



Advocacy Day 2007

May 1, Monona Terrace, Madison

In Review

The Wisconsin Hospital Association's annual Advocacy Day topped all records in 2007 with almost 570 hospital employees, trustees and volunteers traveling to Madison on May 1 for this premier grassroots event. Over 250 of those individuals took what they learned throughout the day to then meet with their legislators on important issues pending in the state budget, including the hospital tax, cigarette tax and the raid on Medicaid.

Attendees heard from four key legislative leaders and keynote presenters, saw two awards presented and learned from Wisconsin's Attorney General how he is working cooperatively with hospitals on important issues. Participation in WHA's Advocacy Day continues to grow, demonstrating the commitment of individuals all across the state to positively impacting the legislative process on behalf of their hospitals and the communities they serve. WHA encourages grassroots participation through various means, including Advocacy Day, as well as its grassroots program, the Hospitals Education & Advocacy Team (HEAT). HEAT membership has now grown to 1,250 individuals, including several dozen individuals who signed up at Advocacy Day!

Health Care Advocate of the Year Award State Senator Julie Lassa



"I am happy to work with the Wisconsin Hospital Association and the hospitals in my district to make sure that Wisconsin citizens have access to the best medical care possible."

- Sen. Julie Lassa

"I could literally name dozens of our hospitals who have testified at legislative hearings, attended listening sessions, contacted legislators, and the list goes on...but this award can only go to one and we've had one hospital who's done all of this and more...that hospital is Gundersen Lutheran of La Crosse."

- Jenny Boese in presenting the 2007 All Star Grassroots Advocate Award

All Star Grassroots Advocate Award Gundersen Lutheran Health System, La Crosse



Speakers



Laura Leitch, Steve Brenton, Attorney General J.B. Van Hollen, and WHA Board Chair Bob Fale



Amy Showalter and Jenny Boese



Kimberly Stapelfeldt, Aurora Health Care, Kellyanne Conway, and Jennifer Tarantino, Aurora Health Care

Senate Majority Leader Judy Robson (D-Beloit)

On grassroots advocacy:

"I have always believed in the power of one voice. We are driven by stories. They help paint a picture for us."

On health care:

"The voters told us that health care reform is their number one issue, and we are working on improving access to that and improving transparency as well as understanding quality...and I want to thank the hospital association and many of your hospitals for participating in these projects."



Assembly Speaker Michael Huebsch (R-West Salem)

On grassroots advocacy:

"Don't allow this to be the one and only time you talk with your legislators. Use this to establish relationships. Ask your legislators to visit your facilities."

On the proposed hospital tax:

"Taxing health care doesn't make any sense at all. It is a dangerous direction, clearly not the right direction."



Assembly Health Committee Chair Rep. Leah Vukmir (R-Wauwatosa)

On grassroots advocacy:

"I, too, came to an Advocacy Day and 13 years later I became a legislator. You never know where this may lead you...We're normal people just like you. Realize that you can make a difference."

On health care:

"Health care is so expensive because it's so cheap."



Senate Health Committee Chair Sen. Jon Erpenbach (D-Middleton)

On grassroots advocacy:

"The most important thing to do is put a face to the issues."

On health care reform:

"It's not going to be a government run system. That doesn't work. But government is going to have a say....In the end, I do believe health care is a right. I'm not necessarily certain a consumer-driven model is going to work...at the same time I don't want a Canadian-run system with Wisconsin-owned hospitals...I don't want doctors employed by the state. I don't want the hospitals to be owned by the state."

Legislative Visits and Advocacy Day Attendees



Rep. Jeff Wood, Sen. Pat Kreitlow, and Rep. Terry Moulton meet with dozens of hospital constituents from the Chippewa Falls area.



Emeka Onuoha, Holy Family Memorial in Manitowoc, and Bobbe Teigen, Aurora Medical Center, Two Rivers



Rep. Dan Meyer, left, with Larry and Mary Krull of Howard Young Health Center in Woodruff.



Pam DeWitt, Kristie McCoic, Sharyn Richardson, Bill Bruce, and Joanne Barto of St. Joseph's Community Health Services in Hillsboro.

"I want to tell you how much I enjoyed my first Advocacy Day. I will definitely plan to attend future events."

- Ken Anderson, Sacred Heart Hospital, Eau Claire



(left to right) Karla Ashenurst, Ministry Healthcare; Greg Holub, Jerry Worrick, Steve Quade, and Bob Scieszinski, Door County Memorial Hospital



St. Joseph's Hospital of Chippewa Falls on their way to legislative meetings



Sen. Dave Hansen (back row, center), meets with employees and volunteers from Bellin Hospital in Green Bay.

Advocacy Day Attendees



“We need to demonstrate credibility and expertise [to legislators] because Expertise + Credibility = Trust.” - Amy Showalter, afternoon keynote speaker



(left to right) Mike Sanders, Monroe Clinic, with Rick Palagi and Larry Schroeder of Sauk Prairie Memorial Hospital.



Partners of WHA members Sue Lynch, Dee Habuck, Diane Westbrook, and Bonnie Olson

“We enjoyed attending Advocacy Day yesterday. The information shared was beneficial and inspiring.” - Patti Prusinski, Memorial Health Center, Medford



Advocacy Day attendees from Saint Joseph's Hospital, Marshfield



(seated, left to right) Penny Pray, Jane Robbins, Joanne Sampson, Patti Walker, Cheryl Jelic; (standing, left to right) Ed Harding, Pam Zander, and Lori Cherrier, all from Columbus Community Hospital