services since 1991, specializing in customer service enhancement for health care organizations. For eight years, she served as vice president of business development and marketing for Watertown Area Health Services.

Kevin Stranberg



Kevin Stranberg has nearly two decades of experience as a group facilitator and trainer. He is a frequently sought after facilitator serving clients in the hospitality and health care industries as well as the Native American Tribal Councils and Chambers of Commerce.

In 2005, Stranberg joined the adjunct faculty of Northland College where he taught a course in strategic planning.

Stranberg was awarded Fellowship status from the Wisconsin Healthcare Public Relations and Marketing Society. He is currently the public relations manager for Memorial Medical Center in Ashland, Wisconsin, where he has served for over 10 years. During his tenure with Memorial Medical Center, Stranberg has been instrumental in spearheading a successful customer service initiative.



A Valued Voice