



WISCONSIN HOSPITAL
ASSOCIATION, INC.

2008 Wisconsin Rural Health Conference

June 18-20, 2008 The Osthoff Resort, Elkhart Lake

In Collaboration with
Wisconsin Office of Rural Health
MetaStar, Inc.
Rural Wisconsin Health Cooperative
Wisconsin Primary Health Care Association

A central illustration depicts a person walking away from the viewer on a winding yellow path that leads into a green field. The scene is framed by a dark brown border, suggesting a window or a painting. The background is a textured, light green and yellow pattern.

Living Great Leadership



Wisconsin Medical Society

This activity has been planned and implemented in accordance with the Essential Areas, Elements and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the Wisconsin Medical Society and Wisconsin Hospital Association. The Wisconsin Medical Society is accredited by the ACCME to provide continuing medical education for physicians.

2008 Wisconsin Rural Health Conference

June 18-20, 2008

Planning Committee Members:

Bill Bruce, MBA

James Baer, MSN, MHA

Jim Braun, BBA

Janet Brown, RN, MSN, MHA, NHA

John Eich, BA

Cynthia Eichman, BA, MA

Jennifer Frank, BA

Stephanie Harrison, MA

Ray Myers, BS, MBA

Lee Olkowski, BBA, MBA

Scott Polenz, BA, MPA, CPA

George Quinn, BA

Greg Simmons, BA, MA

Tim Size, BSE, MBA

DeAnn Thurmer, RN, BSN, MS

Mary Beth White-Jacobs, RN, BSN, MHA

Ed Wittrock, RN, BSN, ME

Purpose:

Designed for health care administrative professionals, the Wisconsin Rural Health Conference highlights public policy issues affecting rural health care; identifies how the delivery of and access to rural health care are changing; and identifies ways in which technology is improving health care access for rural populations.

Who Should Attend:

CEOs, administrators, CFOs, controllers, nurse executives, medical directors, physicians, marketing/public relations directors, quality managers, risk managers, public health officials, and hospital board of trustee members of rural health care organizations.

Dear Health Care Leaders,

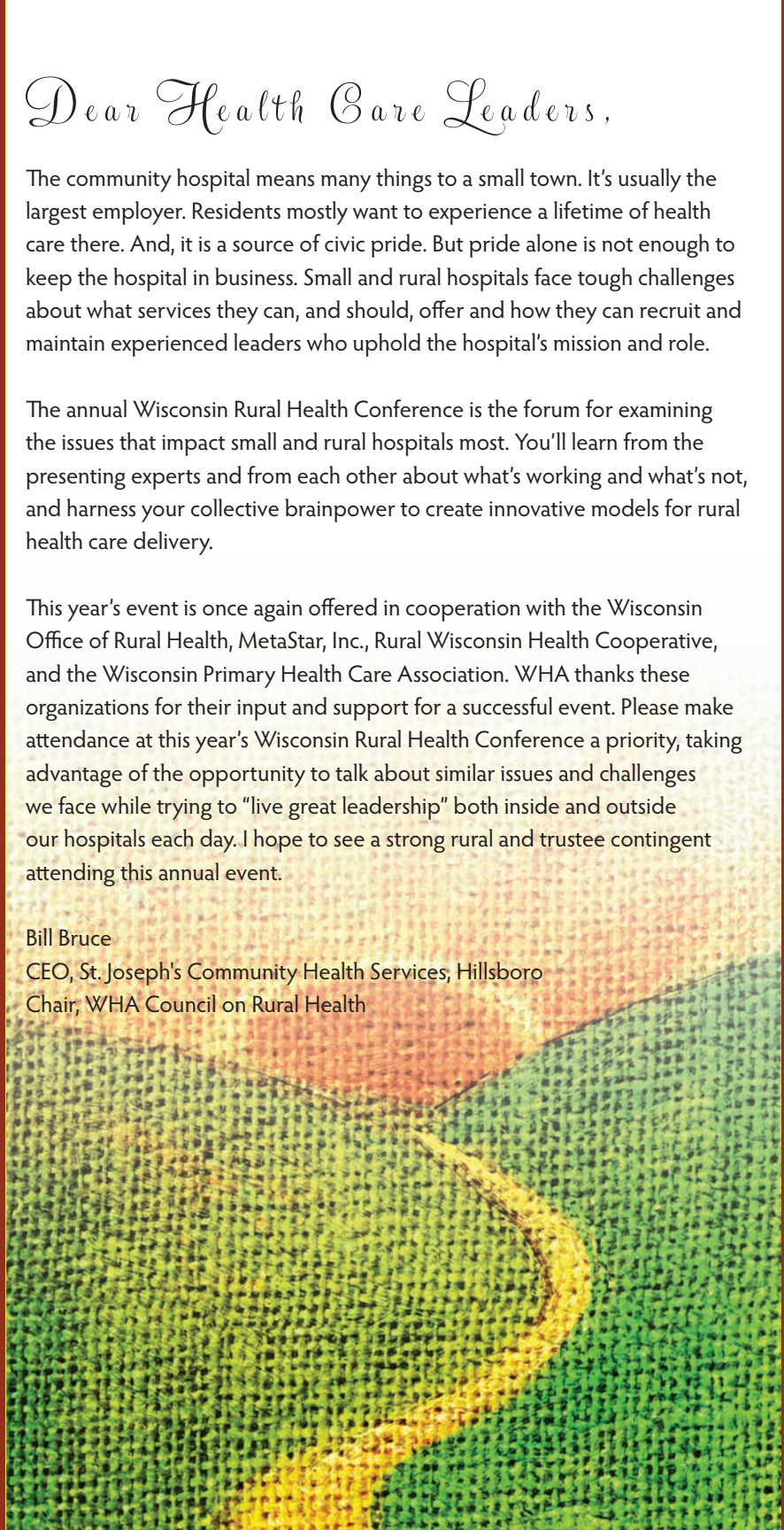
The community hospital means many things to a small town. It's usually the largest employer. Residents mostly want to experience a lifetime of health care there. And, it is a source of civic pride. But pride alone is not enough to keep the hospital in business. Small and rural hospitals face tough challenges about what services they can, and should, offer and how they can recruit and maintain experienced leaders who uphold the hospital's mission and role.

The annual Wisconsin Rural Health Conference is the forum for examining the issues that impact small and rural hospitals most. You'll learn from the presenting experts and from each other about what's working and what's not, and harness your collective brainpower to create innovative models for rural health care delivery.

This year's event is once again offered in cooperation with the Wisconsin Office of Rural Health, MetaStar, Inc., Rural Wisconsin Health Cooperative, and the Wisconsin Primary Health Care Association. WHA thanks these organizations for their input and support for a successful event. Please make attendance at this year's Wisconsin Rural Health Conference a priority, taking advantage of the opportunity to talk about similar issues and challenges we face while trying to "live great leadership" both inside and outside our hospitals each day. I hope to see a strong rural and trustee contingent attending this annual event.

Bill Bruce

CEO, St. Joseph's Community Health Services, Hillsboro
Chair, WHA Council on Rural Health



KEYNOTE PRESENTER



Todd Linden, FACHE

Todd Linden is president and CEO of Grinnell Regional Medical Center, an 81 bed, private non-profit hospital in Grinnell, Iowa. During his tenure, Grinnell Regional has tripled its medical staff to nearly 60 physicians and mid-level providers; created a fitness and rehab center; added a 36,000 square foot medical office building; developed an integrated medicine program; constructed a \$3 million rural medical mall in an adjacent county; built three new community outreach clinics; and is currently implementing a \$40 million (almost tripling the value of the hospital assets) comprehensive facilities master plan (including a \$4 million (1988) and an \$8 million (2003) community capital campaign). Since coming to Grinnell in 1994, Linden has been recognized for his leadership by the Des Moines Register, the Iowa Hospital Association, the Iowa Jaycee's,

Modern Healthcare Magazine, the Grinnell Business Women's Association, the Healthcare Forum, the American Hospital Association, the University of Iowa, and the American College of Healthcare Executives. Linden is a fellow in the American College of Healthcare Executives, has had the opportunity to testify in the U.S. House of Representatives, the U.S. Senate, and in a special teleconference with the President of the United States on health care issues.

Linden served on the American Hospital Association's Board of Trustees from 2000 to 2005; currently serves on the board of advisors to AHA's Center for Healthcare Governance; is past-chair of both the Iowa Hospital Association and Health Enterprises of Iowa; serves on the Grinnell College board of trustees, the University of Iowa College of Public Health advisory board; and past board member for the Des Moines University – Osteopathic Medical Center. He is also an adjunct faculty member at the University of Iowa and Des Moines University. He has been active at the state level through appointments made by Iowa's governor, including chair of the Iowa Telemedicine Advisory Council, member of the 461 Task Force (legislative study group of the Iowa Communication Network) and member of lowACCESS (intergovernmental technology committee). Locally, Linden serves or has served on the boards of: Poweshiek Iowa Development, the Waterford Group, Grinnell Renaissance (past-chair), and the Greater Poweshiek Community Foundation.

CLOSING PRESENTER



Clint Maun, CSP

Clint Maun is nationally recognized for his innovative leadership in health care consulting, speaking and research. A co-founder of Maun-Lemke, Maun has over 38 years of experience in health care management, leadership, quality enhancement and self-development programs. Maun's acclaimed leadership process, "Smooth Operations," has been successfully implemented in small and multi-facility businesses nationwide. His visions, ideas, techniques, and concepts are currently at work in thousands of organizations throughout the country. Since 1984, Maun-Lemke has concentrated on innovative ideas and techniques to improve the "people business" of the health care profession.



Agenda

Wednesday, June 18

11:00 am Golf Outing Registration and Luncheon

12:00 pm Shotgun start at 12:00 pm for golf outing (Please arrive to register by 11:45 am)
Enjoy 18 holes of golf on Wednesday, June 18, at Whispering Springs Golf Course in Fond du Lac, where we are holding 100 tee times for a shotgun start, beginning at 12:00 pm. Lunch will be available at 11:00 am.

Afternoon One-hour cruises on 21-foot sailboat on Elkhart Lake
Available cruise times: 12:00 pm, 1:30 pm, 3:00 pm, 4:30 pm
Cruises are a courtesy of WHA Corporate Champion CG Schmidt

6:00 pm Dinner on the shores of Elkhart Lake, with special recognition of WHA Corporate Champion and Partner organizations. Enjoy a delicious dinner and lots of family activities, including a bonfire, horse & carriage rides, a steel drum band, paddle boats, hydro-bikes, and more. Casual dress is encouraged for this informal event. Bring your families and guests!

Thursday, June 19

7:00 - 8:45 am Breakfast

8:00 - 8:30 am Trustee Breakfast with presentation by Steve Brenton, CEO, Wisconsin Hospital Association

8:45 am Welcome

9:00 - 10:30 am Keynote Presentation

Living Great Leadership

Todd Linden, FACHE, President and CEO, Grinnell Regional Medical Center, Grinnell, IA
Todd Linden is president and CEO of Grinnell Regional Medical Center, an 81 bed, private non-profit hospital in Grinnell, Iowa. Mr. Linden is an active leader within his hospital, in his local community, throughout his state, as well as nationally via his roles with the American Hospital Association. He will discuss the importance of continually developing leadership within a hospital and define strategies to accomplish this with limited human and financial resources. He will also discuss the value of a hospital's leadership role in a rural community, as both a critical part of the integrated health spectrum and a vital player in civic initiatives.

10:30 - 10:45 am Break

10:45 - 11:45 am Concurrent Sessions (choose one):

A1: Leveraging Telehealth Technology to Assist in Rural Health Care Delivery

Neal Neuberger, President, Health Tech Strategies, LLC
An environmental overview of the issues and opportunities facing the implementation of telehealth / HIT for rural health care communities, using teleneurology as one major example. The benefits of improved access and cost savings for rural health providers will also be discussed.

A2: Rural Health Partners Panel

Jay Gold, MD, JD, MPH, President & CEO, MetaStar

Tim Size, Executive Director, Rural Wisconsin Health Cooperative

John Eich, Director, Wisconsin Office of Rural Health

Stephanie Harrison, Executive Director, Wisconsin Primary Health Care Association

A session focused on four organizations vital to rural health care access in Wisconsin: the resources they offer, who they serve and what they bring specifically to Wisconsin rural health care providers.

A3: The National Movement Toward Evidence-Based Practice

Robert C. Hyzy, MD, Associate Professor of Internal Medicine, Division of Pulmonary and Critical Care Medicine, University of Michigan Health System; and Chair, Steering Committee of Keystone ICU Project, MHA's Keystone Center for Patient Safety & Quality

Learn about the national movement toward evidence-based practice – what it is, why it's a national movement, and why rural providers and trustees need to consider it.

11:45 am - 1:00pm Lunch on the Shores of Beautiful Elkhart Lake

1:00 - 2:00 pm Concurrent Sessions (choose one):

B1: The Changing Landscape of Health Care Delivery

Charles Shabino, MD, Senior Medical Advisor, Wisconsin Hospital Association

A discussion of how workforce shortages, including physicians and other health care professionals, are affecting the delivery of health care and what rural providers can do to adapt.

B2: The RWHC Information Technology Network

Louis Wenzlow, CIO of RWHC Information Technology Network and Director of Health Information Technology, Rural Wisconsin Health Cooperative

An overview of the Rural Wisconsin Health Cooperative's Information Technology Network – a collaborative, single data center, multi-facility model – seen as a model by many national rural health leaders.

B3: Building and Sustaining Strategic Success: The Board's Role in Strategic Planning

Larry Walker, President, The Walker Company

This program will explore pathways for ensuring your hospital's strategic planning establishes a true vision in critical success areas, develops and prioritizes core and supporting strategies to achieve the vision, measures progress through a set of 'vital signs,' and continually redirects the organization to respond to change and opportunity.

2:00 - 2:15 pm Break

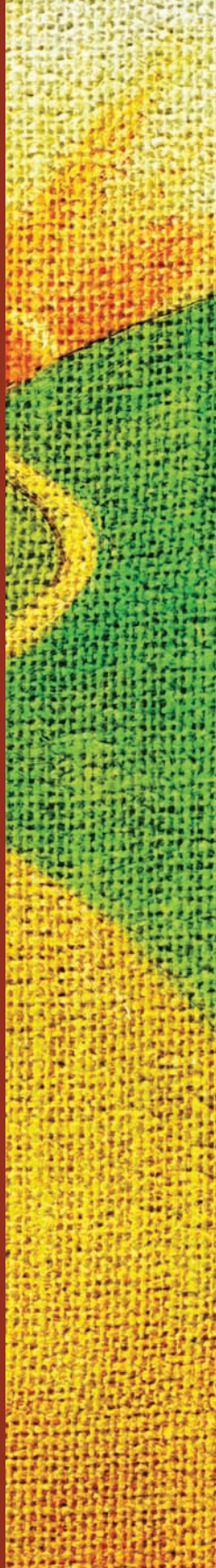
2:15 - 3:15 pm Concurrent Sessions (choose one):

C1: Improving the Flow of Pharmacists to Rural Hospitals Through Clerkships

Mara Kieser, MS, RPh, Clinical Associate Professor of Pharmacy, School of Pharmacy, University of Wisconsin

Peter Vrabec, Director of Pharmacy, St. Clare's Hospital and Health Services, Baraboo

A discussion about the statewide pharmacy student clerkship program, how rural hospitals can get involved, and the long-term benefits of hosting a pharmacy clerkship student. The session includes a case study of a rural Wisconsin hospital that has had success as a pharmacy student clerkship site.





Thursday, June 19 continued...

C2: Ethics in The Workplace

Nan DeMars, CPS, President, Executary Services

A practical guide to identifying and handling some of the most common ethical dilemmas, using reality-based examples to help participants recognize their new roles in today's world of accountability and gain new tools to take responsibility for decisions made.

C3: Behind Closed Doors: Diagnosing & Treating Governance Disorder (2:15 – 4:15 PM)

Larry Walker, President, The Walker Company

While governance effectiveness is the goal of every hospital board, governance ineffectiveness is often the reality. This interactive session puts you squarely in the judge's seat of what good governance is and is not. You'll look in on a board meeting of fictional "Badgerland Memorial Hospital" in action – watch the board grapple with various issues and spot governance errors, near misses and "sentinel leadership events" as they happen. You'll be the governance experts as you critique the board's performance during this lively and proactive session, moderated by Larry Walker, and featuring personalities from real Wisconsin hospitals.

3:15 - 3:30 pm

Break

3:30 - 4:30 pm

Concurrent Sessions (choose one):

D1: Performance Improvement Approaches: Selecting the Right Tool

Janice Ahlstrom, Director, Wipfli, LLP

A discussion of the practical differences, barriers to use, and realized organizational benefits of the various performance improvement methodologies available. An overview of the various methodologies and suggestions on creating a culture to embrace teamwork/collaboration/performance improvement in your organization will be shared.

D2: USDA Rural Development Financial Assistance Program

Barbara Brewster, Business & Community Programs Specialist, and Virginia Morgan, Business & Community Programs Specialist, USDA Rural Development

A discussion of five federal loan and grant programs to finance building improvements and new construction costs, equipment purchases and telecommunications technology improvement for rural health care facilities. Participants will learn if his/her facility should apply, eligible uses of the funds, and how to access the funds.

D3: Behind Closed Doors: Diagnosing & Treating Governance Disorder – continued

Larry Walker, President, The Walker Company

4:30 pm

Adjourn

5:30 - 8:30 pm

Group reception and dinner: "Living Great Leadership: Ready, Set, Go!"

Join your colleagues for a fun racing-themed reception and dinner, in the spirit of Road America in Elkhart Lake. It's a chance to visit corporate member exhibitors, edge out your competition on the racetrack, register to win cash prizes, and more.

Friday, June 20

7:00 - 8:30 am

Breakfast

8:15 - 9:45 am

Closing Keynote Address

Responsibility For The Future: Leadership Commitment to Success

Clint Maun, CSP, Senior Partner, Maun-Lemke, Omaha, NE

This invigorating session will focus on board and executive responsibility in shaping the organizational culture required for strategic growth, effectiveness and efficiency. The strategies in this session will include a focus on what it takes to employ the new workforce, how to structure organizational commitment for success and role clarification for board involvement. In addition, the specific leadership techniques required to operate health systems of the future will be detailed. This session will be uplifting and action packed with information and ideas for success. The principles, techniques and ideas will come from years of experiences with a proven health care strategist and leader.

9:45 am

Adjourn

Special Session Presented by the Wisconsin Chapter of ACHE: ACHE Category I Seminar (1.5 credit)

Friday, June 20: 10:00 - 11:30 am (Optional)

Reinventing Customer Service in Health Care: Lessons Learned From the Best

Moderator: Kristin Baird, President, Baird Consulting, Inc., Fort Atkinson

Panelists: Terry Brenny, CEO, Stoughton Hospital, Stoughton

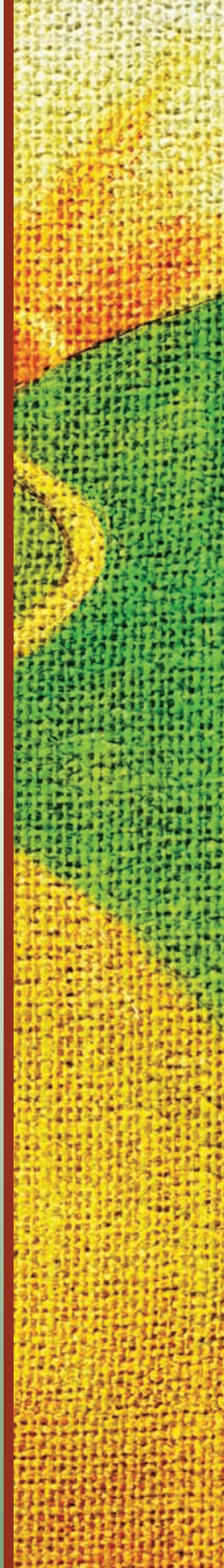
Nicole Clapp, CEO, Grant Regional Health Center, Lancaster

Organizational survival relies on health care leaders with the vision, determination and courage to test various methods of enhancing the customer experience. Customer (both internal and external) expectations are being set by other industries; for example, the airline industry, in which Southwest Airlines is the only airline that has turned in profitable years for 33 consecutive years, consistently achieved the best on-time performance, received the fewest customer complaints and fewest mishandled bags, and is consistently cited for the best customer service, the smartest management and as the most fun place to work. Can the principles from a culture like Southwest Airlines help health care win the hearts and minds of their employees?

Hospitals can implement initiatives that help organizations achieve outstanding patient and staff satisfaction results, increase market share and decrease costs. Initiatives include helping caregivers and staff to move to a more customer-centric mentality and method, and make the health care facility an exciting and rewarding place to work using the Baptist Institute's Customer Service and Organizational Excellence Program and the implementation of fundamentals using the Disney Institute approach.

Look for more information and a special registration form online at www.ache-wi.org.

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 hour to this program.



Additional Information

Housing Information

A block of rooms has been reserved the evenings of June 18 and 19 at The Osthoff Resort. Please call 800-876-3399 to reserve a room in the WHA block by May 28, 2008. When making your reservation, request a room from the Wisconsin Hospital Association group. Rates are as follows:

- One Bedroom Suite or Junior Suite: \$165.00 per night
- Two Bedroom/Two Bathroom Suites: \$195.00 per night



Final cut-off date for room reservations is MAY 28, 2008.

PLEASE NOTE: It is very likely that there will be NO rooms available to Rural Health Conference attendees after the May 28 cut-off (especially for Thursday night), as there is a race at Road America in Elkhart Lake that weekend, and The Osthoff Resort routinely sells out hotel rooms for all racing events. If you will be attending this year's conference, plan to make your hotel reservations immediately to avoid problems.

The hotel's cancellation policy for room reservations is as follows:

"Deposits are refunded or credited, minus a \$50 processing fee, only if notice is received 7 days prior to arrival date and cancellation number is obtained by guest. Guests are responsible for paying for all reserved room nights if the reservation is cancelled with less than 7 days notice."

Conference Cancellation Policy

Cancellations received in writing up to five business days prior to an event will be given a full refund less a \$50 processing fee. No refunds will be given for cancellations received less than five business days prior and day-of-program no-shows. Substitutions are accepted.

Special Needs

In accordance with the Americans with Disabilities Act, the Wisconsin Hospital Association seeks to make this conference accessible to all. If you have a disability, which might require special accommodations, or have any dietary restrictions, please email your needs to: lgeishirt@wha.org or call 608-274-1820.

Attire

Dress for the Rural Health Conference is business casual. Dress for Wednesday's reception & dinner is casual.

Driving Directions

Driving directions will be sent with your registration confirmation, via email or fax.

Questions

For questions about content, contact Jennifer Frank at 608-274-1820 or jfrank@wha.org. For questions about registration, contact Lisa Geishirt at 608-274-1820 or lgeishirt@wha.org.

Conference, golf, and sailing registrations must be received by June 4, 2008.

Return the registration form with payment to:

WHA, Attn: Lisa Geishirt, PO Box 259038, Madison, WI 53725-9038

Living Great Leadership

2008 Wisconsin Rural Health Conference June 18-20, 2008 The Osthoff Resort, Elkhart Lake

Registration fee for employees of WHA member institutions & WHA corporate member organizations:

- A. Entire conference (does not include golf): \$350 per person
- B. Thursday only with dinner: \$275 per person
- C. Thursday only without dinner: \$250 per person
- D. Friday only: \$150 per person
- E. Trustee fee (does not include golf): \$250 per person

Adult and child guests are welcome to attend the dinner events at no charge. Please indicate the number of guests below.

Additional registration space available on the back of this form.

Organization: _____

Phone: _____

Fax: _____

Address/City/State/Zip: _____

Name: _____

Title: _____

Email: _____

A B C D E

Number of Guests: _____

Please register me for the Wednesday afternoon golf outing (additional \$60 per golfer)

I'd like to participate in the one-hour sailboat cruise* Preferred time: 12:00 pm 1:30 pm 3:00 pm 4:30 pm

* Cruise is offered Wednesday afternoon. Each cruise time is limited to first five (5) registrations. There is no cost to participate.

Payment Information: Check Enclosed: \$ _____ (Make check payable to WHA) Visa MasterCard

Credit Card Number: _____

Expiration Date: _____

Amount: \$ _____

Name on Card: _____

Billing Address (required): _____

Return form with your payment to :
Lisa Geishirt, WHA, PO Box 259038, Madison, WI 53725-9038
Phone: 608-274-1820; Fax: 608-274-8554;
Email: lgeishirt@wha.org

Conference, golf and sailing registrations must be received by June 4, 2008.

Living Great Leadership

2008 Wisconsin Rural Health Conference June 18-20, 2008 The Osthoff Resort, Elkhart Lake

Name: _____

Title: _____

Email: _____

A B C D E

Number of Guests: _____

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* Cruise is offered Wednesday afternoon. Each cruise time is limited to first five (5) registrations. There is no cost to participate.

Golf Outing

Enjoy 18 holes of golf on Wednesday, June 18, at Whispering Springs Golf Course in Fond du Lac, for a shotgun start, beginning at 12:00 pm. Lunch will be available starting at 11:00 am. Please arrive to register by 11:45 am.

To reserve a tee time, mark your registration form appropriately and return the registration form to WHA by June 4, 2008. There is an additional cost to participate in the golf outing.



Sailboat Cruises on Elkhart Lake

Elkhart Lake offers a unique alternative to our traditional Wednesday afternoon golf outing for attendees and their guests. On Wednesday, June 18, you have the opportunity to take a one-hour cruise aboard a 21-foot sailboat on Elkhart Lake, courtesy of WHA Corporate Champion C.G. Schmidt. Each one-hour cruise can accommodate up to five people.

Cruises will be offered at the following times:

- 12:00 pm
- 1:30 pm
- 3:00 pm
- 4:30 pm

Please note: All guests will be required to wear a personal flotation device, which will be provided. A brief set of safety instructions will be discussed before departure from the dock. A liability waiver must be signed by all guests prior to boarding the boat. Appropriate attire is suggested and walking or tennis shoes are required. All guests will be required to relax and enjoy themselves.



To participate in one of the afternoon sailboat cruises, mark your registration form appropriately and return it to WHA by June 4, 2008. Space is limited. You will be notified of your confirmed cruise time approximately one week prior to the event. Please arrive at least 15 minutes prior to your confirmed cruise time. There is no cost to participants for this event – thank you to C.G. Schmidt for offering this activity.

Continuing Education

Continuing Medical Education

This activity has been planned and implemented in accordance with the Essential Areas, Elements and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the Wisconsin Medical Society and the Wisconsin Hospital Association. The Wisconsin Medical Society is accredited by the ACCME to provide continuing medical education for physicians.

The Wisconsin Medical Society designates this educational activity for a maximum of 7.0 *AMA PRA Category 1 Credits*™. Physicians should only claim credits commensurate with the extent of their participation in the activity.

Long Term Care CEUs

This program has been submitted (but not yet approved) for 8.0 continuing education clock hours from the National Association of Boards of Examiners of Long Term Care Administrators (NBA)/National Continuing Education Review Services (NCERS). Call Jennifer Frank at 608-274-1820 for further information.

Nursing Continuing Education

Contact hours have been applied for through the Wisconsin Nurses Association Continuing Education Approval Program Committee.

ACHE Category II

This program has been submitted to award Category II (non-ACHE) continuing education credit for this program toward advancement, or recertification in the American College of Healthcare Executives. Participants in this program wishing to have continuing education hours applied toward Category II credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.



Wisconsin Hospital Association, PO Box 259038, Madison, WI 53725-9038
608-274-1820 / Fax: 608-274-8554 / www.wha.org