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EDUCATIONAL EVENTS

Throughout 2019
Health Care Workforce Resilience
Free Member Webinar Series

April 17, 2019
Advocacy Day
Madison, WI

Advocacy Day Legislative Panel Confirmed
Registrations surpass 500 with four weeks to go



Top row, l to r: Rep. Evan Goyke, Sen. LaTonya Johnson. Bottom row, l to r: Sen. Howard Marklein, Rep. John Nygren

With still four weeks before Advocacy Day, registrations have already topped 500 with more coming in every day! Attendees at Advocacy Day will hear from a great lineup of speakers, including the always insightful (and often very entertaining) bipartisan legislative panel discussion. This year, attendees will hear about important state budget and health care issues from the following confirmed legislative panelists:

State Representative Evan Goyke (D-Milwaukee)

Rep. Goyke represents the 18th Assembly District. Goyke also serves on the Legislature’s budget-writing Joint Finance Committee. He was first elected to the State Assembly in 2012. Given he is a former state public defender, Goyke serves on the state Legislature’s Joint Review Committee on Criminal Penalties.

State Senator LaTonya Johnson (D-Milwaukee)

Sen. Johnson represents the 6th Senate District, and also serves on the Legislature’s Joint Finance Committee. Johnson was first elected to the State Assembly in 2012 and reelected in 2014. In 2016, Johnson was elected to the State Senate.

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MD Engagement Strategies Shared at 14th Annual WHA Physician Leadership Conference

More than 200 attendees gathered at the 14th annual WHA Physician Leadership Development Conference March 15 and 16. This year’s conference featured two educational tracks—one for emerging physician leaders seeking to develop or enhance their administrative and leadership skills, and one for senior-level physician leaders.



Keynote Speaker Stephen Beeson, MD, presents to the large crowd at WHA’s Physician Leadership Conference March 15, 2019.

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President's Column: WHA's 2018 Community Benefits Report

By Eric Borgerding, Wisconsin Hospital Association President and CEO

One of Wisconsin's most valuable assets is our top-ranked health care system: number one in Midwest and fourth best in the nation, according to the federal Agency for Healthcare Research and Quality last year. It is some of the highest quality of care in the country—and available to every person, every minute, every day in our state's hospitals.

But, that's only part of the story. In addition to providing access to great care, Wisconsin's hospitals are often the foundation of their communities, reaching far beyond the hospital walls to help address critical, unmet local health and human service needs. When added up, Wisconsin's hospitals provided nearly \$5 million every day in free care and community support. And that's a conservative number: if WHA used the IRS definition of charity care and community benefits, that figure would be closer to \$11 million.

Wisconsin hospitals support neighborhood health centers, ensure citizens have access to free meals and can purchase their medication, help find transportation and housing, bring dental services into our schools, and much more. Many of these services would not be possible without the support of our hospitals and the dedicated health care professionals who give their time and compassion.

Wisconsin's hospitals are the state's health safety net, and they cast it widely across their communities. Below are just a few examples:

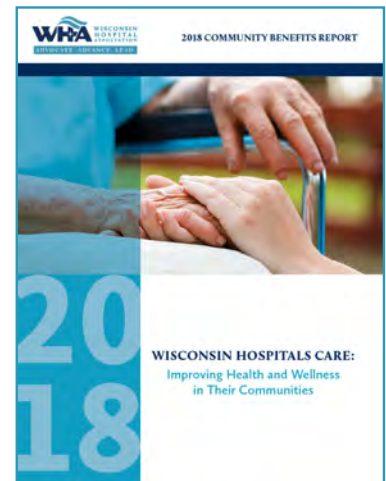
- A Tomahawk man in his 80s had 100% of his hospital costs covered when faced with unexpected medical bills he could not afford to pay on his fixed income.
- Sexual assault survivors in Oshkosh received trauma-informed care and support services.
- Hospital pharmacists, lab technicians, nurses, physician assistants, and other colleagues provided free health services and medication for those living in poverty in Eau Claire.
- Single women and families in Janesville who were homeless received emergency shelter and case management services to provide stability and help them become self-sufficient.

You will find dozens more examples in WHA's [2018 Community Benefits Report](#), which highlights the financial assistance, programs, services, and activities hospitals provide for free in their communities.

Hospitals ensure everyone receives the treatment they need and deserve—even when a patient or family cannot pay for their care, or when receiving inadequate reimbursement from the state Medicaid and federal Medicare programs. In 2017, Wisconsin hospitals lost nearly \$1.1 billion caring for 295,585 patients in the Medicaid program, and another \$2.1 billion caring for Medicare patients. The Wisconsin Medicaid program reimburses hospitals just 65 cents for every dollar they spend caring for a Medicaid patient. Medicare reimbursement is only slightly better, covering about 78% of the cost of care.

Other businesses are not asked to provide products or services at 35% below their own cost, or for some, 100% below cost when they do not have the ability to pay. But, in Wisconsin hospitals, the doors are always open and the nearly 130,000 professionals they employ are proud of the care they give to all in need, and the services and support they contribute to their neighbors, families and communities.

Wisconsin's hospitals are always there.



WHA, Members Testify Together at Senate Hearing in Support of Medical Licensure Compact in Wisconsin

An important step was taken last week to make permanent Wisconsin's status as a medical licensure compact state. During a meeting of the Senate Health and Human Services Committee March 14, Mercyhealth testified along with WHA Vice President of Workforce and Clinical Practice Ann Zenk in support of Senate Bill 74, the Interstate Medical Licensure Compact Reauthorization Act.

WHA was a strong supporter of the initial compact legislation in 2015 which has allowed Wisconsin to successfully implement the compact. In fact, Wisconsin was the first state in the nation to issue licenses utilizing the voluntary expedited process made possible by this interstate licensure agreement.

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When the compact was signed into law, the Legislature required a trigger for review of the law in 2019. This was required to evaluate the benefits of Compact membership. According to Zenk's testimony, those benefits are clear due to physicians increasing their utility of the Compact, with the number of applications using the expedited process doubling in Wisconsin's second year of implementation.

Hospitals also value the process as a resource to extend access to care. As Kelli Cameron, Director of Physician-Provider Recruitment and Retention for Mercyhealth in Janesville, noted in her testimony, "The Compact ensures that physicians extending telemedicine services, or other in-person specialty services, can cross Compact state lines without undergoing a duplicative single-state licensing process."

Gundersen Health System also testified in support of maintaining Wisconsin's status as a medical licensure compact state. Anna Dix, Gundersen Credentialing Specialist, noted in her testimony, "The process is seamless and not only improves efficiency, but helps attract new providers." Dix added, "With the Compact assisting in expediting the licensing process, more specialists can provide more services to our outreach areas in a timely manner."

The advantage the compact provides in bringing physicians to Wisconsin to practice is important. "With a runway to practice of 12 or more years and 400 Wisconsin physicians retiring each year, our state must take advantage of every strategy available to increase the supply of physicians," said Zenk to members of the Committee. "The interstate medical licensure compact is an important tool to grow Wisconsin's health care workforce and ensure access to Wisconsin's high-quality health care in all corners of our state."

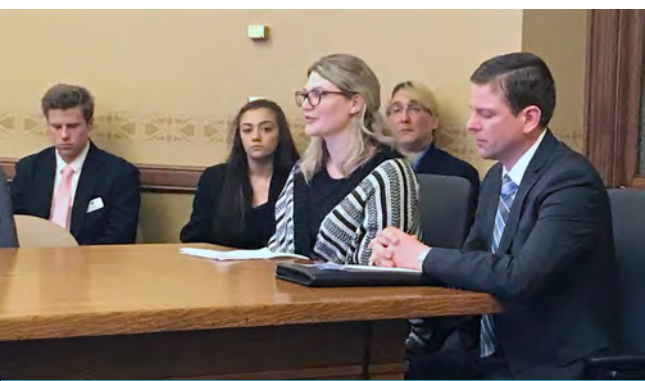
As one of the bill's authors, Rep. Nancy VanderMeer noted in her testimony, "Access to care, that's what [the Compact] is all about."

Senate Bill 74 is authored by Sen. Patrick Testin and Rep. Nancy VanderMeer. The bill has over 60 lawmakers either co-authoring or sponsoring the legislation. After receiving committee hearings and committee votes, the legislation will move to the floor of the full state Assembly and Senate.

For additional information on Wisconsin's physician compact legislation, contact [Ann Zenk](#) at 608-274-1820. Individuals who want to stay up to date on this and other important legislation, as well as take action on those issues, should contact WHA's [Kari Hofer](#) or join WHA's grassroots advocacy program, [HEAT](#).



WHA's VP Workforce & Clinical Practice Ann Zenk testifies alongside Kelli Cameron of Mercyhealth in the Senate Health Committee on legislation to permanently enact the Interstate Medical Licensure Compact in Wisconsin.



Anna Dix, Credentialing Specialist, and Brian Varnstadt, Director External Affairs at Gundersen Health System add their testimony in support of the Interstate Medical Licensure Compact.

WHA Joins Coalition Supporting Dental Therapy Legislation

WHA and a broad [coalition of organizations](#) have come out in support of state licensure for a new category of dental providers known as dental therapists. Governor Evers' budget bill introduced on February 28, as well as Senate Bill 89 introduced by Sen. Craig on March 7, and Assembly Bill 81 introduced by Rep. Felzkowski on March 18, authorize the licensure of dental therapists in Wisconsin. A bipartisan group of 33 legislators have signed on to these bills.

A dental therapist is a mid-level, licensed oral health professional who works in conjunction with a dental care team under the general supervision of a dentist. Dental therapists provide evaluative, preventive, and restorative dental care, such as fillings and simple extractions. Dental therapists are currently authorized in eight states, including Minnesota and Michigan. Several other states, in addition to Wisconsin, are currently considering legislation to license dental therapists.

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WHA's support for this proposal stems from poor statewide access to basic dental care, especially for Medicaid recipients and the uninsured. This lack of access impacts hospitals and health systems who see patients in emergency departments and urgent care centers with severe dental pain resulting from untreated dental conditions. In 2017 alone, more than 37,000 emergency department visits for preventable dental conditions were reported to the WHA Information Center.

Expanding the type of dental professionals who can perform basic restorative services, such as preparing and filling decayed teeth, should improve access to basic dental care, particularly in areas underserved by dentists, including rural communities, some urban areas, and nursing homes.

For further information on this legislation, contact [Laura Rose](#), WHA Vice President of Policy Development.

Grassroots Spotlight

Advocates in Green Bay Meet with Sen. Jacque



WHA's Hospitals Education & Advocacy Team (HEAT) held a roundtable event with Sen. André Jacque (R-De Pere) in Green Bay on Friday, March 15. Hospital advocates from Aurora BayCare Medical Center, Bellin Hospital, HSHS-Eastern WI Division, and Holy Family Memorial-Manitowoc participated in the meeting. Members discussed health care items in Governor Evers' budget proposal, particularly focusing on Medicaid reimbursement, Medicaid

Disproportionate Share Hospital (DSH) funding, the Rural Critical Care Supplement, and funding for behavioral health, dental care, and telemedicine services.

Jacque represents the 1st Senate District, covering Door and Kewaunee counties, as well as parts of Brown, Manitowoc, Calumet, and Outagamie counties, extending to Appleton.



L to R: Andrew Hanus (Aurora), Dan Meyer (Aurora), Linda Roethle (Bellin), David Lally (HSHS), Sen. Andre Jacque (R-De Pere), Brett Norell (Holy Family Memorial), Kyle O'Brien (WHA)

HEAT roundtables are held around the state, connecting hospital advocates with legislators in their local district. They provide the opportunity to candidly discuss the important issues impacting Wisconsin hospitals and the communities they serve. To participate in a HEAT roundtable in your area or host a meeting with legislators at your hospital, contact [Kari Hofer](#), WHA Vice President of Advocacy.

March is Colon Cancer Awareness Month

In March, cancer groups, hospitals, and communities focus attention on preventing, treating, and curing colorectal cancer. According to the WHA Information Center, from October 2017 to September 2018, Wisconsin had 3,255 inpatient admissions for cancer of the colon or rectum and 32,573 outpatient visits.



Excluding skin cancers, colorectal cancer is the third most common cancer diagnosed in both men and women in the U.S. The American Cancer Society's estimates for the number of colorectal cancer cases in the U.S. for 2019 are:

- 101,420 new cases of colon cancer
- 44,180 new cases of rectal cancer
- 51,020 deaths to colorectal cancer

When colorectal cancer is found at an early stage, the five-year relative survival rate is about 90%. But, only about 4 out of 10 colorectal cancers are found before it has spread, leading to lower survival rates.

Unfortunately, about 1 in 3 people in the U.S. who should get tested for colorectal cancer have never been screened. This may be because they don't know that regular testing could save their lives from this disease, or due to things like cost and health insurance coverage issues.

Stephen Beeson, MD, led an interactive discussion focusing on strategies and tactics to engage physicians. Speaking to emerging and veteran physician leaders, as well as the 40 administrator hosts at the conference, Dr. Beeson led a discussion that identified eight key elements that lead to physician engagement:

1. Selection/orientation
2. Post-hire development
3. Data feedback
4. Appreciated and valued
5. Listened and responded to
6. Expectations are known
7. Leaders modeling expectations
8. Time is valued

UW Health CEO Alan Kaplan, MD, shared with more than 75 senior physician leaders his insights and experiences in his journey as a physician leader, and what skills and knowledge physician leaders will need to flourish in an ever-changing health care environment.



Dr. Alan Kaplan's presentation

Steve Kulick, MD, Chief Experience Officer at Marshfield Clinic Health System, and Chair of the WHA Physician Leaders Council, facilitated group discussion among the senior physician leaders cohort focused on:

- Developing physician leaders
- Communicating effectively with physicians
- Improving physician satisfaction, engagement and resiliency/addressing burnout
- Dealing with disruptive physicians and addressing conflict
- Influencing physicians and strategies to align physicians with organizational priorities



Steve Kulick, MD

Mike Guthrie, MD, worked with the emerging physician leader cohort on tactics and strategies for effective meeting and team management and effective group decision making.

Dr. Guthrie provided several tools, including a general meeting planning map, and highlighted strategies for identifying the right size and structure of group meetings based on the goal of the meeting.



Dr. Guthrie works with emerging physician leaders at WHA's Physician Leaders Conference

Eric Borgerding, WHA President and CEO, provided all attendees with an overview of WHA's ongoing physician-focused priorities. Borgerding highlighted WHA's expanding physician engagement agenda, focusing on collaboration, information sharing and communication. He also highlighted WHA's advocacy priorities for reducing regulatory burden impacting physician practice, including the amount of time spent working

with the EHR and time taken away from patient care. Borgerding also commented on key public policy issues, including the health care workforce and the success of the WHA-crafted graduate medical education state grant program, which will create 133 additional physicians in Wisconsin-based residency programs by July 2020. Notably, four grant-funded new or expanded GME programs will be graduating 12 new psychiatrists per year in Wisconsin beginning in 2021. Borgerding concluded his remarks with a summary of the Medicaid expansion included in Governor Tony Evers' state budget bill, including its impacts on coverage and reimbursement.

"I was so impressed with the engagement and enthusiasm of all who attended," said Mark Kaufman, MD, WHA Chief Medical Officer. "Many physicians commented on the value of getting away, connecting with colleagues, renewing relationships and learning from one another."

Next year's WHA Physician Leadership Development Conference is scheduled for March 13-14, 2020, at the American Club in Kohler.

State Senator Howard Marklein (R-Spring Green)

Sen. Marklein represents the 17th Senate District. Marklein serves on the powerful budget-writing Joint Finance Committee, which is currently debating the state’s biennial budget bill. He was first elected to the state Assembly in 2010. After two terms in the Assembly, Marklein ran and was elected to the State Senate in 2014. He has also served as the State Senate’s President Pro Tempore since 2017. At Advocacy Day last year, Marklein received WHA’s Health Care Advocate Award, a recognition given to a legislator who exemplifies leadership in advancing public policy that strengthens access to high-quality health care in Wisconsin.

State Representative John Nygren (R-Marinette)

Rep. Nygren represents the 89th Assembly District. Nygren was first appointed to the Joint Finance Committee in 2011 and is now in his fourth session as Co-Chair of the Committee—the longest serving Assembly Co-Chair in state history. He was first elected to the State Assembly in 2006 and has been reelected ever since. Nygren was awarded WHA’s Health Care Advocate Award at Advocacy Day in 2015.

Advocacy Day attendees will also hear from morning keynote former Governor Tommy G. Thompson, as well as luncheon keynote Governor Tony Evers (invited).

Advocacy Day takes place April 17 at the Monona Terrace in Madison. There is still time to [register](#) for this important event and go on the all-important legislative appointments in the afternoon. By going on legislative visits, you’ll join more than 600 attendees who will take the hospital message to the halls of the state Capitol on important health care issues.

If you have yet to register yourself or your hospital contingent, please do so today. A [complete program and online registration](#) are available.

For Advocacy Day questions, contact [Kari Hofer](#) at 608-268-1816.