



# 2010 Rural Health Conference - In Review

June 23-25

Kalahari Resort, Wisconsin Dells

In collaboration with:



## Rural Health Care: The Courage to Reinvent

The theme of this year's Rural Health Conference—The Courage to Reinvent—was appropriate as health reform, consumerism, and workforce shortages cause shifts in the health care landscape. Wisconsin has the highest quality health care in the nation and Wisconsin health care providers will continue to find creative and compassionate responses to the challenges that lie ahead.

## The U.S. Health Care Bubble and the Global Race for Value

*Maureen Swan, Principal, MedTrend, Inc.*

Maureen Swan is not one to mince words. “The end game is clear. The core implication to hospitals and suppliers is the same regardless if we end up with a single payer system or one that is more consumer driven,” according to Swan. “The key issue is affordability. The health care growth bubble will burst.”

Ultimately, the marketplace will prevail, and Swan warns that as household incomes have dropped, the percentage that consumers are willing to spend on health care has fallen. Add in the fact that many employers have either dropped coverage or have moved to higher deductible health plans, and patients are faced with health care decisions they never considered in the past.

“Markets change when they are forced to change. In health care today, consumers are driving change,” Swan said. While hospitals are facing a lot of change in light of health reform, the recession and pressures to redesign the delivery system, the marketplace forces transformative change.

“In the end, it is all about how we can meet our mission so my friends and neighbors can get the care they need at a price they can afford,” Swan said.



*WHA President Steve Brenton; Maureen Swan; Ed Harding, CEO, Columbus Community Hospital*

## How to Keep Patients In Town

*Maureen Swan, Principal, MedTrend, Inc.*

For many rural hospitals, a key strategic challenge is keeping patients in town for care, and data is key in understanding why they leave and what services they are seeking when they go. Maureen Swan recommends that rural hospitals make use of the market data available through the WHA Information Center and analyze it at least annually by product line, market areas, and zip code.

“When market share is stolen, it is usually not by the hospital down the road; it is going to a major metropolitan area,” Swan said. Rural areas, more so than urban, have an older population, so it is important to determine if they are leaving town for services that are not available in their own community.

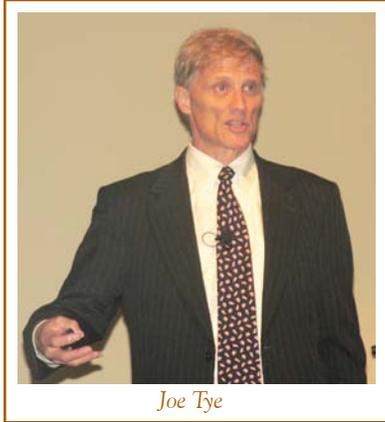
It is important to know why they are leaving town. For younger families, it might be that they are leaving town for

shopping and coincidentally decided that they could get a pediatrician visit in “on their way to buy tennis shoes,” according to Swan. “As a Board, your ability to help our town thrive and grow so moms don’t leave to shop is important. Daily driving patterns matter,” she added.

Swan encourages hospitals to work with the local Chamber of Commerce to improve the town’s competitiveness with neighboring communities, large or small. A healthy town improves the success rate of physician recruitment, and a healthy town and healthy hospital go hand in hand.

## The Florence Prescription

Joe Tye, CEO, Values Coach, Inc.



Joe Tye

“When does a crisis end? At some point, we have to learn that this is the way it is,” Joe Tye warned.

As he chronicled the career and life of Florence Nightingale, he contrasted today’s health care industry to the values held by her. Tye believes she embodies the compassion, caring and enduring commitment that are so vital to health care’s identity as a profession, discipline, industry and vocational calling.

“Now, the profession of nursing shows signs of losing its soul, it is in crisis,” Tye said. “This is not just a business. Health care is not just a job.”

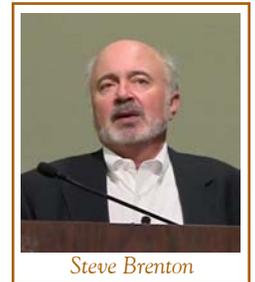
Referring to the HCAHPS, or patient satisfaction scores, Tye said this is a trailing indicator. To improve patient satisfaction, you must first work on cultural issues. “If

you have organizational values, then you don’t need a lot of rules,” he added. “Values are skills, like learning to ride a bike. You practice.”

## Health Care Reform in 2010 and Beyond

Steve Brenton, President, WHA

One year ago, President Barack Obama laid out his health care reform agenda in Green Bay. WHA President Steve Brenton told Rural Conference attendees that the legislation came out of a highly-charged, emotional environment in Congress and now that it is law, “It is difficult to find someone who does not have a strong opinion about how this happened and what will happen in the future.”



Steve Brenton

Brenton provided an overview of the health reform law and its anticipated impact on Wisconsin. He started with an environmental scan:

1. Wisconsin has the second lowest uninsured rate in the nation. “We begin health reform implementation with a coverage rate that far exceeds the national average,” Brenton said.
2. There is robust adoption of health information technology in Wisconsin. “No one keeps national statistics on this, but Wisconsin is easily among the top three states in the nation when it comes to the use of health information technology,” according to Brenton.
3. Wisconsin is ranked #1 in nation for health care quality by the federal Agency for Healthcare Research and Quality.
4. Wisconsin is a high value Medicare state. While maintaining the highest quality, Wisconsin also has low per capita spending.
5. A relatively favorable tort environment is a tool that has helped Wisconsin recruit and retain physicians.

While some parts of the health reform law have already taken effect, other aspects of it will not be implemented until 2014 or after. Of greatest concern now is funding for the Medicare program. Until new money flows into the state Medicaid programs in 2014, Brenton said one of WHA’s top priorities is to sustain the current Wisconsin Medicaid program, which is going to be a formidable challenge as the state heads into a budget crisis of “unparalleled proportion.”

In light of all the change that is occurring, Brenton urged Wisconsin hospitals to “maintain and accelerate their commitment to value, performance improvements and payment reform,” Brenton said. “Quality and value have separated us nationally from other organizations and a proactive commitment going forward is essential.”

## Rural Health Conference Breakout Sessions

### Lessons Learned from a Small Hospital Financial Turn-Around



*Skip Gjolberg, Assistant Administrator, Rural Network Development; Jeremy Normington, CEO, Moundview Memorial Hospital; John Ceelan, Senior Director, Ministry Health Care*

### The Wisconsin RN Workforce Survey



*Jo Anne Preston, Workforce & Leadership Development Manager, Rural Wisconsin Health Cooperative*

### Rural Family Physicians and The Community Apgar Questionnaire



*David Schmitz, MD, Family Medicine Residency of Idaho; George Quinn, WHA Senior Vice President*

### The Changing Role of the Board



*Larry Schroeder, CEO, Prairie du Sac Memorial Hospital; Margaret Sumption, Partner, Sumption & Wyland*

### RAC: The Moving Target



*Mimette Terlep, Chief Compliance Officer & VP, Business Development, Amphion Medical Solutions*

### The Role of Hospital Leadership in Achieving Meaningful Use



*Robert Reese, Partner and Managing Director of Health Delivery, Central Region, CSC Healthcare Group; Eric Bartholet, Partner, Global Health Care Services, CSC Healthcare Group; WHA Associate Counsel Matthew Stanford*

### Physician Engagement and Alignment Best Practices



*Chuck Shabino, MD, WHA Senior Medical Advisor; Ravi Chopra, MD, Senior Director, The Advisory Board Company*

### ACHE: Green Hospitals and Health Care



*Ed Purcell, Fasiam, LLC*



*Matthew Edwards, Architect, Engberg Anderson, Inc.; David Grundstrom, Chief Administrative Officer, Flambeau Hospital*

## Corporate Member Showcase



*Skip Gjolberg, a Rural Health Conference Planning Committee Member from Chippewa Falls, immediately puts to use a giveaway from Corporate member Sodexo at the Corporate Member Showcase held Thursday afternoon. He is assisted by Judy Warmuth of WHA staff.*



*The Corporate Member Showcase on Thursday afternoon was well attended.*



### Thank you to the 2010 Rural Health Conference exhibitors:

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