In This Issue

President’s Column: 100 Years Strong
By Eric Borgerding, WHA president & CEO

I am writing this column on the last day of the year, always a time to reflect on the past 365, how (increasingly) rapidly those days came and went and what will come next. As we close the books on 2019, WHA’s 99th year, we see another year of very strong performance – the latest in a sustained upward trend that has made WHA and our members one of the most impactful advocacy voices in Wisconsin.

WHA’s many 2019 accomplishments, including a new forward-looking strategic plan (see below), are summarized in our Annual Report, a copy of which accompanied 2020 dues invoices and can also be obtained here. For the far more detailed (14 pages) accounting of WHA’s robust annual goals or a member-specific impact and engagement dashboard, WHA members should feel free to send me an email. Like our members, WHA is very transparent and accountable.

When this column is published, it will be 2020 – WHA’s 100th year! I can’t say the past 100 years have gone by fast, but I can say my last 18 years at WHA certainly have, especially these last five years as President & CEO. Indeed, I mentioned to one of our newer team members the other day “time moves fast at WHA” … because we embrace an agenda that seeks out opportunities, prioritizes relevance and impact and moves toward new challenges. We are always active, engaged and each new year builds (continued on page 4)

Celebrating 100 Years: Remembering the Beginning

Celebrating the new year has special importance for the Wisconsin Hospital Association, as the year 2020 marks WHA’s 100th anniversary. Officially formed at a meeting at Milwaukee’s Pfister Hotel on September 16, 1920, more than two dozen men and women representing hospitals from around the state approved a new constitution and bylaws for a new association. WHA was one of the nation’s first three state hospital associations to be formed – similar organizations began in Ohio and Michigan in 1920.

From the outset WHA was formed to promote the greater good for the state’s citizens, enshrining that purpose in its constitution. Article II of that new founding document reads: “The object of this Association shall be to promote the welfare of the people of the State of Wisconsin, insofar as this may be done by the development of hospitals and dispensaries of the State in number and location; in securing the best equipment and in promoting general efficiency of operation; by securing co-operation and assistance in this work from all other organizations of similar purpose, and in all ways possible to advance the interests of all medical service institutions.” (continued on page 2)
Thank You, Contributors to the Wisconsin Hospitals State PAC & Conduit!

The Wisconsin Hospitals State PAC & Conduit closed out its 2019 fundraising campaign at 102% of its aggressive $320,000 goal, raising $325,367 from 305 individuals, 34 of which were first-time contributors.

“Hitting this aggressive goal, once again, shows the strength of the Wisconsin Hospitals State PAC & Conduit thanks to the steadfast commitment from over 300 contributors supporting candidates who value health care all across the state,” said Eric Borgerding, WHA president & CEO. “As we head into an election year, I hope to see continued growth and participation in this important program,” Borgerding added.

The average contribution in 2019 was $1,066 with 93 individuals contributing at one of the Club levels, $1,500 or more.

All contributors to the Wisconsin Hospitals State PAC & Conduit 2019 campaign can be found on pages 5-6. For more information and to get involved, contact WHA Vice President of Advocacy Kari Hofer.

WHA to Establish Rural Physician Leader Roundtable

WHA will create a Rural Physician Leader Roundtable in 2020. The roundtable will be a forum for physician leaders in rural communities to connect with each other, discuss common challenges, and to help one another become more effective physician leaders. WHA will facilitate the roundtable with the Rural Wisconsin Health Cooperative as a close partner.

WHA expects the roundtable to meet for one hour each quarter, with participation possible via webinar, teleconference or in-person. WHA will provide logistical support. The roundtable participants themselves will decide what they want to discuss and how to maximize the value of this forum. We anticipate this to be a highly-interactive networking and learning opportunity for physician leaders in rural settings.

If you would like to nominate a physician leader from your organization who works in a rural setting to participate in this roundtable, contact WHA Chief Medical Officer Mark Kaufman, MD. Self-nominations are welcome. Please submit nominations by Jan. 17.

WHA anticipates the first meeting will take place in February. Feel free to contact Dr. Kaufman with any questions, comments or suggestions.
Webinar Opportunity: Wisconsin Medical-Dental Integration Project

January 9, 2020, 10-11 a.m.

Dental disease is the most common chronic disease of childhood. In 2018, more than 80,000 children in the state’s Medicaid program had a dental-related medical encounter but did not visit a dentist. In Wisconsin, there is a new opportunity to integrate a dental hygienist into the primary care team to provide preventive oral health services to children at well-child visits.

The webinar will be offered Jan. 9, 2020 from 10-11 a.m. Click here to learn more about this webinar and to register.

Spreading Success: A Playbook on How to Successfully Reduce ED Recidivism

WHA is partnering with The Great Lakes Partners for Patients Hospital Improvement Innovation Network (GLPP HIIN) in hosting a full-day interactive event focused on innovations to reduce ED recidivism, unnecessary hospital admissions and preventable readmissions.

The morning will entail in-depth learning, highlighting concrete concepts, operations, guidelines and tactical steps to take to implement the innovation. The afternoon will be a guided action planning session for you and your team to engage in vision, strategy and planning activities to begin the process of implementing the innovation at your hospital.

Gather your team and save the date! WHA encourages attendance of multidisciplinary readmissions teams of two or more who will be empowered to implement these innovative approaches at your hospital. Teams may include MDs, CNOs, CMOs, administrative leaders, quality leaders, nurse managers, and should include ED representation as well as anyone with the shared commitment to making a positive impact on reducing readmissions.

Date: Feb. 6, 2020
Location: Marshfield Clinic Health System, Marshfield, WI

To register or for additional information: https://www.whareg4.org/ReadmissionsPlaybook.

Contact WHA Clinical Quality Improvement Advisor Jill Lindwall with questions.

Member News: Aspirus Riverview Hospital & Clinics Names President

Christopher (Chris) Stines has been named president of Aspirus Riverview Hospital & Clinics. Stines will join Aspirus Riverview on Feb. 10.

Stines has 25 years of health care leadership experience. He currently serves as president and chief executive officer of Catholic Health Initiatives (CHI) St. Vincent North in Little Rock, Arkansas. Stines’ background in health care administration is diverse and extensive, with experience in profit, not-for-profit, academic, large physician group practices and international health care organizations.

As president, Stines will lead the strategic direction of Aspirus Riverview Hospital & Clinics and further strengthen Aspirus Riverview’s performance. Stines has a track record of creating high performing and engaged teams, as well as delivering successful performance improvements in quality and patient satisfaction.

Stines attended Indiana University, where he earned a bachelor’s degree in economics with a certificate in business and a master’s degree in health care administration. His recent professional certifications include: Six Sigma Green Belt, Servant Leadership-Ken Blanchard, The Science of Safety-Johns Hopkins Medicine, and Leadership Symposium-Indiana University School of Medicine.
upon the last to become a step in an upward climb. That WHA psyche is perfectly captured in a new strategic plan, including our updated core values, which I believe well reflect the WHA of 2020 and beyond:

**WHA Values**

*Advocacy, Integrity, Foresight, Relationships, Leadership*

Which brings me to our plans for 2020. It’s always easier to look back to the past than ahead to the future, and while we are proud of and will do the former, we tend toward the latter. I truly believe that today, as we step into our 100th year, WHA is the strongest and most impactful it has ever been. That’s less an observation about our past, more a statement about our future. And appropriately, we enter this next century guided by a new vision statement that reflects where we have been and guides where we are going:

**WHA Vision**

*To be the unifying voice for Wisconsin’s hospitals and health systems and the state’s most trusted and influential health policy advocate.*

WHA has established a trajectory of accomplishment built on a foundation of those who came before us, enabled by exemplary support from our members and highly engaged Board of Directors and sustained by a WHA team that just gets better. It’s taken a lot of dedication and vision from some genuinely remarkable people to get us here, and we have much in store to recognize WHA’s centennial and that journey. So, stay tuned throughout the year and join us in celebrating!

It is an honor to be a part of WHA’s 100-year legacy. It is a privilege to be a part of this dedicated and skilled WHA team as we step into our second century.

To all our members and partners, we say THANK YOU for being a part of another great year! On behalf of the WHA staff, we wish you all much success in 2020 and are committed to being right there with you.

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**January is Cervical Cancer Screening Month**

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

Between July 2018 and June 2019, the WHA Information Center reported 86 inpatient visits, 638 outpatient surgical procedures, and 3,090 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.

Visit the American Cancer Society for more information on [cervical cancer](#).
Contributors $10,000+ - Leaders Circle
Borgerding, Eric & Dana  Wisconsin Hospital Association
Gutzeit, Michael  Children's Wisconsin
Tyre, Scott  Capitol Navigators, Inc.

Contributors $5,000 to $7,499 - Leaders Circle
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Kammer, Peter  The Kammer Group
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Size, Tim & Pat  Rural Wisconsin Health Cooperative
Skeggsbergh, Jim  Advocate Aurora Health
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Turney, Susan  Marshfield Clinic Health System
Waleske, Chris  Bellin Health System

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Harding, Ed  Aurora Medical Center - Bay Area
Heywood, Matthew  Aspirus, Inc.
Jacobson, Catherine  Froedtert & The Medical College of Wisconsin
Kachelski, Joe  Wisconsin Statewide Health Information Network
Kaplan, Dr. Alan  UW Health
O'Brien, Kyle & Laura  Wisconsin Hospital Association
Olson, David & Joanne Alig  Froedtert & The Medical College of Wisconsin

Contributors $2,000 to $2,999 - Gold Club
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Gustafson, Andrew & Sara  SSM Health Wisconsin
Hanus, Andrew  Advocate Aurora Health
Hofer, Karl  Wisconsin Hospital Association
Killoran, Carrie  Aurora Sinai Medical Center
Lappin, Michael  Advocate Aurora Health
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Schulze, Connie  UW Health
White-Jacobs, Mary Beth  Black River Memorial Hospital
Zenk, Ann  Wisconsin Hospital Association

Contributors $1,500 to $1,999 - Gold Club
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Beiri, Luke  Hayward Area Memorial Hospital & Water's Edge
Brussow, Julie  Marshfield Clinic Health System
Carlson, Peter  Aurora Psychiatric Hospital
Decker, Michael  Divine Savior Healthcare
Dibbert, Beth  Wisconsin Hospital Association
Dietsche, James  Bellin Hospital
Douglas, Jason  Memorial Medical Center - Ashland
Edwards, Gordon  Marshfield Clinic
Ericson, Allen  Froedtert & MCW St. Joseph's Hospital Campus
Ericsson, Susan  UnityPoint Health Meriter
Francisco, Margo  SSM Health Wisconsin
Graebner, David  Aurora Sheboygan Memorial Medical Center
Grapevine, Mark  Wisconsin Hospital Association
Gutek, Michael  Children's Wisconsin
Hafeman, Paula  HSHS - Eastern Wisconsin Division

Contributors $1,000 to $1,999
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Arquilla, Tom  ThedaCare
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Cox, Sharon  Beloit Health System
DeGroot, Dan  SSM Stoughton Hospital Association
Garcia-Thomas, Cristy  Advocate Aurora Health
Geraghty, Tricia  Children's Wisconsin
Gisi, Dale  ThedaCare
Herbst, Amy  Children's Wisconsin
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Kadlec, Mar  SSM Health
Keddington, Richard  Watertown Regional Medical Center
Klueser, Kevin  Ascension St. Joseph Hospital
Kulick, Steven  Marshfield Clinic Health System
Lerch, Shawn  Sauk Prairie Healthcare
Lund, Maggie  ThedaCare Regional Medical Center - Appleton
McLean, Hal  ThedaCare
Melms, William  Marshfield Clinic Health System
Nadkis, Dominic  Advocate Aurora Health
Powder, Scott  Advocate Aurora Health
Punzenberger, Lindsay  Children's Wisconsin
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Sanders, Michael  SSM Health - Madison
Schafer, Michael  Spooner Health System
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Thompson, Mark L  ThedaCare Regional Medical Center - Appleton
Vitello, Jodilynn  UW Health
Whelan, David  Children's Wisconsin

Contributors $500 to $999
Aulik, Juli  UW Health
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Boeze, Jennifer  CliftonLarsonAllen, LLP
Bolt, Elizabeth  UW Health
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Brenon, Andrew  Wisconsin Hospital Association
Budd, Aaron  SSM - St. Mary's Hospital - Janesville
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Cleveland, Derek  UnityPoint Health Meriter
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(continued on page 6)