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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

FIRST WISCONSIN HEALTHCARE BUSINESS FORUM EVENT PACKS THE HOUSE

Healthcare and business leaders discuss the importance and economic impact of innovation

The Wisconsin Healthcare Business Forum (WHBF) inaugural event brought together healthcare, business and technology leaders for a compelling discussion about the importance of connecting the healthcare industry with new, emerging



tech-based businesses in Wisconsin. In a packed room, panelists from the Wisconsin Hospital Association, Froedtert Health, and Godfrey & Kahn elevated the dialogue about how quality healthcare impacts the state’s economy.

“Wisconsin has one of the best healthcare systems in the nation, which helps attract and retain businesses who want and need a healthy workforce. It’s just as important to note that hospitals and health systems are among the state’s biggest employers. The healthcare sector has a \$30 billion economic impact in Wisconsin each year, and its footprint in communities is extensive,” said Eric Borgerding, WHA President and CEO, and WHBF Vice-chair.

Borgerding also noted the state’s economic future is dependent upon the success of the healthcare industry, which is often a pioneer in innovation itself. “Providers are always looking for better ways to treat patients, so it’s only natural to connect the healthcare sector with new tech businesses in Wisconsin.”

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POST-ACUTE CARE WORKGROUP RECOMMENDATIONS FOCUS ON AVOIDABLE HOSPITAL DAYS

WHA's Post-Acute Care Workgroup reconvened last week, and WHA's Vice President of Policy Development Laura Rose presented the progress to date on the Workgroup's 2018 recommendations. This includes:



- Contributing to proposals to expand telemedicine availability in post-acute settings, which WHA's Telemedicine Workgroup adopted;
- Supporting efforts to increase reimbursement rates for private duty nurses who provide home health care to patients discharged from hospitals, which have been adopted; and,
- Working with WHA members to evaluate the effectiveness of the CNA Caregiver Careers Program and recommending improvements to the program.

Thirty (30) respondents reported tracking more than 42,000 avoidable days for calendar year 2017.

Avoidable Days. Rose also shared the results of a WHA hospital survey conducted in November 2018 on "avoidable days," defined as "a hospital day that is incurred due to a barrier that prolongs a patient stay when a patient is medically ready for discharge." WHA sent the survey to 150 WHA members and received 65 responses. Thirty (30) respondents reported tracking more than 42,000 avoidable days for calendar year 2017. This demonstrates the Workgroup has targeted a topic of high importance to hospitals, and these results will inform WHA's advocacy efforts this year to help alleviate problems resulting from avoidable days.

In addition to the 2018 recommendations and survey results, the Post-Acute Care Workgroup welcomed several new members:

- Chair: Maria Brenny-Fitzpatrick, DNP, Director, Transitional Care and Post-Acute Services – UW Health, Madison
- Diane Ehn, MS, Enterprise VP of Post-Acute Care – Froedtert Health, Milwaukee
- Cassie Stremer, Team Leader, Post-Acute Care – Bellin Health, Green Bay
- Sheila Thiel, MD, Medical Director – Wisconsin Post-Acute Network, Advocate Aurora Health
- Tricia Thumann, RN, MSN, MHA, Director of Care Continuum – Aspirus At Home, Wausau

Returning members include:

- Jennifer Bieno, NHA, Vice President of Aging Services – Divine Savior Healthcare, Portage
- Deb Head, Rehabilitation Program Manager – Gundersen Health System, La Crosse
- Doreen Kluth, RN, BSN, MS, Executive Director, Care Continuum – HSHS Eastern Division, Green Bay
- Ron Schaetzl, MHA, VP of Operations and Nursing Home Administrator – SSM Health St. Clare Hospital, Baraboo
- Ryan Shear, VP of Senior Services – Reedsburg Medical Center, Reedsburg
- Robyn Woolever, BSN, RN-BC, Manager, Hospital Case Management – Children's Hospital of Wisconsin, Milwaukee
- Thomas Zoch, MD, Vice President of Care Management-Clinical – Ascension Wisconsin

The Workgroup expects to meet quarterly in 2019. For more information, contact [Laura Rose](#) at 608-274-1820.

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L to R: Tom Still, President of the WI Tech Council and Chair of the WHBF; David Olson, Chief Strategy Officer of Froedtert Health; Eric Borgerding, President/CEO of WHA and Vice Chair of the WHBF; Jed Roher, Tax and Corporate Lawyer at Godfrey and Kahn

Froedtert Health's Chief Strategy Officer David Olson and Jed Roher, a tax and corporate lawyer at Godfrey & Kahn, talked about the growing demand for healthcare, and how innovation improves operations and delivers healthcare more efficiently and effectively. New start-up tech companies bring economic development dollars into the state, leading to strong local and regional economies. The panel discussion was moderated by Tom Still, Wisconsin Tech Council President and WHBF Chair, who kicked off the discussion by highlighting Wisconsin's innovative efforts in healthcare through new tests, devices and software.

You can learn more about the Wisconsin Healthcare Business Forum and future WHBF events online.

FEBRUARY 11 WEBINAR: MEDICATION ASSISTED TREATMENT IN WISCONSIN

On February 11, WHA is offering a complimentary webinar to members, "Buprenorphine 101: Demystifying Medication Assisted Treatment in Wisconsin." This program will provide an introduction to the evolving role of primary care physicians, emergency physicians, advanced practice providers, and nurses in prescribing and administering buprenorphine medication assisted treatment (MAT) for opioid use disorder.

This session will be presented by Robert Redwood, MD, MPH, who is WHA's physician improvement advisor and works full-time as an emergency and preventive medicine physician at Divine Savior Hospital in Portage.

This webinar does not qualify attendees for an X-waiver, but rather, it is an introduction to the X-waiver process and the content one needs to know to either be or support an X-waivered provider. [Registration is now open.](#)

Direct registration questions to [Sherry Collins](#) or call 608-274-1820.

Designed for: primary care or emergency medicine physicians, advanced practice providers and nurses, as well as any clinician or care coordinator who sees patients with substance abuse disorders. WHA members are encouraged to pass registration information for this webinar along to the appropriate personnel in their organizations.

Monday, February 11, 12:00 -1:00 pm. This WHA Member Forum is complimentary and open only to WHA hospital and corporate members, but [pre-registration is required](#) to participate.

WHA FOUNDATION ANNOUNCES SCHOLARSHIPS FOR HOSPITAL TEAM SIMULATION TRAINING

High-fidelity clinical simulation provides an environment for a health care team to experience infrequently encountered clinical scenarios, as well as practice and improve team communication. Across Wisconsin, high fidelity simulation labs are available to hospitals; however, cost, scheduling and other logistical issues can be a barrier to participation for some.



Since 2016, the WHA Foundation has provided scholarships to 60 clinical teams from Wisconsin hospitals, allowing them to participate in a variety of simulation training scenarios, including high-risk OB delivery, stroke, and severe sepsis/septic shock. The feedback from these simulation training experiences was overwhelmingly positive, leading the WHA Foundation to continue this program in 2019.

The WHA Foundation has grant funding to provide another 20 scholarships in 2019 for interdisciplinary teams to participate in clinical simulation training, choosing from stroke, OB, or severe sepsis/septic shock scenarios.

Four simulation labs across the state have partnered with the WHA Foundation to offer hospital teams hands-on simulation experiences. This is an excellent opportunity for hospitals who might have limited access to high-fidelity simulation.

For complete information on scholarship eligibility and criteria, visit the [WHA Foundation webpage](#).

[Apply online for a scholarship](#). The submission deadline is 5:00 pm CST on March 1. A maximum of 20 scholarships will be awarded, so hospitals are encouraged to apply as soon as possible. WHA will issue notifications by March 8.

Contact [Jennifer Frank](#), WHA Vice President of Education, with any questions.

LAST CHANCE FOR EARLY BIRD DISCOUNT: 2019 PHYSICIAN LEADERSHIP DEVELOPMENT CONFERENCE



Register for WHA's 2019 Physician Leadership Development Conference **by January 31** to take advantage of the early bird discount. Also, contact The American Club to make your hotel reservations today, as the special room rate is only available until the room block fills, which happens quickly each year. View the full 2019 conference agenda and register online here.

**Friday, March 15 and
Saturday, March 16, 2019 at
The American Club in Kohler**

Consider which of your physician leaders would benefit from further developing or enhancing their leadership skills, invite them to attend and encourage them to [register today](#).