



# 2020 | ADVOCACY DAY

Wednesday, March 18

## WHO SHOULD ATTEND

- Chief Executive Officers
- Chief Financial Officers
- Chief Quality Officers
- Physician Leaders
- Nurse Leaders
- Hospital Department Managers
- HEAT Members
- Hospital Volunteers
- Partners of WHA Members
- Hospital Trustees
- Any hospital staff interested in helping to shape the future of health care in Wisconsin

## MONONA TERRACE, MADISON

Registration: 8:00 - 8:45 a.m.

Program: 9:00 a.m. - 1:45 p.m.

## LEGISLATIVE VISITS AT THE CAPITOL

2:00 - 3:00 p.m.

## HEALTH CARE QUALITY ADVOCACY SHOWCASE IN THE CAPITOL ROTUNDA

1:30 - 4:00 p.m.

The Wisconsin Hospital Association's annual Advocacy Day event brings over 1,000 hospital advocates from across the state to Madison. The event is designed to educate and motivate health care employees, trustees and volunteers on important health care-related issues and to encourage grassroots advocacy opportunities. Featured speakers give timely insight into state and federal health care issues, while participating in legislative visits allows attendees to speak up on behalf of their hospitals.



# PROGRAM AGENDA

8:00 a.m.	<b>Registration and Continental Breakfast (provided)</b>	Lakeside Commons
8:00 - 8:45 a.m.	<b>Wisconsin Hospitals State PAC &amp; Conduit Breakfast</b> <i>(by invitation only)</i>	Exhibit Hall A
9:00 - 9:10 a.m.	<b>Welcome</b> <i>Wisconsin Hospital Association 2020 Chair Dan Meyer, President, Aurora BayCare Medical Center in Green Bay</i>	Exhibit Hall B
9:10 - 10:00 a.m.	<b>Opening Keynote and Q &amp; A</b>  <b>The Story of Health Care: What to Make of the Never-ending Debate and How to Frame it in 2020</b> <i>Frank Sesno, Emmy Award-Winning Journalist and Author</i>	Exhibit Hall B
10:00 - 10:15 a.m.	Break/Refreshments	
10:15 - 11:30 a.m.	<b>State Legislative Panel</b> <i>Moderated by Eric Borgerding, President/CEO, Wisconsin Hospital Association</i>  Senate Majority Leader <b>Scott Fitzgerald</b> (R-Juneau) Senate Democratic Leader <b>Jennifer Shilling</b> (D-La Crosse) Assembly Speaker <b>Robin Vos</b> (R-Rochester) Assembly Democratic Leader <b>Gordon Hintz</b> (D-Oshkosh)	Exhibit Hall B
11:30 a.m. - 1:00 p.m.	<b>Luncheon (provided)</b>	Exhibit Hall A
12:00 p.m.	<b>Address by State Attorney General Josh Kaul</b>	Exhibit Hall A
12:20 p.m.	<b>Presentation of Health Care Advocate and Advocacy All-Star Awards</b>	Exhibit Hall A
1:00 - 1:30 p.m.	<b>2020 State Legislative Issues Update</b> <i>Kyle O'Brien, Senior Vice President, Government Relations, Wisconsin Hospital Association</i>	Exhibit Hall B
1:30 - 4:00 p.m.	<b>Quality Advocacy Showcase</b> <i>Quality Initiatives - Poster Displays</i>	State Capitol Rotunda
2:00 - 3:00 p.m.	<b>Legislative Visits</b> <i>(appointments for 2:00 p.m. and 2:30 p.m.)</i>	State Capitol

## NEW FOR 2020! QUALITY ADVOCACY SHOWCASE

Join us for the Quality Advocacy Showcase in the Capitol Rotunda from 1:30 - 4:00 p.m. Health care leaders will give poster presentations sharing how their quality improvement initiatives are positively impacting patients and communities. The showcase is designed to give hospital and health system leaders and frontline staff the opportunity to discuss their work to advance quality care and improve patient safety while decreasing cost. For more information, contact WHA Clinical Quality Improvement Advisor Anne Allen at [aallen@wha.org](mailto:aallen@wha.org)

## LEGISLATIVE VISITS

The most important aspect of WHA's annual Advocacy Day event is meeting with your legislators or their staff. WHA strongly encourages you to attend these appointments during the time we have set aside in the afternoon.

In order to participate in legislative visits, Advocacy Day attendees must indicate their commitment to do so upon registration. WHA will schedule your appointments for you. You will need to include your HOME address so we can schedule with your appropriate State Senator and State Representative. Each appointment should last roughly 30 minutes and will be scheduled between 2:00 p.m. and 3:00 p.m., allowing you to be on the road home as early as possible.

WHA provides complimentary transportation between the State Capitol and Monona Terrace for those participating in legislative visits. The Capitol is located two blocks from Monona Terrace.

In addition to the Issues Update briefing during Advocacy Day, WHA offers an optional webinar focused on legislative visits prior to Advocacy Day. Information will be sent directly to those who register for a legislative visit.

### IMPORTANT NOTE:

**By indicating you will participate in legislative visits, WHA and your legislators are expecting you at your scheduled appointments. Please visit with the legislators who are listed for you in your Advocacy Day on-site materials. If you cannot make a scheduled visit, notify Laurie Fleurette at [lfleurette@wha.org](mailto:lfleurette@wha.org) in advance so we can cancel your appointments.**

## Program Registration

Register yourself and others in your party for the 2020 Advocacy Day event. There is no registration fee to attend Advocacy Day, but pre-registration is required.

To register for Advocacy Day, visit [www.whareg4.org/2020AdvocacyDay](http://www.whareg4.org/2020AdvocacyDay)

## FEATURED SPEAKER

### Frank Sesno



Frank Sesno is an internationally-recognized journalist with more than 30 years of experience reporting from around the world. Well-known as an anchor, White House correspondent, and talk show host with CNN, he is also a nationally-renowned moderator who has engaged some of the world's leading

personalities. Sesno currently serves as Director of The George Washington University's School of Media and Public Affairs, where he leads nearly two dozen world-class faculty and teaches journalism ethics, documentary, sustainability reporting, and "the art of the interview."

Sesno joined CNN in 1984 and for seven years was White House Correspondent after which he moved to the anchor chair. From 1996 through 2001, he served as the Washington Bureau Chief and Senior Vice President. In this capacity, he oversaw the bureau's editorial direction and supervised the network's largest newsgathering operation—including its White House, Congressional, and Pentagon coverage, as well as its political reporting. For seven years, he hosted Late Edition with Frank Sesno, CNN's flagship weekend interview program.

Sesno has interviewed many world leaders, including five U.S. Presidents—George W. Bush, Bill Clinton, George H.W. Bush, Ronald Reagan, and Jimmy Carter—as well as Benjamin Netanyahu, Margaret Thatcher, Yasser Arafat, and Hosni Mubarak. In his Conversation Series at GW, Sesno has discussed U.S. foreign policy with five former U.S. Secretaries of State, explored America's civil-military relationship with Secretary of Defense Robert Gates and Secretary of State Hillary Rodham Clinton, and cyber warfare with former NSA and CIA Director General Michael Hayden.

Sesno is a frequent analyst of American politics and media. He has hosted and produced documentaries for both The History Channel and PBS. Sesno has earned several prestigious awards, including a national and regional Emmy; several CableAce, Clarion, and Cine Golden Eagle awards; a Lincoln Unity award; and an Overseas Press Club award. He is a member of the Council on Foreign Relations and serves on the Board of Trustees at Middlebury College.

Sesno graduated *cum laude* with a B.A. in American History from Middlebury College. He has received honorary doctorates from the Monterey Institute of International Studies in California, Middlebury College, and Eckerd College.

## ADDITIONAL INFORMATION

### Hotel Information

#### Hilton Madison Monona Terrace

A block of rooms has been reserved for March 17 at the Hilton in Madison. Rate is \$169 per night single/double. Make your reservation in WHA's group block **by Feb. 16** by calling 877-510-7465 and requesting a reservation with the booking code "WHA" or online using the following link: <http://bit.ly/2TbEX0u>

### Directions to the Monona Terrace

From I-90, take Hwy 12/18 west to the John Nolen Drive exit. Follow John Nolen Drive two miles to the Monona Terrace parking structure entrance, which will be on your right. You will need to pay to park in the Monona Terrace parking structure.

### Parking

Parking is always limited at the Monona Terrace parking structure. For your convenience, you will find a map of alternative parking options online at <https://cityofmadison.com/parking-utility/garages-lots>. Please visit this site before joining us in Madison on March 18.

### Special Needs

If you have any special needs or dietary restrictions, contact Sherry Collins at 608-274-1820 or [scollins@wha.org](mailto:scollins@wha.org) by March 4, 2020.

## PROGRAM REGISTRATION

Register yourself and others in your party for 2020 Advocacy Day. The event is FREE but pre-registration is required.

**To register for Advocacy Day, visit**

**[www.whareg4.org/WHAAdvocacyDay2020](http://www.whareg4.org/WHAAdvocacyDay2020)**

## PROGRAM SPONSORSHIP

For Advocacy Day sponsorship opportunities, contact WHA Vice President of Advocacy Kari Hofer at [khofer@wha.org](mailto:khofer@wha.org).

