

Wisconsin Hospital Association, Inc.



## NEWS

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### **More than 100 Wisconsin Hospitals to Share Quality, Safety Information** ***CheckPoint<sup>SM</sup> Tells Consumers What to Expect from Health Care Providers***

**Madison (October 15, 2003)** ----- More than 100 Wisconsin hospitals have volunteered to provide information on the quality and safety of care that they provide in their communities. The hospitals, which are responsible for providing care to more than 95% of the patients who are admitted to a hospital in Wisconsin every year, are participating in a quality initiative called, CheckPoint<sup>SM</sup>, initiated by the Wisconsin Hospital Association (WHA).

“This initiative is a proactive response to growing public interest in measuring patient quality and safety,” according to WHA President Steve Brenton. “This level of participation clearly demonstrates that Wisconsin hospitals place a high priority on providing information that will help people become more informed consumers of health care.”

The CheckPoint program will give consumers and employers reliable, valid data on 5 safety goals and 10 key clinical interventions that medical experts agree should be taken to treat heart attacks, heart failure and pneumonia. For example, one measure will report how frequently an aspirin is administered to a patient experiencing a heart attack within 24 hours of admission. This is one way to thin the blood and reduce stress on the heart.

“An important aspect of the CheckPoint program is to educate the public on the type of interventions they should expect from their providers and why these interventions are important to them,” according to Dana Richardson, RN, WHA’s vice president of quality.

Brenton said new measures will be added on a regular basis. He explained that the first 10 measures were chosen because they include data on the three main causes of hospitalization: pneumonia, heart attack, and congestive heart failure.

“By giving consumers information about these three conditions, we can help improve their overall health status,” according to Brenton. “This is an evolving science; CheckPoint is not meant to be a final product, rather it is a first step to share measurements that are scientifically proven to produce quality outcomes.”

Charles Shabino, MD, chief medical officer at Community Health Care, Inc., Wausau, is a member of the Wisconsin Quality Steering Committee that guides the WHA quality initiatives. He said the task force he co-chaired with Ken Buser, president and CEO, All Saints Healthcare System, Racine, considered what the best data are for measuring the quality of care in hospitals.

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"We wanted to ensure that our public report includes measures that are meaningful to consumers, so we are measuring processes proven to positively influence the outcome of care," Shabino said. "By voluntarily reporting important data to the public, it increases public awareness on what to look for in a hospital, and hospitals will continue to seek ever higher levels of quality."

Shabino pointed out that one of the important aspects of the program, in addition to providing information to the public, is that data will be shared among over 100 hospitals in Wisconsin that can be used for their own internal quality improvement programs.

"If there is a practice that is proven to improve quality in one setting, through CheckPoint, it will be shared with other hospitals and ultimately, increase the quality of care state wide," Shabino added.

During a recent visit to Wisconsin, Becky Cherney, president of the Central Florida Health Care Coalition, one of the largest employer health coalitions in the country, applauded the CheckPoint program because of its benchmarking capabilities. "We view every effort to measure anything as critical. One of our biggest obstacles is to not have measurements to know if the health care we are purchasing is improving," Cherney said. "We think benchmarks are gold."

James Buchen, vice president, government relations, of the largest business representation group in Wisconsin, Wisconsin Manufacturers and Commerce, confirmed that employers collect data on themselves to improve quality, and they seek information from those who provide services to their employees, as well.

"CheckPoint will give Wisconsin businesses access to information they need to help them and their employees make good health care purchasing decisions by providing comparative data on both cost and quality. Employers need to become better informed consumers because the most expensive health care is poor quality health care," according to Buchen.

The development of the CheckPoint program and other quality initiatives is guided by the Wisconsin Quality Steering Committee, a multidisciplinary group that includes representatives from industry, health plans, public policy and research organizations, the Wisconsin Medical Society, medical clinics and hospitals.

CheckPoint information will be displayed on a public Web site that is now under development and scheduled to be operational early in 2004.

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**Attached:**

- 1. List of participating hospitals** (2 pages)
- 2. Map: Participating Hospitals** (1 page)
- 3. Roster: Wisconsin Quality Steering Committee** (1 page)
- 4. Quotes: Elected Officials, Employers, Quality Experts Comment** (2 pages)

## CheckPoint<sup>SM</sup> Participating Hospitals

### Enrolled Hospitals

### City

Adams County Memorial Hospital and Nursing Care Unit	Friendship
All Saints-St. Luke's Hospital	Racine
All Saints-St. Mary's Medical Center	Racine
Amery Regional Medical Center	Amery
Appleton Medical Center	Appleton
Aurora BayCare Medical Center	Green Bay
Aurora Lakeland Medical Center	Elkhorn
Aurora Medical Center Kenosha	Kenosha
Aurora Medical Center of Manitowoc County	Two Rivers
Aurora Medical Center of Washington County	Hartford
Aurora Sheboygan Memorial Medical Center	Sheboygan
Aurora Sinai Medical Center	Milwaukee
Aurora Valley View Medical Center	Plymouth
Baldwin Area Medical Center, Inc.	Baldwin
Bay Area Medical Center	Marinette
Bellin Hospital	Green Bay
Beloit Memorial Hospital, Inc.	Beloit
Berlin Memorial Hospital	Berlin
Black River Memorial Hospital	Black River Falls
Boscobel Area Health Care	Boscobel
Burnett Medical Center	Grantsburg
Calumet Medical Center	Chilton
Chippewa Valley Hospital	Durand
Columbus Community Hospital	Columbus
Columbia St. Mary's, Inc. – Columbia Campus	Milwaukee
Columbia St. Mary's, Inc – Milwaukee Campus	Milwaukee
Columbia St. Mary's, Inc – Ozaukee Campus	Mequon
Community Memorial Hospital	Menomonee Falls
Community Memorial Hospital	Oconto Falls
Cumberland Memorial Hospital, Inc.	Cumberland
Divine Savior Hospital	Portage
Door County Memorial Hospital	Sturgeon Bay
Elmbrook Memorial Hospital	Brookfield
Flambeau Hospital	Park Falls
Fort Atkinson Memorial Health Services	Fort Atkinson
Franciscan Skemp Healthcare-Mayo Health System	Arcadia
Franciscan Skemp Healthcare-Mayo Health System	La Crosse
Franciscan Skemp Healthcare-Mayo Health System	Sparta
Froedtert Memorial Lutheran Hospital	Milwaukee
Good Samaritan Health Center	Merrill
Grant Regional Health Center	Lancaster
Gundersen Lutheran	La Crosse
Hayward Area Memorial Hospital	Hayward
Holy Family Hospital	New Richmond
Holy Family Memorial Medical Center	Manitowoc
Howard Young Medical Center, Inc.	Woodruff
Hudson Hospital	Hudson
Lakeview Medical Center	Rice Lake
Langlade Memorial Hospital	Antigo
Luther Hospital	Eau Claire
Memorial Community Hospital	Edgerton

Memorial Health Center, Inc.  
Memorial Hospital of Burlington  
Memorial Hospital of Lafayette County  
Memorial Medical Center  
Memorial Medical Center  
Mercy Health System  
Mercy Medical Center  
Meriter Health Services, Inc.  
Myrtle Werth Hospital – Mayo Health System  
New London Family Medical Center  
Oconomowoc Memorial Hospital  
Osceola Medical Center  
Reedsburg Area Medical Center  
Ripon Medical Center, Inc.  
Riverview Hospital Association  
Sacred Heart Hospital  
Sacred Heart-St. Mary's Hospitals  
Saint Elizabeth Hospital  
Saint Joseph's Hospital  
Saint Michael's Hospital  
Sauk Prairie Memorial Hospital & Clinics  
Shawano Medical Center  
Southwest Health Center  
St. Agnes Hospital  
St. Clare Hospital and Health Services  
St. Francis Hospital, Inc.  
St. Joseph Regional Medical Center  
St. Joseph's Community Hospital of West Bend  
St. Joseph's Hospital  
St. Luke's Medical Center  
St. Luke's Southshore  
St. Mary's Hospital Medical Center  
St. Marys Hospital Medical Center  
St. Mary's Hospital of Superior  
St. Michael Hospital  
St. Nicholas Hospital  
St. Vincent Hospital  
Stoughton Hospital  
The Monroe Clinic  
The Richland Hospital, Inc.  
The Wisconsin Heart Hospital  
Theda Clark Medical Center  
Tomah Memorial Hospital  
Tri-County Memorial Hospital  
University of Wisconsin Hospital and Clinics  
Upland Hills Health, Inc.  
Vernon Memorial Healthcare  
Watertown Memorial Hospital  
Waukesha Memorial Hospital  
Waupun Memorial Hospital  
Wausau Hospital  
West Allis Memorial Hospital

Medford  
Burlington  
Darlington  
Ashland  
Neillsville  
Janesville  
Oshkosh  
Madison  
Menomonie  
New London  
Oconomowoc  
Osceola  
Reedsburg  
Ripon  
Wisconsin Rapids  
Eau Claire  
Rhineland  
Appleton  
Marshfield  
Stevens Point  
Prairie du Sac  
Shawano  
Platteville  
Fond du Lac  
Baraboo  
Milwaukee  
Milwaukee  
West Bend  
Chippewa Falls  
Milwaukee  
Milwaukee  
Green Bay  
Madison  
Superior  
Milwaukee  
Sheboygan  
Green Bay  
Stoughton  
Monroe  
Richland Center  
Wauwatosa  
Neenah  
Tomah  
Whitehall  
Madison  
Dodgeville  
Viroqua  
Watertown  
Waukesha  
Waupun  
Wausau  
West Allis

## Additional Quotes Regarding CheckPoint<sup>SM</sup>

### **From Wisconsin State Legislators...**

"As the cost of health care continues to skyrocket, it has become a serious burden for families business and government. These increases coupled with the current state of the economy make it ever more critical that consumers are able to make educated decisions regarding their healthcare. The Wisconsin Hospital Association recognized this need and reacted with the 'Quality Accountability Initiative.' Theirs is a positive effort to ensure that reliable information on hospital quality is available as a tool for consumers."

**Wisconsin Senator Carol Roessler (R-18 Oshkosh)**  
***Chair, Senate Health Committee***

"I applaud the efforts of the Wisconsin Hospital Association to provide meaningful information to help guide the public as they make important health care decisions. I am convinced that Wisconsin hospitals will collect and share data in a meaningful way with the public and the Legislature. This program is innovative and can serve Wisconsin citizens."

**Wisconsin Senator Robert Jauch (D-25 Poplar)**  
***Member, Senate Health Committee***

"The participation levels in CheckPoint prove that hospitals are ready to share important data with the public about the quality and safety of health care provided in their communities. I applaud this provider-led effort and believe that the information provided improves the health status of those they seek to serve."

**Wisconsin State Representative Gregg Underheim (R-54 Oshkosh)**  
***Chair, Assembly Health Committee***

"What is so positive about Checkpoint is that it's the Hospital industry voluntarily making good public policy happen - without waiting for government to make them do it. Checkpoint will be good for Wisconsin consumers and Wisconsin hospitals and I applaud the effort."

**Wisconsin State Representative Curt Gielow (R-23 Mequon)**  
***Vice Chair, Assembly Health Committee***

### **From Health Plans...**

The Wisconsin Employee Trust Fund has worked cooperatively with hospitals that are part of the ETF health plan to strongly encourage them to participate in the WHA quality efforts. He noted that they recently added language in their health plan contracts to encourage participation.

**Eric Stanchfield, Secretary**  
***Wisconsin Department of Employee Trust Funds***

### **From WMC...**

"CheckPoint will give Wisconsin businesses access to information they need to help them and their employees make good health care purchasing decisions by providing comparative data on both cost and quality. Employers need to become better informed consumers because the most expensive health care is poor quality health care."

**James Buchen**  
***Vice President, Government Relations***  
***Wisconsin Manufacturers & Commerce***

### **From the Wisconsin Congressional Delegation...**

"The quality of health care services in Wisconsin is literally second to none. I am terribly proud of the professionals and the facilities that I am aware of in Wisconsin. By any measure, we are doing a good job in health care in this state. I think efforts at self-improvement are fantastic. That is the wave of the future. Health care professionals provide good care, not because of mandates, but because of who they are. The fact that the Wisconsin Hospital Association and health care professionals are coming together to set the bar and then raise it should not be a surprise to anyone. I would love to see in the future such issues as reimbursement rates tied to performance measures. Your reimbursement should not be driven by geography but by the quality of care you are providing. This is a positive development and it is very exciting."

**Congressman Mark Green (R-8 Oneida)**

“This is an excellent idea—providers, on a volunteer basis, establishing criteria on which quality is measured in all hospitals in Wisconsin is a very positive development. The more educated and informed consumers and purchasers are, the better off we all are. It is my hope that federal government will look at Wisconsin as model for establishing a nationwide quality initiative.”

**Congressman Ron Kind (D-3 La Crosse)**

I am actually excited about all the quality initiatives that are taking off right now. WHA's initiative and the collaborative effort that others are involved in are good first steps. These efforts have the promise of getting to the detailed level where consumers will have access to quality and price data. We are looking at this in the Ways and Means Committee. I would prefer that any quality initiative begins and ends with the providers.

**Congressman Paul Ryan (R-1 Janesville)**

Society as a whole is better off when information is available to the public. Whether you are talking about how to prevent disease, or about who does the best job of treating disease, it is useful to provide as much information to the public as possible. Health care is a consumer-oriented field and reports like the one Wisconsin Hospital Association is initiating help give people the information they need to make the right choices about their health care.

**Congressman Dave Obey (D-7 Wausau)**

**From Employers...**

“I applaud the WHA quality and safety program, CheckPoint. We view every effort to measure quality as critical. One of our biggest obstacles is to not have measurements to know if our health care providers are improving. We think benchmarks are gold.”

**Becky Cherney, President**

***Central Florida Health Care Coalition***

“It is frustrating trying to make a good decision about health care. If you ask a provider how much it is going in, they can't tell you. I applaud provider organizations that are making strides in providing that information. The WHA initiative (CheckPoint) will get quality data to the public in a lot more coherent way so we can make intelligent decisions.

**John Torinus, President**

***Serigraph, Inc.***

**From National Experts on Quality and Communications...**

“Statewide quality initiatives are wonderful. I am delighted to see your hospital association taking the initiative to share information with their communities. This is vitally important.”

**Martin Merry, MD**

***Health Care Quality Improvement Expert***

***Associate Professor, Health Management, University of New Hampshire***

“I am absolutely convinced on the issues of public reporting that it is a positive and what it really amounts to is that you are telling your constituencies that you are prepared to be accountable. I think when it is said and done, you'll be able to be very proud of the fact that you did the right thing at the right time on behalf of your communities in Wisconsin.”

**Kent Jarrell**

***Senior Vice President, Apco Worldwide***

“In addition to the benefit of providing information to the public, the WHA Quality Initiative (CheckPoint) provides data that can be used internally to benchmark not only against others, but against yourself. It places the focus on getting better.”

**Connie Curran**

***National Health Care Consultant***

## **WISCONSIN QUALITY INITIATIVE STEERING COMMITTEE**

**CHARLES SHABINO, MD**, Chief Medical Officer, Community Health Care, Wausau, **Chair**  
**JAMES BUCHEN**, V.P. Government Relations, Wisconsin Manufacturers & Commerce, Madison  
**KAY DAVIS, PHD**, Board of Directors, Stoughton Hospital  
**SHELLY EGSTAD, RN**, Risk Management Coordinator, Tomah Memorial Hospital  
**ROBERT FALE**, President, Agnesian HealthCare, Fond du Lac  
**GLEN GRADY**, Administrator, Memorial Medical Center, Neillsville  
**SHEILA JENKINS**, President, Network Health Plan, Menasha  
**BRAD MANNING, MD**, UW Health, Madison  
**LOREN MEYER, MD**, V.P., Quality & Medical Education, All Saints Healthcare System, Racine  
**JAMES MUELLER**, President, Frank Haack & Associates, Milwaukee  
**TERRI POTTER**, President/CEO, Meriter Hospital, Madison  
**CHRIS QUERAM**, CEO, The Alliance, Madison  
**PATRICK REMINGTON, MD, MPH**, Co-director, WI Public Health & Health Policy Institute, Madison  
**PATRICIA SCHROEDER**, Senior V.P.-Clinical Performance/CNO, Covenant Healthcare System, Milwaukee  
**TIM SIZE**, Executive Director, Rural Wisconsin Health Cooperative  
**ERIC STANCHFIELD**, Secretary, Wisconsin Department of Employee Trust Funds  
**NICK TURKAL, MD**, Senior Clinical V.P.-Academic & Medical Affairs, Aurora Health Care, Milwaukee  
**NANCY WENZEL**, Executive Director, Wisconsin Association of Health Plans, Madison  
**FREDERIC WESBROOK, MD**, President, Marshfield Clinic

# CHECKPOINT<sup>SM</sup>

Wisconsin Hospitals Accountable for Quality

