



IN THIS ISSUE

Wisconsin Hospitals State PAC & Conduit Sets New Records1

Two WHA-Supported Provisions Included in Opioid Package Signed by President Trump1

Feds Announce Changes to Section 1332 Waiver Guardrails2

WHA’s Cybersecurity Conference Focuses on Preparedness and Response3

George Kerwin of Bellin Health Receives WHA 2018 Distinguished Service Award3

AHA 2018 Hospital Award for Volunteer Excellence (HAVE) Recipients4

WISCONSIN HOSPITALS STATE PAC & CONDUIT SETS NEW RECORDS

Hits and exceeds goals earlier than ever before

Early last week, the Wisconsin Hospitals State PAC & Conduit surpassed its fundraising goal of raising \$312,500, as well as its disbursement goal of \$350,000 for 2018. This is not only the soonest, ever, the Wisconsin Hospital State PAC & Conduit has reached its year-end goals (nearly a full quarter ahead of schedule), but also the most ever raised for the annual campaign. The previous record high was in 2017 with \$317,000 raised.



As of today, the campaign has raised \$323,000 from 290 individuals and disbursed \$365,000, and contributions are still coming in, disbursements still going out.

“Thank you to the 290 individual donors who believe in the importance of supporting candidates who value high-quality health care in Wisconsin. Their ongoing and increasing commitment is crucial to keeping health care strong in Wisconsin,” said WHA President/CEO Eric Borgerding. “I also want to recognize the WHA PAC/Conduit team for getting us over the finish line and sooner than ever before. They do outstanding work, setting a higher bar each year.”

Individuals who work for WHA were also strong supporters of the Wisconsin Hospitals State PAC & Conduit. In total, they individually contributed more than \$75,000 in 2018.

With the election right around the corner, individuals are still actively participating, making contributions, and disbursing funds. It’s not too late to make an impact. To make a contribution, visit www.whconduit.com or call Kari Hofer at 608-268-1816. To check your conduit balance or disburse your conduit funds, contact Nora Statsick at 608-239-4535.

EDUCATIONAL EVENTS

Nov. 30 - Preparing the Chargemaster for 2019
Wisconsin Dells

TWO WHA-SUPPORTED PROVISIONS INCLUDED IN OPIOID PACKAGE SIGNED BY PRESIDENT TRUMP

Lifts federal regulations for substance use treatment via telehealth and IMDs

President Donald Trump signed a comprehensive opioid package dubbed “The Support for Patients and Communities Act” on October 24. The legislation encompassed months of work by the U.S. House and Senate and passed with nearly universal support in a rare bipartisan effort. While the legislation primarily focused on federal agency reforms, such as ordering new studies, recommendations, and guidelines for the various federal agencies that oversee substance use treatment, it included two positive reforms that WHA targeted its advocacy efforts on in Washington, D.C. during its May fly-in and subsequent visits, as covered by a [previous Valued Voice article](#).

(continued on page 2)

Two WHA-Supported Provisions Included in Opioid Package Signed by President Trump . . . Continued from page 1

In a June [letter](#) to Wisconsin Congressional members, WHA President/CEO Eric Borgerding asked lawmakers to support three important opioid treatment reform bills that would “remove barriers in Medicare and Medicaid and improve outcomes in Wisconsin and across the nation.” The first, which was included in the final package, will lift regulations that currently bar Medicaid from funding most substance use treatment at Institutions of Mental Disease (IMDs)—facilities that have more than 16 beds. Wisconsin currently has 10 licensed short-term inpatient IMDs and an estimated 20-plus facilities that provide longer-term treatment and meet IMD criteria. Opening these locations to Medicaid treatment will help get more patients care where and when they need it, and will hopefully reduce reliance on hospital emergency rooms.

A second provision supported by WHA and included in the final package will ease Medicare’s “geographic originating site restrictions” for telehealth. These restrictions currently only allow Medicare to pay for telehealth services in certain rural areas and require patients to physically travel to a health care facility. Beginning in July 2019, the rural geographic restrictions are eliminated for substance use or co-occurring mental health treatment. Direct treatment in a patient’s home will also be allowed.

A third provision supported by WHA made it past the House, but, unfortunately, stalled in the Senate and was not included in the final package signed by President Trump. For years, WHA has advocated for aligning 42 CFR part II with the Health Insurance Portability and Accountability Act of 1996, better known as HIPAA. This would allow providers to share substance use and behavioral health records in the same manner they can share other patient health care records, while still providing the HIPAA protections patients expect and trust. WHA will continue to advocate for changing this outdated law in order to improve patient care.

For a full summary of the provisions included in the final opioid package, see the [committee summary](#) or contact WHA’s Director of Federal and State Relations [Jon Hoelster](#) for more information.



President Donald Trump signs a bill with measures to fight the opioid crisis on October 24, 2018 in Washington, D.C. (Photo: Brendan Smialowski, AFP/Getty Images)

FEDS ANNOUNCE CHANGES TO SECTION 1332 WAIVER GUARDRAILS

On October 22, 2018, the U.S. Department of Health and Human Services and the Department of Treasury (Departments) released [new guidance](#) on Section 1332 waivers. Section 1332 waivers allow states, contingent upon federal approval, to waive certain requirements of the Affordable Care Act (ACA). Wisconsin recently used the section 1332 waiver process to secure approval for the new [Health Care Stability Plan](#) reinsurance program.

The guidance identifies new priorities that will be considered as the Departments review waiver applications for plan year 2020 and beyond. New principles include:

- Providing increased access to affordable private market coverage (including association health plans and short-term plans) over public programs;
- Increasing insurer participation and promoting competition;
- Promoting more cost-effective coverage, restraining growth in federal spending, and eliminating state regulations that limit market choice and competition; and,
- Promoting consumer-driven health care.

A major shift from current procedure is that the Departments will no longer evaluate whether actual coverage purchased under the waiver is comparable to the ACA in terms of covered services and affordability. Instead, the Departments will focus on whether residents have access to comprehensive and affordable coverage. In other words, states can seek waivers to provide access to less comprehensive or less affordable coverage compared to the ACA.

Under previous guidance, the Departments explicitly accounted for effects across different groups of state residents. The new guidance will focus only on the aggregate effects of a waiver instead of the effect on any particular group of individuals.

The guidance goes into effect immediately, but the Departments are accepting public comment on the guidance for 60 days. The American Hospital Association released a [statement](#) noting concerns about consumer protections and potential impacts on the individual health insurance market. WHA is preparing public comment to submit to the Departments.

WHA'S CYBERSECURITY CONFERENCE FOCUSES ON PREPAREDNESS AND RESPONSE



Attendees at WHA's Cybersecurity Conference, October 23, 2018

At a WHA emergency preparedness conference in Madison on October 23 focusing on health care cybersecurity, hospital and health system attendees learned important lessons about preparing for and responding to cybersecurity threats such as ransomware, hacking, and breaches of health information.

Byron Franz, a Federal Bureau of Investigation (FBI) Special Agent and the Strategic Partnership Coordinator for the FBI's Milwaukee Division, provided conference attendees with an overview of the various cybersecurity threats facing

U.S. businesses and critical infrastructure, including the health care industry. Franz discussed strategies for mitigating or neutralizing such threats, including working with the FBI and local law enforcement agencies during cybersecurity incidents.

Marti Arvin, a health care privacy and information security expert with the consulting firm CynergisTek, explained the health care industry experiences, on average, twice the number of cyberattacks as other industries, and health care often is the first critical infrastructure sector that criminals and hackers target. After discussing real-world examples of cybersecurity incidents and assessing the current cybersecurity threat landscape, Arvin shared best practices for cybersecurity preparedness and how to create organizational awareness of health care privacy and security.

Attendees also heard a presentation from Dr. Daniel Nigrin, who was the Chief Information Officer for Boston Children's Hospital when, in 2014, Boston Children's Hospital was targeted in a sustained cyberattack by the hacker group known as "Anonymous." Dr. Nigrin shared the countermeasures that Boston Children's Hospital used to withstand the attack, as well as other lessons learned, including the need to pay closer attention to cybersecurity threats.

Tom Walsh, the founder and managing partner of the consulting firm tw-Security, likewise shared his health care cybersecurity expertise with conference attendees. Walsh discussed the six "phases" of effective incident response: detection, analysis, containment, eradication, recovery, and post-incident activities. Walsh also explained that an effective incident response program reduces organizational costs and recovery time, protects the organization's reputation, and provides a framework for continuous improvement.

If you have any questions regarding the conference or emergency preparedness in general, contact [Andrew Brenton](#), WHA Assistant General Counsel, at 608-274-1820 or visit [WHA's Emergency Preparedness webpage](#).

GEORGE KERWIN OF BELLIN HEALTH RECEIVES WHA 2018 DISTINGUISHED SERVICE AWARD

Each year, WHA honors senior health care executives who have made an exemplary commitment to WHA and the communities they serve. WHA is proud to honor George Kerwin, President and CEO of Bellin Health System, with the 2018 Distinguished Service Award in honor of his distinguished career dedicated to excellence in health care management and community leadership.

Kerwin received the award at the Bellin Health All-Board Workshop at Lambeau Field in Green Bay October 23. In attendance were Bellin's executive leaders, as well as representation from Bellin's Board of Directors, Oconto Hospital Board of Directors, Psychiatric Center Inc. Board of Directors, Health Partners Board of Directors, and Bellin College Board of Trustees.



George Kerwin

"Wisconsin is known for its high-quality, affordable, accessible health care, and that is because we have leaders like George who make a difference not only in their own facility and community, but across the state," said WHA President/CEO Eric Borgerding. "George's leadership and vision have improved the health care industry, and his dedication has impacted colleagues statewide."

(continued on page 4)

George Kerwin of Bellin Health Receives WHA 2018 Distinguished Service Award . . . Continued from page 3

David Olson, Senior Vice President of External Relations and Chief Strategy Officer at Froedtert Health, said the following about Kerwin during the nomination process: “Throughout my tenure at Bay Area Medical Center, our two very independent organizations, both collaborated and competed. The constant was always George’s professionalism and friendship. Healthcare in Northeast Wisconsin is far greater because of George Kerwin’s Leadership. His relentless pursuit of improving quality and lowering the cost of health care has turned Bellin Health into one of the greatest values in the region.”

“In addition to his passion for providing high-quality, low cost health care, Mr. Kerwin is committed to developing an active and engaged workforce, along with forging partnerships with community organizations, and serving the community by promoting active and healthy lifestyles.... George Kerwin’s commitment to service is second to none...,” said Bellin Health President/CEO Chris Woleske, Aurora BayCare Medical Center President Dan Meyer, and HSHS Eastern Division President & CEO Therese Pandl.

Among his many accomplishments, Kerwin was one of the founders of the iconic Bellin Run in 1977, which educates community members about the importance of fitness. It started with fewer than 900 participants in its first year, and has grown to 18,000 or more. The proceeds fund scholarships for Bellin College students who work in a variety of health care facilities.

Kerwin is well known and respected in the greater Green Bay community, serving on numerous boards and organizations, including Green Bay Packers Board, UW-Green Bay Business Advisory Council, and Green Bay Area Chamber of Commerce.

He served on the WHA Board from 2003-2009 and has been a member of WHA’s Audit Committee since 2010. Kerwin served on the WHA Task Force on Access & Coverage in 2006, as well as the Behavioral Health Taskforce in 2010. He also participated in the Council on Medical and Professional Affairs from 1993-1995, along with the WHA Medicaid Re-engineering Group in 2012 and 2014.

WHA congratulates and thanks George for his dedication and commitment to WHA and health care. We will make a \$250 donation to the charity of his choice as the recipient of the WHA 2018 Distinguished Service Award.

AHA 2018 HOSPITAL AWARD FOR VOLUNTEER EXCELLENCE (HAVE) RECIPIENTS

As reported in the [October 9 edition of *The Valued Voice*](#), HSHS St. Joseph’s Hospital in Chippewa Falls was awarded the American Hospital Association’s (AHA) Hospital Award for Volunteer Excellence (HAVE) in the program category *Community Outreach and/or Collaboration* for its community garden project. A photo of all the national award recipients is below.



Dr. Rozen Patterson, Volunteer Advisory Council (VAC) And HAVE Awards Selection Committee Chair, Broward Health Medical Center Chris Everett Children’s Hospital, Fort Lauderdale, Florida; Becky Moldaver, Kim Jaworski, and Sarah Hendrickson, MetroHealth System, Cleveland, Ohio; Charisse A. Oland, Brandalee Sikora, and Jan Giedd, HSHS St. Joseph’s Hospital, Chippewa Falls, Wisconsin; Kathy E. Good, Mercy Medical Center, Cedar Rapids, Iowa; and Demetrius Carroll, Kaia Carroll, and Amy Glazer, Hackensack Meridian Health, Hackensack, New Jersey