



“Leadership in a Time of Reform” Proves Timely Theme for 2012 Rural Conference

The June 28 release of the Supreme Court ruling on the health reform law upstaged the Rural Conference for a short while, but it also lent a bit of urgency to the messages.

Health care futurist Jamie Orlikoff is a proponent for moving away from volume to value, a move he refers to as “jumping the curve.” He describes it as two curves, with one curve being the fee-for-service, non-integrated delivery of health care, and the second curve being a system of bundled payments, highly-integrated patients and hospitals delivering high quality, high value care.

Wisconsin is recognized as delivering among the highest quality care in the country, and as the most integrated. However, Orlikoff reminded his audience that there is always room for improvement.

True clinical integration is a requirement for success in an accountable care organization (ACO), according to Orlikoff. He defines clinical integration in the ACO model as “physicians working together systematically, with or without other organizations and professionals, to improve their collective ability to deliver high quality, safe, and valued care to their patients and communities.”



Ed Harding, Chair, WHA Council on Rural Health; Steve Brenton, President, WHA; Jamie Orlikoff



Karen Timberlake

Improving the Health of Your Rural Community

Karen Timberlake, JD, is director of the University of Wisconsin Population Health Institute. She reports that Wisconsin residents are not in the best of health, especially in rural areas of the state. The good news is Wisconsin hospitals are working closely with public health, UW Extension, and other business and health organizations in their communities to change the future. Starting with the Institute’s work related to the County Health Rankings project (www.countyhealthrankings.org), which started nearly 10 years ago in Wisconsin, Timberlake said communities now have more information, tools and resources to begin to address “population health.” These include factors within the control of individuals, such as behavior, and those outside of it, such as social and economic conditions.

The Future of the Rural Health Care Marketplace: Life in the Gap and Life in the Game

With the historic passage of health care reform legislation, and the Supreme Court ruling June 28 that upheld the law, futurist Ian Morrison said all eyes should be on the future.

While the full impact of the new law will not be felt until 2014 and beyond, hospitals must implement strategies that will take them out of the gap between the “first curve,” which is volume-based payments, to the “second curve,” which is a value-based reimbursement system. At the same time, all health care stakeholders must prepare for the new emerging reality of health care reform. The country is still reeling from the impact of the recession, which saw more than 7 million people lose their employer-based health insurance and 50 million are uninsured. Morrison said in today’s health care environment, organizations and individuals must be flexible to adjust to additional modifications in the reform agenda, including the push for more widespread reimbursement reform, the growth in transparency and accountability, and the quest for value in health care.



Ed Harding and Steve Brenton with Ian Morrison

Improving Your Rural Community, One Patient at a Time



2012 Wisconsin Rural Health Conference Breakout Sessions



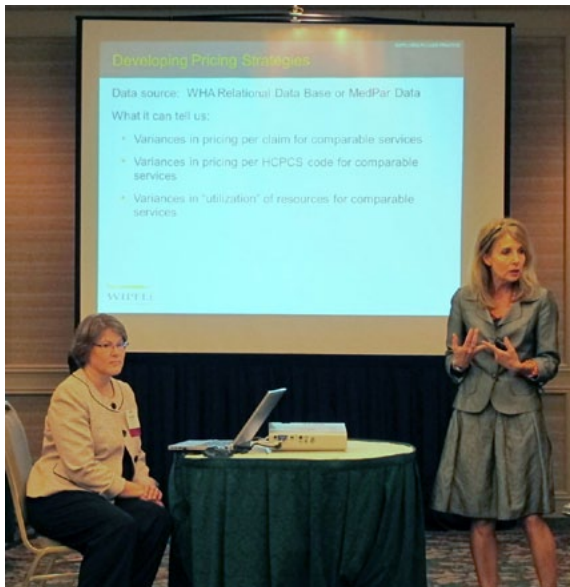
The State of Health Care in Wisconsin

*Tim Size, Executive Director, Rural Wisconsin Health Cooperative
Steve Brenton, President, WHA*



Health Reform and the Decline of Physician Private Practice

Kurt Mosley, Vice President of Strategic Alliances, Merritt Hawkins and AMN Healthcare



Using Valuable Revenue Cycle Information to Make Strategic Pricing and Reimbursement Decisions and to Understand Key Clinical Quality Indicators

*Jane Jerzak, RN, CPA, Partner, Wipfl LLP
Vicki Mueller, CPA, BA, Manager, Wipfli LLP*



Achieving the Triple Aim in Health Care: Strategies for Rural Hospital Success

Brian Haapala, MHSA, FACHE, Managing Director, Stroudwater & Associates



WHA Executive Vice President Eric Borgerding provides an update on the Supreme Court's health reform ruling



Improving Your Rural Community, One Patient at a Time



Union Organizing in an Era of Change
Chris Cimino, President, Chessboard Consulting



Putting Affiliations to Work
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The Wisconsin Medical Examining Board: An Overview of the Board and its Work
W. Gene Musser, MD, Vice Chair, State of Wisconsin Medical Examining Board, and Faculty, UW School of Medicine and Public Health



The Wisconsin Community Apgar Project
David Schmitz, MD, Associate Director of Rural Family Medicine, Family Medicine Residency of Idaho



Effective Governance in the New Environment of Accountability
Jamie Orlikoff, President, Orlikoff & Associates, Inc.



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