The Changing Winds of Rural Health Care

2016 Wisconsin Rural Health Conference Focused on Changing Health Care Landscape

The 2016 Wisconsin Rural Health Conference attracted more than 300 hospital and health system administrators, physicians and trustees, and dozens of WHA corporate members. WHA Council on Rural Health Chair Bob Van Meeteren emceed the two-day event held June 29-July 1 in Elkhart Lake. The conference was sponsored by WHA, the Rural Wisconsin Health Cooperative and the Wisconsin Office of Rural Health.

Keynote speakers and breakout sessions covered topics ranging from how consumerism is influencing the health care market to innovative partnerships that are improving and expanding health care in rural communities. Read more about the conference in The Valued Voice at: www.wha.org/pubarchive/valued_voice/WHA-Newsletter-7-8-2016.pdf.

Rural Health Conference Featured Speakers

Ryan Donohue, corporate director of program development with the National Research Corporation (NRC) is a thought leader in the area of health care consumerism. His mission is to inspire and persuade hospital and health system leaders to embrace and engage the health care consumer. Donahue shared his extensive research over the past decade on the effects of consumerism on the U.S. health care industry.

Toby Freier is president of New Ulm Medical Center in New Ulm, Minnesota and vice president of the West Region Community Hospital of Allina Health. Freier encouraged rural health care providers to leverage their strengths, which include patient experience of care, employee and physician engagement, quality, and their great relationships with the community.

Keni Thomas was deployed to Mogadishu Somalia in the summer of 1993 as part of an elite special operations package called Task Force Ranger. The 18-hour fire-fight that ensued was later recounted in the book and movie, “Blackhawk Down.” Thomas provided a riveting and moving account of his experience as a leader, and encouraged everyone in the audience to “state their mission” every morning as they begin the day. Be a leader, even when the only person you are leading is you.

This event was offered in partnership with the Rural Wisconsin Health Cooperative and the Wisconsin Office of Rural Health.
2016 Wisconsin Rural Health Conference Breakout Sessions

Addressing Top Identified Health Needs in a Rural Community

Emily Dilley, Columbus Community Hospital; Leslie Ruffalo, Medical College of Wisconsin; Eric Swan, Gundersen Boscobel Area Clinics; Jeremy Levin, Rural Wisconsin Health Cooperative

The Effect of Advocacy and Engagement on the Legislative Process

Kyle O’Brien, WHA; David Hartberg, Gundersen Boscobel Area Hospital and Clinics; John Russell, Columbus Community Hospital; Gordon Lewis, Burnett Medical Center

Governance Essentials For Highly Effective Boards

Craig Kantos, ThedaCare Medical Center, Waupaca; Karma Bass, Via Healthcare Consulting

Using Visualization and Analytics to Maximize the Value of Your Data

Jean Doeringsfeld and Jim Cahoy, WHA Information Center

Rural Residency Tracks as Vehicles to Expanding GME in Rural Areas

Matthew Stanford, WHA; Mark Thompson, MD, Monroe Clinic

Leadership & Governance to Support Population Health

Robert York, Kaufman, Hall & Associates
Quality Improvement on a Shoe String Budget

Kelly Court, WHA; Shelly Egstad, Tomah Memorial Hospital; Katie Spiegel, Aspirus Langlade Hospital; Kim Chandler, Black River Memorial Hospital

Telemedicine: Enhancing Access to Specialty Care in Rural Wisconsin

David Guggenbuehl and Jessica Miller, Gundersen Health System

Five Questions Trustees Should be Asking Themselves in 2016

Brian Thieler, Gundersen Tri County Hospital & Clinics; Karma Bass, Via Healthcare Consulting

The State of Health Care in Wisconsin

Eric Borgerding, WHA

Tim Size, Rural Wisconsin Health Cooperative

During the conference, the Wisconsin Hospital Association (WHA), in partnership with WisconsinEye, premiered a new video that highlighted the attributes of Wisconsin’s rural health care system and featured several WHA members. The video can be viewed at: https://youtu.be/qO3dATyDc0k
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