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This one-day conference is designed for hospital and clinic administrative leaders, physician leaders, nursing leaders, compliance officers, legal counsel, medical staff services, human resources and recruiting specialists, and others who need to understand and navigate nuances, limitations and opportunities to support and maximize the integration of APCs within their organizations. Consider sharing information about this multi-disciplinary conference with your team and encourage them to attend.

- Questions about conference content can be directed to [Ann Zenk](#) or [Matthew Stanford](#).
- Registration questions can be directed to [Kayla Chatterton](#) or call 608-274-1820.

[Visit us online](#) for more information and to register for this event.



Wisconsin Hospitals State PAC & Conduit Update

Donate now to help reach the 2018 fundraising goal

With just two months to go until the November Elections, campaigns are ramping up and so is the Wisconsin Hospitals State PAC & Conduit. To date, \$230,878 has been contributed by almost 200 individuals, reaching 74% of the year-end goal of \$312,500. Thank you to all who have contributed and stepped up to support candidates who value Wisconsin hospitals!

To ensure your name is on future contributor lists, make your personal contribution today at www.whconduit.com or by contacting WHA's [Kari Hofer](#) at 608-268-1816 or [Nora Statsick](#) at 608-239-4535.

[See 2018 Contributor List](#)

Still Time to Register for APC Practice Challenges & Opportunities Conference

There is still time to register for WHA's one-day conference, *WHA Advanced Practice Clinician Conference: A Comprehensive Look at APC Practice Challenges and Opportunities for Integrated Care Delivery in Wisconsin*, scheduled for September 13 in Wisconsin Dells. [Register today!](#)



Legislative Council Study Committee on Direct Primary Care Holds Second Meeting

The Legislative Council Study Committee on Direct Primary Care (DPC) held its second meeting August 29 ([see full agenda and presentations here](#)). DPC Committee members heard from State Representative Joe Sanfelippo (R-New Berlin) and State Senator Chris Kapenga (R-Delafield), who coauthored a proposal last session to define state law governing DPC agreements, as well as order the State to research a DPC Medicaid pilot.

Maureen McNally of Froedtert Health asked the authors what led them to introduce this legislation last cycle and where they envisioned a Medicaid pilot operating. Sanfelippo and Kapenga said they want to make it clear that DPC is not insurance per Wisconsin state law, and they hope to prove its value with a Medicaid pilot, which they envision operating outside of Milwaukee due to the lack of DPC providers in the city.

Representative John Nygren (R-Marinette), who is the Committee Vice-chair, remarked that while he understands the appeal of this model of care, it does not seem to incentivize care coordination among hospitals and health systems, unlike the care coordination pilot legislation Sanfelippo authored and the Legislature passed last session. Sanfelippo acknowledged the two bills were different

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approaches but shared similar goals of decreasing costs and improving care.

The Committee also heard perspectives from the insurance industry and academia, including the UW Madison School of Business and the Wisconsin Association of Health Plans (WAHP). Justin Sydnor, who is an Associate Professor in Risk Management and Insurance at the UW School of Business noted that DPC usually requires an additional investment for consumers above and beyond insurance, which limits who can afford the added expense. The WAHP presentation relayed concerns that exempting DPC from insurance laws could unintentionally give them an advantage over insurance plans if DPC practices begin to offer services more closely resembling insurance.

Representatives from Waukesha County and the cities of La Crosse and Milwaukee, all of which offer onsite clinics with DPC contracts, also presented to the Committee. These local government representatives said they were pleased with how direct primary care contracts work for their employees and suggested any legislation should protect such current models without restricting future innovation.

The meeting concluded with a review of recommendation options. While some legislators on the panel expressed a desire to make it clear in state statute that this model is not insurance, Coreen Dicus-Johnson of Network Health suggested that recommendations should not unintentionally restrict market innovation, and that Wisconsin may be better off waiting to see how the practice develops. Senator Alberta Darling (R-River Hills), who is chairing the Committee, expressed her desire to allow the free market to work, and noted that, while the Committee could recommend statutory changes, one option would also be to decide legislation is not needed at this time. Due to the lack of time, Darling suggested members review such options to further discuss at the next hearing, which will be held September 18.

WHA will continue to closely follow this study committee and urges members with questions or concerns to contact [Jon Hoelter](#) or [Lisa Ellinger](#) for more information.

WHA and Pathways Wisconsin Work to Develop Health Care Career Path

Education-business partnerships expose students to high-demand health care jobs

With the number of people over age 65 living in Wisconsin expected to double by 2030, the health care workforce will need to grow more than 30 percent to meet the demand for care. That growth is dependent on health care organizations successfully attracting new members to the health care workforce, and a new program in Wisconsin can help do just that.

A group of health care associations, including WHA, has been meeting with the Wisconsin Department of Public Instruction and Pathways Wisconsin to design and develop a middle and high school career path to health care. This career path will

support Academic and Career Planning (ACP), a legislative policy that went into effect this past year.

As every public school district in the state develops an ACP process that begins as early as sixth grade, employers will have enhanced opportunities to partner with schools and provide awareness of the wide variety of careers available to them through:

- Career development opportunities such as field trips, career fairs, speakers, class curriculum review
- Mentoring and hiring opportunities through job shadows, internships, summer hires, work-based learning programs such as [Youth Apprenticeship](#)

Ann Zenk, WHA Vice President of Workforce and Clinical Practice, has been an active participant in the process, and encourages human resources and patient care leaders to do the same, noting, “Exposing our youth to high-demand jobs in health care and helping them develop the skills to succeed in those jobs are key to engaging the workforce needed to sustain Wisconsin’s high-quality, high-value health care.”

Health care leaders who would like to learn more about Regional Career Pathways can connect to the Pathways Wisconsin pilot regions in [Indianhead](#), [Madison](#), [Milwaukee](#), and [Moraine Park](#).



September 6: WHA Member Forum Focuses on 2019 CMS' IPPS Final Rule

WHA will offer a complimentary Member Forum webinar titled, **2019 IPPS Final Rule: What Wisconsin Hospitals and Health Systems Need to Know** on September 6. This webinar will cover the IPPS final rule for 2019, issued by the Centers for Medicare & Medicaid Services (CMS) August 2, with a particular emphasis on provisions that could impact Wisconsin’s hospitals and health systems.

Presenters:

- **Beth Dibbert**, Chief Quality Officer for WHA, will discuss updates to the pay-for-performance programs and policies, as well as changes to various quality measures.
- **Andrew Brenton**, Assistant General Counsel for WHA, will provide details about significant changes to the Medicare electronic health record (EHR) Incentive Program.
- **Jon Hoelter**, Director of Federal and State Relations for WHA, will provide a brief update on new price transparency requirements.



Beth Dibbert



Andrew Brenton



Jon Hoelter

Continued on page 3

CIOs and information services staff, compliance managers, CEOs, COOs, senior clinical leaders - including CMOs and CNOs, quality leaders, utilization review managers, and infection preventionists will benefit from participating in this webinar.

This WHA Member Forum is open to all WHA hospital and corporate members, but [pre-registration is required](#). An audio recording of the webinar will be available after the live event, but you must pre-register to receive the recording.



Register for *Cybersecurity in Health Care Conference* By September 15 for Early Bird Discount

On October 23, WHA is hosting an important, one-day conference focused on the very-real issue of cybersecurity in the health care industry. The WHA Emergency Preparedness Conference: *Cybersecurity in Health Care* program will include national experts sharing takeaways to improve your hospital or health system’s readiness for a cyberattack. [Register before September 15](#) to take advantage of the Early Bird discount.

In addition, the day’s agenda will include lessons learned from real world events and a discussion of current threats facing health care organization preparedness and security. Tom Walsh, founder of tw-Security and nationally recognized expert in health care information security, will offer a session specifically focused on developing and implementing a well-developed response to a cybersecurity incident or breach.

This conference is designed for hospital emergency preparedness directors, chief information officers, health information technology staff, public relations professionals and public information officers. Be sure to pass registration information along to those appropriate in your organization.

The conference is planned for October 23 at the Holiday Inn at The American Center in Madison. Online registration for the program is available [here](#). Space is limited, so register today!

Stoughton Hospital’s Dan DeGroot Receives AHA Grassroots Champion Award

Each year, one individual from every state is honored as a “Grassroots Champion” by the American Hospital Association (AHA) in consultation with state hospital associations. This year, the Wisconsin Hospital Association nominated Dan DeGroot, CEO of Stoughton Hospital, to receive the AHA Grassroots Champion Award for his advocacy and education efforts.

Currently, DeGroot serves on several WHA councils and committees, including:

- WHA Advocacy Committee
- WHA Council on Public Policy
- WHA Council on Rural Health
- WHA Transparency Task Force

DeGroot also regularly participates in WHA grassroots advocacy initiatives including Advocacy Day, promoting the WHA’s grassroots Hospitals Education & Advocacy Team (HEAT), traveling with WHA to Washington, D.C., and more.



L to R: WHA President/CEO Eric Borgerding, Stoughton Hospital CEO Dan DeGroot

“Dan is an exemplary leader, advocating for the important issues that impact Wisconsin hospitals, health systems, and the patients they serve,” said Eric Borgerding, WHA President/CEO. “WHA was pleased to nominate Dan for this well-deserved award, and we know he will continue to be an advocacy model for others.”

“I am honored to receive this award. As a healthcare leader, it’s vital to participate in legislative issues affecting healthcare and our communities,” said Dan DeGroot, CEO of Stoughton Hospital.



State PAC & Conduit Update – 2018 Contributor List

Contributors Ranging From \$10,000+ - Leaders Circle

- | | |
|-------------------------|--------------------------------|
| Borgerding, Eric & Dana | Wisconsin Hospital Association |
| Tyre, Scott | Capitol Navigators, Inc |

Contributors Ranging From \$7,500 to \$9,999 - Leaders Circle

- | | |
|----------------------|----------------------------------|
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