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**EDUCATIONAL EVENTS**

- March 13 & 14, 2020**  
*Physician Leadership Development Conference*  
 Kohler, WI
- March 18, 2020**  
*Advocacy Day*  
 Madison, WI

**WHA Board Sets 2020 Goals, Gets First View of New Workforce Dashboard**

The WHA Board of Directors met on a snowy morning Feb. 13 in Madison, with new Board Chair Daniel Meyer, Aurora BayCare Medical Center President, gaveling the group to order and promptly thanking Immediate Past Chair Damond Boatwright, SSM Health



WHA Board Meeting, Feb. 13, 2020

Care of Wisconsin regional president of operations for his past year of leadership.



WHA 2020 Board Chair Dan Meyer

**2020 Goals Approved**

The board reviewed, discussed and approved an aggressive set of goals for the upcoming year, many of which are aimed at preparing for what

will be a busy 2021-22 state legislative biennium that will once again require unified hospital and health system advocacy in order to sustain and improve the impressive accomplishments of the current biennium.

*(continued on page 6)*

**Advocacy Day Legislative Leadership Panel Confirmed**

The Wisconsin Hospital Association will have an outstanding legislative panel for 2020 Advocacy Day. Confirmed panelists include legislative leaders in both the state Senate and state Assembly: Senate Majority Leader Scott Fitzgerald (R-Juneau), Assembly Speaker Robin Vos (R-Rochester), Senate Democratic Leader Jennifer Shilling (D-La Crosse) and Assembly Democratic Leader Gordon Hintz (D-Oshkosh).

As always, the panel provides attendees in-depth insight into the issues facing health care in our state – and there is a lot to talk about in 2020.

Advocacy Day attendees will also hear from morning keynote [Frank Sesno](#), as well as luncheon keynote Governor Tony Evers (invited).



Sen. Scott Fitzgerald



Rep. Robin Vos



Sen. Jennifer Shilling



Rep. Gordon Hintz

Advocacy Day takes place March 18 at the Monona Terrace in Madison. There is still time to register for this important event and go on the all-important legislative

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*(Advocacy Day Legislative Leadership Panel Confirmed . . . Continued from page 1)*

appointments in the afternoon. By making legislative visits you can be part of the more than 500 attendees taking 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.

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## Reminder: RSVP for the PAC Breakfast



Join us for the Wisconsin Hospitals State PAC & Conduit 2020 Contributor Kick-off Breakfast on March 18 at 8 a.m. (immediately prior to Advocacy Day) at the Monona Terrace in Madison. State Assembly Representative John Nygren, co-chair of the state's powerful budget-writing Joint Finance Committee will also be joining us as our special guest. [RSVP online here.](#)

Last year, the Wisconsin Hospitals State PAC & Conduit raised over \$325,000 from 308 individuals. An aggressive fundraising goal of \$335,000 – the highest ever in WH PAC & Conduit history – has been set for 2020. With election season in full swing, your participation and support for candidates who value hospitals and health systems will be crucial. [Make your 2020 contribution and join us for the Wisconsin Hospitals PAC Breakfast!](#)

### Wisconsin Hospitals State PAC & Conduit 2020 Contributor Kick-off Breakfast!

With Special Guest  
**Representative John Nygren**

March 18, 2020  
Monona Terrace, Madison  
Exhibit Hall A  
8-8:45 a.m.

*(Immediately prior to WHA's Advocacy Day)*

By contributing \$250 or more before March 18, you will be able to join the Wisconsin Hospitals State PAC & Conduit invite-only kick-off breakfast.

[Contribute & RSVP Online](#)

Contact WHA's [Kari Hofer](#) at 608-274-1820 with questions or to contribute by phone.

Already made your 2020 contribution?  
RSVP to [Nora Statsick](#)

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## WHA Legislative Priorities Move through State Assembly

In what is widely expected to be the last meeting days for the State Assembly prior to the end of the 2019-20 legislative session, lawmakers passed several key WHA priorities this week and advanced them to the Wisconsin State Senate.

[Assembly Bill 575](#), which creates a new physician assistant licensure statute, [Assembly Bill 841](#), which clarifies the ability for health care providers to offer prompt-pay discounts to patients, and [Assembly Bill 788](#) related to the regulation and licensing of remote dispensing sites for pharmacies are all WHA-supported bills that passed the Assembly Feb. 18 on unanimous voice votes.

The State Senate's next regularly scheduled floor period is at the end of March. WHA's Advocacy Day event on March 18 is well timed to help push key legislative priorities through that legislative house. If you have not yet registered for Advocacy Day, please visit [WHA's website](#) for more information on this free event.

## DHS Announces Opioid Treatment Grant Opportunity

The Wisconsin Department of Health Services (DHS) is seeking proposals for the infrastructure planning and development of opioid treatment programs, telehealth, and mobile medication-assisted treatment units and emergency department or other hospital initiatives to develop buprenorphine induction for people with opioid use disorder prior to release, in high need and underserved areas of Wisconsin. DHS intends to use the results of this process to award grant agreement(s) for this purpose in such a way to expand coverage of opioid treatment services in underserved geographic areas of the state and for underserved populations.

More information about this grant funding opportunity can be found [here](#). Applications must be submitted by 2 p.m. March 30, 2020.

## WHA, WI Tech Council Host Health Innovation Collaboration Announcement



Mayo Clinic Health System – Northwest Wisconsin Region and the University of Wisconsin-Eau Claire announced a health care innovation collaboration at a Wisconsin Technology Council Innovation event Feb. 18 on the UW-Eau Claire campus. The [Wisconsin Healthcare Business Forum](#) – a collaboration of the Technology Council and WHA – helped sponsor the event.

The partnership between the Mayo Clinic and UW-Eau Claire is aimed at creating “the best pre-med site in the Midwest,” according to Timothy Nelson, MD, Ph.D., Mayo Clinic’s director of research and innovation for Northwest Wisconsin and himself a UW-Eau Claire graduate. The collaboration is designed to help harness the more than \$13 million in grants the university has received since 2012 to bolster research in STEM and STEM-related disciplines. UW-Eau Claire recently gained approval for a new neuroscience major and is awaiting approval for proposed major programs in biomedical engineering, bioinformatics and other relevant areas.

UW-Eau Claire Chancellor Jim Schmidt said that broadening pre-med options beyond the usual “hard sciences” of biology and chemistry to include offerings in medical technology and the humanities can aid health care developments focused on solving some of the current problems facing health care, such as physician and other clinician burnout.

Dr. Nelson noted that northwest Wisconsin – and Eau Claire in particular – already hosts a number of businesses in the medical technology industry. The collaboration will help both entities, he said, with the university helping “invent the workforce of tomorrow” while the Mayo Clinic can benefit from innovative technological advancements created by students who are able to seek solutions free from inertia bias.

“Lots of students ask, ‘why not?’ when it comes to new ideas,” Dr. Nelson said. “Through Eau Claire we can infuse the ‘why not’ attitude into Mayo.”



## Act Summaries of Recently Enacted WHA-Priority Bills Available to WHA Members

Two new summaries of WHA priority bills recently enacted into law have been added to the [Legislative and Regulation Summary](#) section of the WHA Member’s Only portion of the WHA website. The new legislative summaries include:

- 2019 Act 97 – Penalty Enhancer for Violence Against Health Care Providers
- 2019 Act 90 – Utilization of Advanced Practice Providers to Activate Patient Advance Directives

Additional available legislative summaries include 2019 Act 56 – Medicaid Telehealth Coverage Reforms, and previous summaries from the 2017-18 Wisconsin legislative session.

The legislative summaries are for WHA members only and will not be generally available on the WHA website. To access the summaries, click on [MEMBER LOGIN](#) at [www.wha.org](http://www.wha.org) and then click on the “Legal Resources” button.

If you have questions about how to log in, contact [Tammy Hribar](#) at 608-274-1820.

## WHA's Dr. Redwood to Present at CMS Quality Conference



The WHA Quality Team is excited to announce that Dr. Robert Redwood's abstract *Clinicians in Conversations, Improving Quality* was selected as a mini-plenary session at the 2020 CMS Quality Conference, which will take place in Baltimore Feb. 25-27.

Representing the great work of the Great Lakes Partners for Patients Hospital Innovation Improvement Network, Dr. Redwood will discuss the power of peer-to-peer communication. This communication, when done with sensitivity and respect, can positively influence clinicians to shift care practices using small tests of change. Session attendees will learn effective strategies to engage physicians and others in conversations around clinical decision making. Dr. Redwood has not only modeled this in his practice, but has advised many hospitals across Illinois, Michigan and Wisconsin in engaging their physicians in quality improvement work.

## Physician Leadership Development Conference, Kohler, WI - Register Today!

WHA is once again proud to be offering the Physician Leadership Development Conference in Kohler, WI on March 13 & 14, 2020. Check out this outstanding lineup:

- Dr. David Nash headlines Friday morning. Dr. Nash is an amazing speaker, and to some, the leading expert on the role of physician leaders in providing value-based care.
- Dr. Scott Rathgaber, Gundersen Health System CEO, will discuss his physician leadership journey from clinician to the CEO suite.
- Dr. Jay Bhatt, AHA CMO, and Elisa Arespacochaga, vice president of the AHA's Physician Alliance, will lead a session on physician burnout titled "Regular or Extra Crispy? Lessons from the Field in Addressing Burnout."
- Bill Benjamin, a scientist at the Institute for Health and Human Potential, will discuss emotional intelligence.
- Marty Martin, Director of DePaul University's Health Sector Management MBA Program, will discuss physician performance management.
- Eric Borgerding, WHA president & CEO, will give an advocacy update during Friday's lunch focused on key issues impacting care delivery.



In response to attendee feedback, we have added additional speakers on Friday. Saturday morning will feature two educational tracks – one for developing physician leaders and another for senior physician leaders.

Please take a few moments to review the [conference brochure](#). [Register](#) and secure your hotel room today!

## WHA Foundation – Changing Lives



*"I would like to thank the WHA Foundation for gifting me this amazing scholarship. Due to daycare needs, school supply costs and some medical bills, my family and I have been in a financial bind. Receiving this scholarship is a much-needed blessing and will help me to finish nursing school this upcoming May. Thank you again from the bottom of my heart." - Tiffany J., Fox Valley Technical College*

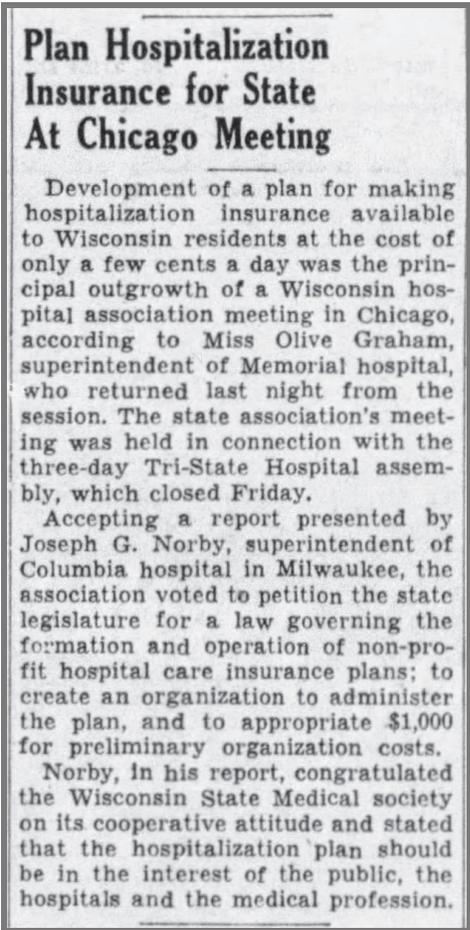
This testimonial is from an appreciative recipient of one of the technical school scholarships the WHA Foundation awards every school year. The WHA Foundation grants two scholarships a year to each of Wisconsin's 16 technical colleges. The recipients are in their final semester of school and will be graduating with a health field-related degree.

This valuable work is possible through the generous donations of our supporters. For information on how you can contribute to fulfilling the dreams of our state's future health care providers, contact WHA Foundation Executive Director [Leigh Ann Larson](#) at 608-274-1820. See the [Foundation brochure](#) to learn more about the Foundation and how you can become a Friend of the Foundation.

## Pioneers in Insurance Coverage

As the Great Depression hit the country and most industries, hospitals in Wisconsin continued to treat citizens who could not afford to pay for care. The hospital industry responded with pre-paid hospital plans – the beginning of health insurance and Blue Cross – as a way to avoid the fate of the banking industry. Joseph Norby, superintendent of Columbia hospital in Milwaukee presented the WHA proposal for statewide hospital plans at the American Hospital Association conference in Chicago in 1938.

When WHA membership approved pursuit of the first hospitalization insurance plan in 1939, WHA teamed up with hospitals throughout the state and the Wisconsin Medical Society in one of its earliest legislative pursuits to approve and enact hospital insurance. The bill was signed into law by Governor Julius Heil that spring.



Wausau Daily Herald, May 9, 1938

Development of a plan for making hospitalization insurance available to Wisconsin residents at the cost of only a few cents a day was the principal outgrowth of a Wisconsin hospital association meeting in Chicago, according to Miss Olive Graham, superintendent of Memorial hospital, who returned last night from the session. The state association's meeting was held in connection with the three-day Tri-State Hospital assembly, which closed Friday.

**Marshfield News Herald – 27 May 1939**  
*Hospital Plan is Signed by Governor*

*Madison – Governor Heil wrote into law yesterday a bill permitting the establishment of non-profit hospital service corporations.*

*The new law, approved by the Assembly last week after the Senate had passed it, was introduced at the request of the Wisconsin Conference of Catholic Hospitals, the Wisconsin Hospital Association and the State Medical Society.*

*It enables the establishment of corporations to co-operate with hospital groups – no less than six in number and having 600 beds – to permit purchase of hospital service on the installment plan in advance of illness. It was estimated the cost for an entire family would be \$18 a year. Children up to 19 years may be included in family groups.*

*Each member is entitled to a maximum of 21 days of service.*

*The fee covers bed and board, general nursing, operating room, ordinary medications, limited x-ray services and other aids.*

*It does not include services of doctors.*

*Corporations are required to file annual reports to the insurance commission.*



Joseph Norby

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***(WHA Board Sets 2020 Goals, Gets First View of New Workforce Dashboard . . . continued from page 1)***

The 2020 goals align with WHA’s new strategic plan, which encompasses important areas aimed at further enhancing Wisconsin’s nation-leading, high-quality health care system, including:

- Strengthen Health Care Funding and Infrastructure
- Expand Access and Coverage
- Improve Health Care Quality, Value and Affordability
- Ensure an Adequate Health Care Workforce

In discussing the wide range of goals WHA aims to accomplish in 2020, WHA President and CEO Eric Borgerding highlighted WHA’s strategy of broad collaboration with other health care groups and advocates in order to support proactive, bipartisan legislation in a challenging political environment.

***Workforce Dashboard Unveiled***

Already starting to fulfill a 2020 goal, WHA Vice President of Workforce and Clinical Practice Ann Zenk joined WHA Information Center (WHAIC) Vice President Jennifer Mueller to provide the board with a demonstration of a new online data resource that will provide hospital leaders with an ability to “drill down” into their workforce and gain valuable information to support strategic planning efforts, collaboration with educators and training programs or grant applications to grow their workforce. WHA’s Council on Workforce Development and WHAIC collaborated to use already-available state, regional, local and hospital-level workforce data to build the Wisconsin Workforce Dashboard.

“Projecting where and how your workforce needs to grow is more important now than ever before as health care employers experience a dual impact from the ‘silver tsunami,’” Zenk said. “Not only are members of the large baby boom generation retiring from the health care workforce in numbers that subsequent generations cannot replace, there is also an increasing demand for health care being generated by a staggering increase in the elderly population.”



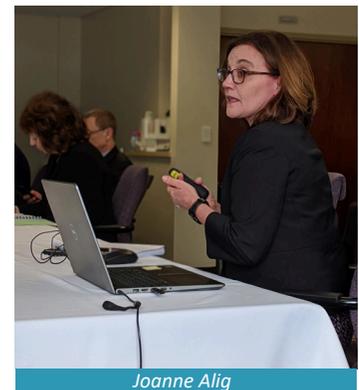
*Ann Zenk*

The Workforce Dashboard can be found behind the Resources button on the members-only landing page of the WHA website. As you begin to use the Workforce Dashboard, we invite you to direct any questions, comments or suggestions to [Ann Zenk](#).

***Planning Ahead: the 2021-23 State Budget; Health Care Costs***

WHA Senior Vice President of Public Policy Joanne Alig shared that WHA will start preparing for the state 2021-23 biennial budget by reconvening WHA’s Medicaid Policy Work Group. The work group typically meets the year before the biennial budget is introduced to discuss member issues, concerns and priorities in providing care for vulnerable populations. Themes likely will include access to care, innovation, regulation, behavioral health and population health. The work group will begin meeting in early spring.

Alig also covered recent headlines highlighting concerns with health care and hospital costs, some of which contain statements that are simply false. Alig reviewed the data behind some recent studies and pointed out significant concerns with the underlying methodology. Unfortunately, Alig noted, studies based on flawed methodology may be influencing the perceptions of hospitals and paint a misleading picture of Wisconsin’s health care quality and value. Board members agreed that studies need to take into account the total cost of care, which includes not just unit cost, but also appropriate utilization and clinical outcomes to assess how well providers perform.



*Joanne Alig*

***WHA Continues this Session’s Advocacy in Madison and Washington, D.C.***

WHA Senior Vice President of Government Relations Kyle O’Brien shared with the board an update on various proposals moving through the state Legislature and two WHA legislative priorities that were recently signed into law by Governor Tony Evers. According to O’Brien, the floor calendars in both houses are moving rapidly as the state Assembly indicates it will be concluding work for the 2019-20 legislative session the week of Feb. 16.

O’Brien said WHA led two health care provider association coalition letters to Governor Evers requesting that [Assembly Bill 287](#) and [Senate Bill 163](#) be signed into law. Joining the various coalition letters were representatives of provider groups, nursing home associations, a hospice and palliative care association and patient advocacy organizations.

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*(WHA Board Sets 2020 Goals, Gets First View of New Workforce Dashboard . . . continued from page 6)*

Assembly Bill 287, which was signed into law as [2019 Wisconsin Act 90](#), aligns Wisconsin law with the education and training of nurse practitioners and physician assistants to make the medical diagnoses necessary to activate a patient's written medical wishes through their advance directive. This legislation was a WHA-crafted, proactive proposal to better utilize Wisconsin's advanced practice clinicians in a team-based care setting.

In addition, Senate Bill 163, signed into law as [2019 Wisconsin Act 97](#), creates a penalty enhancement for intentionally harming a health care worker. This legislation originally only allowed for a penalty enhancement when the act of violence was committed against a nurse. WHA successfully lobbied the Legislature to amend the bill and include all health care providers.

O'Brien also updated the board on legislation that is yet to become law but has received significant traction in the last several weeks in the state Legislature. O'Brien reported that [Assembly Bill 575](#), which creates a new physician assistant licensure statute, and [Assembly Bill 841](#), which clarifies the ability for health care providers to offer prompt-pay discounts to patients, recently received hearings in the Assembly Health Committee and are expected to be heard on the Assembly floor soon.



Kyle O'Brien

Finally, O'Brien informed the board of other coalitions WHA has led, specifically related to changes to the 2019 Worker's Compensation Advisory Council proposed legislation and a bill that would create new mandates on hospitals that provide opportunities for physicians to train medical students. O'Brien said both pieces of legislation are unlikely to become law this session.

WHA Director of Federal and State Relations Jon Hoelter provided an update on federal transparency rules and surprise billing. He noted that health insurers and business groups have echoed the same concerns hospitals have previously expressed against proposals from CMS requiring both to release proprietary negotiated rates. Hoelter also briefed the board on [WHA's efforts advocating](#) for surprise billing proposals that protect patients while preserving free market negotiation between insurers and providers. Hoelter had been in Washington, D.C. Feb. 12 with the Rural Wisconsin Health Cooperative and a group of rural hospital leaders [while the House Ways & Means Committee was working](#) on a proposal that WHA and other hospital and provider groups [support](#). It would protect patients from surprise bills while allowing providers and insurers to continue negotiating toward resolution of billing disputes, using arbitration as a backstop. While this is a very positive development, there are still three proposals in Congress using a government-set benchmark rate to resolve surprise billing, and it is unclear what Congress will do to reconcile these differences. Hoelter said that a number of federal health care programs will see their funding expire on May 22, and this could create pressure for Congress to pass a surprise billing proposal as part of a larger health care package.

### ***WHA's Physician Leaders Survey***

The meeting concluded with WHA Chief Medical Officer Mark Kaufman, M.D. sharing the results of a CEO survey on physician leadership as a complement to the 2018 CMO survey; the results can help guide WHA's physician leader development initiatives. Board members shared their impressions with the results and commended Dr. Kaufman for his continuing efforts to support physician engagement and satisfaction.