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**GOV. TOMMY THOMPSON ANNOUNCED AS KEYNOTE SPEAKER FOR ADVOCACY DAY 2019**



Tommy G. Thompson

Advocacy Day 2019 will have another great lineup of speakers and sessions, including opening keynote speaker Tommy G. Thompson, four-term governor of Wisconsin and former U.S. Health and Human Services (HHS) Secretary. [Register now to see Governor Thompson and other speakers!](#)

Thompson began his extensive career in public service in 1966 as a representative in Wisconsin’s state assembly. Serving as HHS Secretary, Thompson was the nation’s leading advocate for the health and welfare of all Americans. Most recently, Thompson co-authored *Tommy: My Journey of a Lifetime*, published in 2018.

Each year, the WHA Advocacy Day event grows both in size and the impact made on our legislators in Madison. Advocacy Day is one of the best opportunities hospital employees, trustees and volunteers have to make an important, visible impact in the state capitol.

In addition, the day’s agenda will include the popular legislative panel discussion, followed by a luncheon keynote address from Governor Tony Evers (invited). The highlight of Advocacy Day is always the hundreds of attendees who take what they’ve learned during the day and then meet with their legislators in the state capitol in the afternoon. In fact, more than 600 visits were made last year that directly impacted the outcomes of priority legislation. Meeting with your legislators during Advocacy Day is essential to educating policymakers on your hospital and health care issues.

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**EDUCATIONAL EVENTS**

**Throughout 2019**  
 Health Care Workforce Resilience  
 Free Member Webinar Series

**March 15, 2019**  
 Physician Leadership  
 Development Conference  
 Kohler, WI

**April 17, 2019**  
 Advocacy Day  
 Madison, WI

**BIPARTISAN GROUP OF STATE LAWMAKERS HOSTS WHA WORKFORCE CAPITOL BRIEFING**

**More than 2,200 reached on Facebook as WHA hosts first live briefing**



WHA briefing in packed North Hearing Room in Capitol

More than 60 legislators, staff, and health care leaders packed into the state capitol’s North Hearing Room January 17 to attend [WHA’s 2018 Health Care Workforce Report](#) Legislative Briefing. The session provided examples of how past legislation has been successful, as well as new recommendations for lawmakers to focus on during this legislative session in support of Wisconsin hospital and health systems’ workforce needs.

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## Gov. Tommy Thompson Announced as Keynote Speaker for Advocacy Day 2019 . . . Continued from page 1

Join more than 1,100 of your peers from across the state to help make this year a great success! Assemble your hospital contingent for 2019 Advocacy Day, April 17 at the Monona Terrace in Madison. [More information is available online and registration is now open.](#)

- Advocacy Day event questions: contact [Kari Hofer](#) at 608-268-1816.
- Registration questions: contact [Sherry Collins](#) at 608-274-1820.

## Bipartisan Group of State Lawmakers Hosts WHA Workforce Capitol Briefing . . . Continued from page 1



Sen. Patrick Testin

State Senator Patrick Testin (R-Stevens Point), the newly appointed chair of the Senate Health and Human Services Committee, started the briefing by recognizing the partnership that exists between WHA and the Legislature. In particular, he noted legislation he authored that was passed in 2017 to fund new training opportunities for advanced practice clinicians and allied health professionals in rural communities as a component of the *Rural Wisconsin Initiative*. Testin added that he often hears concerns from hospital leaders who are worried about the strain aging demographics will place on the health care system in the next 20 years.

WHA President/CEO Eric Borgerding thanked Sen. Testin and the bipartisan group of legislators who co-hosted WHA's briefing, as well as other members of the Legislature for their continued partnership. Borgerding highlighted a number of significant bipartisan bills the Legislature has passed in recent years that are all part of the puzzle of ensuring Wisconsin has the workforce it needs to continue delivering some of the highest quality health care in the nation.



Eric Borgerding

WHA Vice President of Workforce and Clinical Practice, Ann Zenk, presented WHA's [data-driven](#) recommendations for growing and utilizing the health care workforce.

"One of the unique challenges faced by health care is that demographics drive demand and impact workforce supply. An aging population is dramatically increasing demand just as an aging workforce is rapidly approaching retirement and shrinking the supply of available workers," Zenk noted. "We must implement policy solutions that allow a multi-disciplinary team to work at the top of their training, education and experience."

WHA's 2018 workforce report provides solutions to grow the labor force needed to care for Wisconsin's citizens now and in the future, but also projects that Wisconsin's health care labor force will be unable to grow fast enough to meet demand. Teams and technology will be key factors in using the workers Wisconsin has to extend access.

Zenk used psychiatry to explain. "With 55 of 72 Wisconsin counties experiencing a shortage of psychiatrists, 15% of Wisconsin's psychiatrists over the age of 65, and the pathway to practice 12-plus years, we will need to use team-based care and telemedicine to get mental health care to all corners of our state."

While WHA and state policymakers are working together to break down barriers to team-based care and promote efficient use of technology in the health care

environment, Wisconsin hospitals are working hard to grow Wisconsin's physician, advanced practice clinicians, and allied health profession workforce. Two WHA members traveled to Madison to share the work they are doing with [WHA-crafted physician residency, advanced practice clinician and allied health workforce training grants.](#)



L to R: Sherry Willems and Ann Zenk; Willems introduces WBAY-TV video

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## Bipartisan Group of State Lawmakers Hosts WHA Workforce Capitol Briefing . . . Continued from page 2

Sherry Willems of HSHS St. Clare Memorial Hospital in Oconto Falls introduced a [video that appeared on WBAY-TV2](#), highlighting the \$55,762 training grant the hospital received that was made possible by the policies enacted as part of the Legislature's *Rural Wisconsin Initiative*. The funds will be used to support training efforts for sonography, physical and occupational therapists, and nursing assistants—all areas of need in the hospital and region.



Sandy Anderson

Sandy Anderson, President of four Ascension hospitals in northern Wisconsin, discussed how they have been able to utilize physician residency and advanced practice clinician training grants to increase staff for high demand fields and boost skills for existing staff. For example, Ascension will cross-train certified nursing assistants (CNAs) with operating room (OR) technicians so the hospital can increase OR capacity when needed, and then flex down and utilize the same staff as CNAs.



From Left: Eric Borgerding, Sherry Willems, Ann Zenk, Sandy Anderson, Sen. Pat Testin

“This was a great opportunity to show lawmakers and staff exactly what the important legislation they have passed has meant for hospitals,” said Zenk. “At the same time, there is much more to be done to meet the workforce challenges Wisconsin will continue to face, and we look forward to working again with the Legislature to accomplish even more this session.”

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## LEARN MORE ABOUT CERVICAL CANCER IN WISCONSIN

### January is Cervical Cancer Screening Month

The American Cancer Society estimates that approximately 13,170 new cases of invasive cervical cancer will be diagnosed and about 4,250 women will die from the disease in 2019.



**Wisconsin's Picture.** Between July 2017 and June 2018, the WHA Information Center reported 80 inpatient visits, 662 outpatient surgical procedures, and 2,484 hospital outpatient clinic visits in Wisconsin related to treatment for cervical cancer.

Cervical cancer was once one of the most common causes of cancer death for American women. The cervical cancer death rate dropped significantly with the increased use of the Pap test, but it has not changed much more during the past 15 years. The Pap test can find changes in the cervix before cancer develops.

Learn more about [early cervical cancer prevention](#) by visiting the American Cancer Society. Read more [Fast Facts](#) from the WHA Information Center.