Petasnick Named AHA Chairman-Elect

Wisconsin Perspective Gains Prominence in National Health Care Policy

Bill Petasnick, President and CEO of Froedtert Memorial Lutheran Hospital and the Froedtert & Community Health System in Milwaukee, has been named chairman-elect of the American Hospital Association’s (AHA’s) Board of Directors for 2007. He is then scheduled to take over as Chairman of the Board on January 1, 2008.

“This is a significant and well-deserved honor for Bill,” said WHA President Steve Brenton. “It is also good news for all Wisconsin hospitals. The Wisconsin perspective will soon have the most prominent seat at the AHA table,” Brenton said.

In his role as chairman-elect of AHA’s Board, Petasnick will preside over AHA’s long-range policy committee.

“Communities count on hospitals to provide compassion and high-quality care 24 hours each and every day,” Petasnick said. “AHA works tirelessly on behalf of our nation’s hospitals to help them advance the health of individuals and communities they serve. I am humbled and honored to help lead these efforts,” he said.

Petasnick has been with Froedtert since 1993. He has been active in the AHA for 20 years and has served on WHA’s Board from 1996-2001 and 2003-present, including as chairman in 2000.

WHA’s PricePoint Goes to Washington

Brenton asked to present pricing transparency program to House Ways & Means Subcommittee; will also meet with Sec. Leavitt in Madison

Congresswoman Nancy L. Johnson (R-CT), Chairwoman, Subcommittee on Health of the House Ways and Means Committee, this week announced that the Subcommittee will hold a special hearing on Tuesday, July 18 on price transparency in the health care sector. WHA President Steve Brenton has been invited to appear at the hearing to brief committee members about PricePoint and WHA’s role “in the forefront of disclosure efforts.”

“Rising health care costs and greater transparency are two of the most important issues confronting Congress and the nation,” said Subcommittee Chairwoman Nancy Johnson. “Greater competition among health care plans and providers is an essential element in reducing costs. One tool that can promote competition involves greater price transparency for health care services, which will serve to provide valuable consumer information.”

According to a Committee press release, the hearing will focus on initiatives to develop greater price transparency in the health care sector and the impact and benefits of price transparency, including the potential for increased competition, lower costs, and lower spending growth.

“I am looking forward to this opportunity to educate members of Congress, their staff and the media about how Wisconsin’s hospitals are leading the way when it comes to health care transparency,” Brenton said. “We are proud of our members’ commitment to transparency and how they have stood behind our efforts to make PricePoint a national transparency model.”

(continued on page 8)
Fundraising Campaign Update: Number of Contributors is Climbing

Nearly 400 individuals from 47 hospitals have raised to date almost $105,000. This accounts for 56 percent of the $185,000 fundraising campaign’s monetary goal. An additional campaign goal includes expanding the number of individuals participating. The campaign strategy to achieve these goals involves raising awareness by increasing the visibility of the campaign.

As a component of this strategy, contributors by name and affiliated organization will be published in *The Valued Voice* on a monthly basis. If you are a contributor, check to see if your name is listed below. Contributors are listed by amount categories and in the order the contribution was received.

Individual contributors will also receive twice a month the campaign newsletter, which will provide additional information about the campaign, upcoming events and insider information on the upcoming elections.

The next list of contributors will be published in the August 18 edition of *The Valued Voice*. For more information, contact Jenny Boese or Jodi Bloch at 608-274-1820.

### 2006 Fundraising Campaign Contributors:

**Contributions ranging from $1 - $249**

- Hoffman, Nancy: Wisconsin Hospital Association
- Ayers, Andy: Wisconsin Hospital Association
- Morgan, Rob: Wisconsin Hospital Association
- Horcik, Michael: Aspirus Wausau Hospital
- Boes, Jody: Door County Memorial Hospital
- McKuen, Sandra: Door County Memorial Hospital
- Quade, Steve: Door County Memorial Hospital
- VanPey, Christa: Door County Memorial Hospital
- Scezinski, Robert: Community Health Care
- Snath, Roger: Community Health Care
- Holub, Gregory: Bay Area Medical Center
- Hemes, Lisa: St. Elizabeth Hospital
- Vasey, Tom: Mercy Medical Center
- Henning, Connie: Hayward Area Memorial Hospital and Nursing Home
- Schraunfagel, Patricia: Memorial Medical Center
- Steen, Sylvia: St. Mary’s Hospital of Superior
- Zeller, Brack: Spooner Health System
- Meysembourg, Len: Divine Savior Healthcare
- Bank, Carol: Chippewa Valley Hospital and Oakview Care Center
- Coller, James: St. Mary’s Hospital Medical Center
- Knich, Michael: St. Mary’s Hospital of Superior
- Erickson, Nancy: ProHealth Care
- Reinke, Kathy: Shavano Medical Center
- Sullivan, Anne: Memorial Medical Center
- Maroullder, Don: Varnon Memorial Healthcare
- Albers, Kirstin: St. Mary’s Hospital Medical Center
- Klinge, Ann: Meriter Hospital
- Myers, Robert: Children’s Hospital of Wisconsin
- Whiteaker, Les: Children’s Hospital of Wisconsin
- Harrop, Pauline: Aspirus Wausau Hospital
- Jacobsen, Joan: Aspirus Wausau Hospital
- Papukan, William: Aspirus Wausau Hospital
- Rothphuss, James: Aspirus Wausau Hospital
- Maersch, Nancy: Aspirus Wausau Hospital
- Hammel, Jennifer: Aspirus Wausau Hospital
- Petersen, Mary Beth: Aspirus Wausau Hospital
- Moeur, John: Aspirus Wausau Hospital
- Baer, James: Aspirus Wausau Hospital
- Lange, Mark: Aspirus Wausau Hospital
- Prince, Nancy: Aspirus Wausau Hospital
- Dooley, Richard: Aspirus Wausau Hospital
- Scinto, Jeanne: Aspirus Wausau Hospital
- Frederickson, Terry: Aspirus Wausau Hospital
- Grunwald, Patricia: Aspirus Wausau Hospital
- Kundiinger, Ruth: Hub City Medical Center
- Bois, David: Hub City Medical Center
- Burtch, Sue: Hub City Medical Center
- Fuchs, Mary: Hub City Medical Center
- Rusch, Judith: Hub City Medical Center
- Adams, Daniel: Hub City Medical Center
- Frank, Martin: Hub City Medical Center
- Furlong, Marian: Hub City Medical Center

**Contributions ranging from $250 - $499**

- Burgener, Jean: Aspirus Wausau Hospital
- Burgett, Lyle: Aspirus Wausau Hospital
- Nevers, Rick: St. Clare Hospital and Health Services
- Olson, Keri: St. Clare Hospital and Health Services
- Shears, John: St. Clare Hospital and Health Services
- Belland, Kathy: St. Clare Hospital and Health Services
- Fowler, Rose: St. Clare Hospital and Health Services
- Quinlan, Mary: St. Clare Hospital and Health Services
- Boland, Susan: St. Clare Hospital and Health Services
- Herbert, William: St. Clare Hospital and Health Services
- Maroney, Lisa: St. Clare Hospital and Health Services
- Meyer, Loren: St. Clare Hospital and Health Services
- Rocole, Theresa: Franciscan Stump Healthcare-Sparta
- Tracey, Robert: Hayward Area Mem. Hospital and Nursing Home
- Pelckert, Barbara: Hayward Area Mem. Hospital and Nursing Home
- Melby, Shirley: Hayward Area Mem. Hospital and Nursing Home
- Sio, Tim: St. Vincent Hospital
- Watts, Sue: Hudson Hospital
- Manrell, John: Aspirus Wausau Hospital
- Studer, Vincent: Aspirus Wausau Hospital
- Schaefker, Joyce: Aspirus Wausau Hospital
- Dyson, Alice: Aspirus Wausau Hospital
- Fransen, Patricia: Aspirus Wausau Hospital
- Coblentz, Kathy Jo: Aspirus Wausau Hospital
- Matthews, Larry: St. Vincent Hospital
- Roundy, Ann: Meriter Hospital
- Gutsch, Mike: Memorial Medical Center
- Dittrich, Peggy: Memorial Medical Center
- Lorenc, Bruce: Memorial Medical Center
- Garavet, Scott: Aspirus Wausau Hospital
- Pittsley, Kim: Aspirus Wausau Hospital
- Brzozinski, Karen: Good Samaritan Health Center of Merrill
- Campbell-Keitz, Nancy: Aspirus Wausau Hospital
- Carrier-Diener, Peggy: Aspirus Wausau Hospital
- Cohen, Joan: Aspirus Wausau Hospital
- Decker, Dawn: Aspirus Wausau Hospital
- Dittrich, Peggy: Aspirus Wausau Hospital
- Franson, Patricia: Aspirus Wausau Hospital
- Gantar, Sue: Aspirus Wausau Hospital
- Wojciechowski, Gary: St. Vincent Hospital
- Roundy, Ann: St. Vincent Hospital
- Bosvat, Dale: Children’s Hospital of Wisconsin
- Matthews, Larry: Children’s Hospital of Wisconsin
- Smickley, Robert: Aspirus Wausau Hospital
- Bliven, David: Aspirus Wausau Hospital
- Drengler, Kathryn: Aspirus Wausau Hospital
- Ellis, Nancy: Aspirus Wausau Hospital
- Erickson, Robert: Aspirus Wausau Hospital
- Ganger, Tim: Aspirus Wausau Hospital
- Hoeye, Beverly: Aspirus Wausau Hospital
- Coblentz, Kathy Jo: Aspirus Wausau Hospital
- Currie, Ralph: Aspirus Wausau Hospital
- Mickelson, Ronald: Aspirus Wausau Hospital
- Barry, Barbara: Aspirus Wausau Hospital
- Gutsch, Mike: Aspirus Wausau Hospital
- Lyons, James: Aspirus Wausau Hospital
- Fish, David: Aspirus Wausau Hospital
- Pinkenstein, Barbara: Aspirus Wausau Hospital

**Contributions ranging from $500 - $999**

- Gambeth, Charlotte: Tri-County Memorial Hospital
- Buss, Diane: Tri-County Memorial Hospital
- Gilberg, Nina: Tri-County Memorial Hospital
- Land, Andrew: Hayward Area Memorial Hospital and Nursing Home
- Beans, William: Hayward Area Memorial Hospital and Nursing Home
- Eisen, Mary Pat: St. Clare Hospital and Health Services
- Johnson, Shirley: St. Clare Hospital and Health Services
- Bjojk, Ted: Tri-County Memorial Hospital
- Theisen, Gary: Westfields Hospital
- Ganahl, John: Hayward Area Memorial Hospital and Nursing Home
- Jelle, Laura: Hayward Area Memorial Hospital and Nursing Home
- Johnson, Patricia: Hayward Area Memorial Hospital and Nursing Home
- McKeever, Timothy: Hayward Area Memorial Hospital and Nursing Home
- Bernt, Ken: Hayward Area Memorial Hospital and Nursing Home
- Detton, Amy: Hayward Area Memorial Hospital and Nursing Home
- Roethke, Linda: Hayward Area Memorial Hospital and Nursing Home
- Fry, Robert: Hayward Area Memorial Hospital and Nursing Home
- Heid, Laura: Hayward Area Memorial Hospital and Nursing Home
- Rochelleau, John: Hayward Area Memorial Hospital and Nursing Home
- Watson, Christopher: Hayward Area Memorial Hospital and Nursing Home
- McColl, Kristie: St. Joseph’s Community Health Svcs.
- DeWitt, Pamela: St. Joseph’s Community Health Svcs.

**Contributions ranging from $1000 - $2499**

- Mislawitzki, Angela: Wisconsin Hospital Association
- Rickelman, Debbie: VHA Information Center
- White, Michelle: Wisconsin Hospital Association
- Riddle, Roberta: VHA Financial Solutions, Inc.
- Broy, Mary: VHA Financial Solutions, Inc.
- Navi, Abigail: Wheaton Franciscan Healthcare
- Smith, Gregory: Wheaton Franciscan Healthcare
- Duncan, Larry: Children’s Hospital of Wisconsin
- Fish, Linda: Aspirus Wausau Hospital
- Flowers, Patty: Children’s Hospital of Wisconsin
- Jones, Michael: Children’s Hospital of Wisconsin
- Keeten, Janet: Children’s Hospital of Wisconsin
- Kerom, Nancy: Children’s Hospital of Wisconsin
- Niemiec, Margaret: Children’s Hospital of Wisconsin
- Lange, MD, George: West Gate Medical Group
- Brown, Lori: Children’s Hospital of Wisconsin
- Gutzeit, Michael: Children’s Hospital of Wisconsin
- Vogel, Martin: Children’s Hospital of Wisconsin
- Peterson, Douglas: Children’s Hospital of Wisconsin

**Contributions ranging from $2500 - $4999**

- Anderson, Susan: ProHealthCare
- Estes, William: ProHealthCare
- Potter, Brian: ProHealthCare
- Biophy, Michael: ProHealthCare
- Banzhaf, Elaine: ProHealthCare
- Buereratte, Gary: ProHealthCare
- Deich, Faye: ProHealthCare
- Bezucha, Gary: ProHealthCare
- Meyer, Miles: ProHealthCare
- Blak, Daniel: ProHealthCare

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President’s Column

Department of Health and Human Services Secretary Mike Leavitt will visit Wisconsin next Friday, July 21, to meet with leaders of private sector health care transparency initiatives. Leavitt’s visit confirms the fact that Wisconsin is a recognized, national leader when it comes to publicly reporting quality and cost information.

WHA and the Wisconsin Collaborative for Healthcare Quality (WCHQ) are on the “short list” of organizations that will be meeting with Secretary Leavitt next week. Leavitt is interested in learning more about current public reporting initiatives and their potential evolution. He has also indicated an interest in highlighting the Wisconsin efforts as an example for other states to emulate to advance the Bush Administration’s goal that hospitals, physicians and commercial payers meaningfully embrace transparency as a prerequisite for engaging health care consumers.

WHA Chair Mary Starmann-Harrison and I will meet with Secretary Leavitt during his Madison visit. We’re excited about sharing the story about how WHA membership has so enthusiastically embraced CheckPoint and PricePoint and about our commitment to evolve these initiatives and seek new opportunities in the future.

Steve Brenton
President

Redefining Health Care: Creating Value-Based Competition on Results

Dr. Michael Porter, a Harvard University professor and a leading expert nationally on business strategy, postulates that competition – provided that it is the right kind of competition – can lower costs and improve quality in health care.

Speaking in Appleton and Milwaukee on July 12 at an event sponsored by ThedaCare, Dr. Porter focused his comments on eight principles of value-based competition:

- The focus should be on value for patients, not just lowering costs.
- There must be unrestricted competition based on results.
- Competition should center on medical conditions over the full cycle of care.
- High quality care should be less costly.
- Value is driven by provider experience, scale, and learning at the medical condition level.
- Competition should be regional and national, not just local.
- Information on results and prices needed for value-based competition must be widely available.
- Innovations that increase value must be strongly rewarded.

Citing example after example, Dr. Porter contends that the current state of health care delivery in the United States is characterized as a zero-sum competition game that focuses on shifting costs, increasing bargaining power, capturing patients, restricting choice, and restricting services in order to reduce costs. None of these forms of competition, he contends, increases value for patients nor do they lower costs. The central factor in the delivery of health care must focus on value for patients. Doctors and hospitals need to compete based upon the results they deliver.

Dr. Porter and Elizabeth Olmsted Teisberg, a professor at the University of Virginia, are authors of a new book entitled “Redefining Health Care: Creating Value-Based Competition Based on Results” (Harvard Business School Press).
Support Staff Role in Preventing Infections in Patients and Staff: Focus of August 22 Webinar

The risk of spreading health care associated infections applies to all staff that comes in contact with patients in the hospital, including all support staff. On August 22, WHA is offering a one-hour webinar focused on preventing infections in patients and staff, which will provide an overview of infection transmission principles and address specific prevention strategies related to health care associated infections.

Attendees will learn the common infectious agents that contribute to health care associated infections, the major routes of infection transmission in the hospital setting, and effective infection prevention strategies to decrease occurrence in both patients and staff.

Those who should consider participation include staff from nursing, housekeeping, maintenance, laboratory, social services, dietary, physical therapy, respiratory therapy, financial counselors, pastoral, and staff from any other departments that come in contact with patients.

For more information about the content or to register, visit the education section of WHA’s Web site at www.wha.org. The webinar is scheduled for Tuesday, August 22, from 9-10 am CST, and the fee to participate is $169 per site.

Advance registration is required to ensure delivery of instructional materials and call-in instructions, which will be distributed after the registration cut-off date of August 8. For registration questions, contact Sherry Rabuck at 608-274-1820 or email srabuck@wha.org.

WHA
Financial Solutions

Work Secure Offers Turn-Key Enrollment Experience (from Solutions Spotlight, included in this week’s packet)

For many employees, the process of selecting benefits is complicated enough. Many don’t recognize potential gaps in their coverage, and few actually seek the advice of a financial professional.

Work Secure can help. Every employee has unique needs, which is why Work Secure includes one-on-one consultation with an employee benefits specialist. Your specialist will:

- Meet one-on-one with each employee
- Provide an overview of their benefits and discuss their insurance needs
- Identify potential gaps in coverage for themselves and their families
- Help employees tailor voluntary solutions based on the needs identified

The role of the specialist is to help your employees understand their needs and the options available to them. And because employees’ needs change over time, your benefits specialist will return each year (or more often if desired) to meet with new employees or review employees’ current needs and help identify solutions for any changes.

With Work Secure, we take care of the up-front details for you, making it easy to implement. To learn more about this valuable service that will benefit your employees and enhance your overall employee benefits package, contact Michelle White at 800-362-7121 or mwhite@wha.org.
**Grant Regional Health Center, Lancaster**

**Grant Regional Health Center Offers Compassionate Bereavement Program**

You Are Not Alone...

Coping with a terminal illness or dealing with grief following the death of a loved one is a very difficult but healthy and necessary process. The process is different for everyone and there is no "right way" to grieve. Increasing one’s understanding of the natural grief and mourning process may make the experience less overwhelming.

We know that no one will be able to take away your pain, however, we are here to support, listen and help you through this journey by offering a Compassionate Bereavement Program. Grant Regional Health Center’s program provides assistance to individuals and families facing or coping with serious illness, death, or loss. Acknowledging the many dimensions of grief and providing an environment which encourages the expression of grief can enable people to better accept the loss and move forward in life.

Staff at Grant Regional felt it was important to have a bereavement program in place in order to help family and friends through these difficult times. They designed a program around the symbol of a butterfly and its significance according to the studies of E. Kubler Ross. This symbol was chosen to commemorate the intricate emergence into the last stages of life. The monarch butterfly is very common in this area so was chosen to be a constant reminder of those who have passed away. A free-hand sketch of a butterfly was completed by Jeff Schildgen to be included on all materials. Jeff is the son of Laura and Leonard Schildgen of Lancaster, and Laura works in the Specialty Clinic of Grant Regional.

The program begins when a person is admitted with a terminal illness. A list of expectations of care will be given to the family to encourage them to utilize our services available to them and communicate the effect of care and comfort measures.

Comfort measures include: aromatherapy, music therapy, massage therapy, pain management, and pet visitation. Clergy can be contacted if the patient or family wishes and family is encouraged to ask for spiritual or cultural support. Staff can provide families with a list of motels, hotels and bed & breakfast in the area if out of town family and friends need sleeping accommodations.

Communication to all departments of the need for terminal or supportive care will be addressed by attaching a card to the patient room door with a picture of the releasing of a butterfly. This will inform employees of the tender status of the patient without breeching confidentiality. Our staff also pays close attention to family involvement in patient care. Those friends or family members who wish to take an active role in caring for the patient are welcome to do so.

A butterfly on an entwined branch with a card stating the significance of the butterfly during the end of life will be placed on the patient’s pillow at the time of death. The branch can then later be a keepsake for the family.

At the time of a loved one’s death, a bereavement package containing a list of support groups, a booklet on grieving, and information on healthy grieving is given to the family. The bereavement package includes a folder enclosed in a beautiful satin envelope, handmade by hospital volunteers. This satin envelope can be a meaningful keepsake for family members.

(continued on page 6)
Grief is painful. There is no way around it, only through it. Each of us must establish our own means of dealing with it. There is, however, a pattern to resolving grief, which can be enhanced by the presence of a caring staff willing to listen and lend support. As someone who is grieving, it is important that you realize that you are not alone. At Grant Regional, we care and are willing and able to help.

The following excerpt was written by Cella Janisch, a registered nurse at Grant Regional Health Center whose father died suddenly last year. In this, she expresses her appreciation of Grant Regional’s bereavement program.

Over time the butterfly has symbolized renewed (eternal) life. The caterpillar signifies life here on earth; the cocoon, death; and the butterfly, the emergence of the dead into a new, beautiful and freer existence. Therefore, one could embrace the butterfly as a symbol of hope or a comforting thought that dad truly is living in a place of greater beauty and freedom. This belief has sustained me greatly since the Lord has called dad home. Let me explain. Every time my heart has been so heavy that I thought it would break into a thousand pieces, a monarch butterfly would flutter around my presence. My spirit was lifted immediately and a smile would come across my face. These experiences have felt like a big bear hug from above. However, the most profound experience happened the Sunday after dad’s death. My five year-old daughter, Keisha and I were on our way to pick up the pictures and wreaths from the funeral at Belmont. I had the overwhelming urge to go to the farm on Hwy 126 before dealing with the task at hand. As I got closer to the farm tears streamed down my face as the memory flood gates opened. As I turned into the driveway out of the trees and the field came at least 30 monarch butterflies which flew all around our car. Keisha’s words touched me to my soul:

“Mom, look at all the beautiful butterflies. Papa and God are right here with us. Can’t you feel them?”

Out of the mouth of babes! What is most profound about this experience is Keisha was not aware (to my knowledge) of the butterfly significance. What a spiritual experience.

Lord, I want to thank you for my children, because it’s your innocence that fills them up and takes my breath away.

I pray that the butterfly becomes a symbol of hope for each of you. May the symbolism touch you to your soul as profoundly as my experience.

Love, Cella

For more information about Grant Regional’s Compassionate Bereavement Program, you can contact Judy Friar, Social Services, Grant Regional Health Center, 608-723-2143.

Stoughton Hospital Association

Stoughton Hospital is constantly on the lookout for ways to improve our “trusted care ... close to home.” This commitment to high quality means we must adapt and expand our services to meet the changing health care needs of our community.

Sometimes, though, the best way to serve our community is to continue to expand directions and initiatives that work well. As a tax-exempt, not-for-profit community hospital, supporting area residents’ quality of life through partnerships, educational programs and other contributions has always been central to our mission.  

(continued on page 7)
A couple who lost their home in last summer’s tornado received support from the informational/sharing programs sponsored by the Long-Term Recovery Board. Stoughton Hospital is an active participant of the workgroup that develops these programs.

Here’s another personal perspective on a community program Stoughton Hospital helps to support. Olin Broaden calls the Creative Care program, a hospital subsidized adult day care at Stoughton Senior Center, “good therapy for anyone.”

Broaden was a familiar face at a local grocery store who “got to know customers on a first-name basis” until he retired a few years ago. These days, a van from the senior center picks Broaden up at home three days a week so he can spend the day with other Creative Care participants, working on crafts, sharing meals, enjoying musical performances, even just watching a movie.

“I like the companionship of getting together with other people regularly,” Broaden says. “I recommend this program highly.”

The “After the Tornado” and Creative Care programs are just two examples of how Stoughton Hospital gives back to a community that has been so supportive of our services through the years. We take our mission as a community hospital seriously.

With a $13.7 million payroll, Stoughton Hospital is a major employer in the community. Three-fourths of our employees live, shop and pay for services in the hospital’s service area. And the hospital contracts for goods and services from over 50 area vendors.

Beyond the hospital’s direct economic impact, we support a variety of charitable causes, from United Way to the Relay for Life. Stoughton Hospital’s Medical Staff, Foundation and Partners also sponsor scholarships for high school seniors pursuing health care careers. And Our Employee Activity Committee brings together support for holiday toy drives, contributions to the local food pantry and other charitable causes. In whatever way our community needs help, we do what we can to be good neighbors and good citizens.

Sacred Heart Rehabilitation Institute, Milwaukee

The IMPACT Child Development Screening Program of Sacred Heart brings a team of rehabilitation specialists and other medical professionals to churches, schools, day care centers and varied community organizations to screen children for medical problems and developmental delays. With the support of foundation funding, recently IMPACT has expanded to several day centers in the Hispanic community. The ability of the speech therapist to speak Spanish was particularly important for one family.

A Spanish speaking family brought in their three-year-old daughter for assessment because of concerns about difficulty in speech. The therapist was able to explain to the family in their language that the child’s palate was not closing properly, and the child would need medical attention. She assisted the family in communicating the problem to a pediatrician. The pediatrician will be providing ongoing follow-up through a speech therapist and an ENT specialist. The ability to effectively communicate to the parents in their language will result in improved language skills for the daughter in time for her to be developmentally appropriate for school attendance. This is a gift to the daughter, to the family and to the community that will eventually benefit from the daughter’s growth and development.

Submit hospital community benefit stories to Mary Kay Grasmick, editor, mgrasmick@wha.org or call 608-274-1820.
Continued from page 1 . . . WHA’s PricePoint Goes to Washington

WHA assumed responsibility for the state’s hospital data collection program as a part of the 2003-05 state budget. The WHA Information Center, a not-for-profit subsidiary of WHA, now collects and disseminates information under contract with the State and in accordance with strict statutory guidelines. According to WHA, the program has been transformed into a reliable and timely consumer-focused information tool aimed at helping employers and employees make informed decisions about their health care.

“From the beginning, our goal has been to put clear and understandable information into the hands of Wisconsin health care consumers,” Brenton said “We have certainly made great progress in just three years, but as the consumer-driven health care system takes even greater hold, we must continue to evolve these and other Wisconsin-based programs, and we are committed to doing just that.”

And on Friday, July 21, U.S. Department of Health and Human Services Secretary Mike Leavitt will be in Madison to learn more about Wisconsin’s nation-leading transparency efforts. Steve Brenton and WHA Board Chair Mary Starmann-Harrison will meet with Secretary Leavitt in the afternoon to discuss health care information and transparency.

“Standing alone, hospital-focused initiatives are not the total answer, and Secretary Leavitt must understand that,” Brenton said. “Insurers currently involved in marketing HSAs and high-deductible products must offer up information to their consumers as an essential, value-added service. Similarly, a focus totally on hospitals fails to generate necessary information from physician offices, freestanding diagnostic centers, and pharmacies.”

Prior to that meeting, Leavitt will deliver formal remarks on the subject at the headquarters of the Wisconsin Manufacturers & Commerce, another leading proponent of health care transparency and consumerism.

PricePoint and WHA’s quality and safety reporting initiative, CheckPoint, continue to gain national recognition. Both have been featured in the national media and in previous congressional testimony and hearings and the WHA Information Center is currently working with seven states to brand programs similar to PricePoint.

To learn more, visit the PricePoint Web site at www.wipricepoint.org, and the CheckPoint Web site at www.wicheckpoint.org.

Member News:  U.S. News & World Report Names Two Wisconsin Hospitals to “Best” List

Named to the “Best Hospitals 2006” list by U.S. News & World Report by category were:

**Cancer:** University of Wisconsin Hospital & Clinics, Madison  
**Digestive Disorders:** University of Wisconsin Hospital & Clinics, Madison  
**Ear, Nose & Throat:** Aurora St. Luke’s Medical Center, Milwaukee  
**Endocrinology:** University of Wisconsin Hospital & Clinics, Madison  
**Kidney Disease:** University of Wisconsin Hospital & Clinics, Madison
Member News: Memorial Health Center Receives 2nd National Award

Memorial Health Center recently received the National Rural Health Quality Award — their second national award in less than a year.

“We are honored and proud to be recognized nationally again, only less than a year after receiving the national Ernest A. Codman award sponsored by the JCAHO, for the quality care that we provide,” said Greg Roraff, President/CEO of Memorial Health Center. “This recognition is a reflection of what our staff and providers hold deeply in their hearts; they are willing to go the extra mile to achieve their goal of excellent patient care.”

The Rural Health Quality Award recognizes any individual or group that has made significant contributions to the quality or safety of rural Americans. The nominee criteria required evidence of improved outcomes or an increase in health status indicators. Memorial Health Center’s diabetes program was submitted for this nomination.

The 2006 Award Recipients from Wisconsin were:

- **Rural Health Quality Award — Memorial Health Center**, Shelly Russell, Director of Quality Services, Medford, Wisconsin
- **Distinguished Educator — Byron J. Crouse, MD**, Professor of Family Medicine, University of Wisconsin Medical School, Madison, Wisconsin

Memorial Health Center is the only Wisconsin hospital to ever receive this national award.