

September 10, 2020

IN THIS ISSUE

"Keep it Up, Wisconsin!" WHA and Coalition Release Another COVID Safety PSA	1
DHS Launches "You Stop the Spread" Campaign to Prevent COVID Transmission	1
Reminder – Community Benefits Stories Due Sept. 30!.....	2
Our Collective Health Depends on our Individual Actions in Confronting Coronavirus	2
Rural Health Care Focus of Deputy Secretary Hargan's Visit to Door County Medical Center	3
DATCP Releases Data Privacy and Security Report	3
WHA Foundation Announces 2020 Global Vision Community Partnership Award Winners	3
The Wisconsin Council on Medical Education and Workforce (WCMEW) 2020 Conference – A Virtual Series	4
CELEBRATING 100 YEARS: Reflections from Robert Taylor, WHA President, 1986-2001	5

EDUCATIONAL EVENTS

September 15, 2020

Pandemic Considerations for Health Facility Design
Webinar

September 17, 2020

HHS Begins Clarifying Reporting Requirements for Provider Relief Funds
Webinar

September 22, 2020

Telehealth/Remote Patient Monitoring for Surveillance and Management of Postpartum Hypertension and Beyond: Development & Implementation Strategies
Webinar

"Keep it Up, Wisconsin!" WHA and Coalition Release Another COVID Safety PSA

As Wisconsinites continue to grapple with the COVID-19 pandemic and the challenges it brings heading into the fall season, WHA again joined a diverse coalition of Wisconsin's leading advocacy organizations to launch a statewide public service message on TV and radio urging the public to continue practicing preventive measures aimed at reducing the spread of the virus.



Veronica Scott-Fulton, Chief Nursing Officer, SSM Health Wisconsin

The coalition represents Wisconsin health care leaders, businesses and local governments and includes:

- Wisconsin Hospital Association
- Wisconsin Counties Association
- Wisconsin Grocers Association
- Wisconsin Medical Society
- Wisconsin Realtors Association
- Wisconsin Restaurant Association
- Pharmacy Society of Wisconsin

(continued on page 4)

DHS Launches "You Stop the Spread" Campaign to Prevent COVID Transmission



Alongside the WHA and other coalition members' launch of a new public service announcement urging Wisconsinites to "keep it up" to stop the spread of COVID-19, Governor Tony Evers and the Wisconsin Department of Health Services announced a new statewide campaign to prevent COVID

transmission. ["You Stop the Spread"](#) encourages everyone to follow four simple steps to prevent COVID from spreading: wearing a mask, washing your hands, staying six feet from others and staying home if you can. The campaign encourages using social

(continued on page 2)

(DHS Launches "You Stop the Spread" Campaign to Prevent COVID Transmission . . . continued from page 1)

media to post pictures and messages describing how individuals are stopping the spread. DHS also created a toolkit that contains videos and print materials in multiple languages that can be used to help promote the campaign.

"Stopping the spread of COVID-19 depends on all of us doing our part, but each of us have our own reasons that motivate us," said Gov. Evers. "That's why this campaign features Wisconsinites from across our state, and we hope folks will participate by posting photos to share with friends and neighbors about why you're doing your part, too, to help stop the spread." DHS Secretary Andrea Palm noted that disease activity is high across the entire state, and "You Stop the Spread" will reach individuals and communities in every corner of Wisconsin and will encourage everyone to work together in taking these actions.

Reminder – Community Benefits Stories Due Sept. 30!

WHA's annual Community Benefits report is an important way to highlight the crucial work hospitals do every day to support their communities. The report's collection of personalized stories about hospital and health system programs, including charity care, financial assistance and other hospital-supported initiatives, describes the positive impacts these programs have on patients, families and entire communities.

Go to <https://www.surveymonkey.com/r/2020CBstories> to submit your hospital's story with, whenever possible, a high-resolution image. In particular, please consider submitting your stories related to **COVID-19 Efforts, Charity Care, Free Clinics and other Hospital-Supported Initiatives**.

Contact WHA Communications Manager [Shannon Nelson](#) with any questions.

Our Collective Health Depends on our Individual Actions in Confronting Coronavirus

The Milwaukee Journal Sentinel asked several people across Wisconsin, including WHA's Chief Medical Officer Mark Kaufman, MD, to write a short essay on what they believe the next six months will hold for Wisconsin as we continue to battle the coronavirus. MJS asked, "Where do you hope we'll be regarding COVID-19? In your line of work, what have you learned over these past six months that you can apply in the next six? How has the world changed and are those changes long-lasting?" MJS posted the essays online [here](#). Dr. Kaufman's essay, printed with permission from MJS, follows.

My hope is that, six months from now, we will have largely contained the COVID-19 pandemic in Wisconsin with just sporadic outbreaks of new cases, allowing sustained in-person school attendance, businesses to re-open statewide and a return to something close to our pre-COVID lives. What are the odds? Well...it depends.

The development of rapid, inexpensive home testing for Covid-19 would greatly help us control the spread of infection. When that will occur is not clear. While there is feverish work across the globe on COVID vaccines, it will be challenging to complete the large-scale clinical trials necessary to assess safety and efficacy before year end. Even if that happens, ramping up vaccine production and distribution to inoculate millions of Americans will be a very big lift.



Mark Kaufman MD

So, without rapid testing and absent a safe, effective and widely available vaccine, where we will be in six months largely depends upon our individual and collective accountability to do what we know will work: wear masks; physically distance; and practice good personal hygiene. This is a message WHA continues to publicly stress.

Hospitals and health care providers have learned much over the past six months. We are conserving resources and implementing new strategies to keep patients and providers safe as we co-exist with COVID. We know how to better care for very ill patients with Covid-19, which is reflected in the stable, very manageable levels of hospitalizations since April. Hospitals are able to provide excellent care for patients with Covid-19 while, at the same time, care for all the other health needs of Wisconsin citizens.

Thanks to welcome and effective regulatory relief, hospitals and providers are leveraging telehealth and other virtual platforms to meet patients' needs during these COVID times. Many innovations in health care delivery will persist after this pandemic has passed.

Finally, we have learned that the world is small and that pandemics are real, no matter where one lives on this planet. Our collective health depends upon our individual actions. We are interconnected as never before. When and how the Covid-19 pandemic ends is up to each of us...and all of us.

Rural Health Care Focus of Deputy Secretary Hargan's Visit to Door County Medical Center

U.S. Department of Health and Human Services Deputy Secretary Eric Hargan visited Door County Medical Center on September 4. WHA joined virtually for a roundtable discussion on the Trump administration's plan to improve rural health care and the impacts of various policies such as telehealth expansion and price transparency regulations on rural hospitals. Joining Hargan was U.S. Representative Mike Gallagher.



From left to right: Brian Stephens, President and CEO of Door County Medical Center, U.S. Rep. Mike Gallagher, HHS Deputy Secretary Eric Hargan.

DATCP Releases Data Privacy and Security Report

The Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP) has released its [Data Privacy and Security Report](#), which summarizes the work of an advisory committee convened by DATCP to develop a better understanding of the current legislative landscape, consumer needs, and regulatory challenges related to protecting consumer data.



Jennifer Mueller

In response to high-profile data breaches of consumer data by large national organizations, in October 2019 DATCP convened a 25-member Data Privacy and Security Advisory Committee that included members representing government, consumers, business, law enforcement, education, telecommunication, banking, health care, and insurance. DATCP selected WHA Information Center Vice President Jennifer Mueller, MBA, RHIA, FACHE, FAHIMA, as a member of the Committee. Mueller served on the Committee's Harmonization workgroup which was charged with discussing the need for harmonization of consumer data privacy, security, and breach regulation in Wisconsin with other regulatory frameworks such as the Health Insurance Portability and Accountability Act (HIPAA).

The DATCP report concludes, among other things, that the regulation of data privacy, security, and breach presents complex and important issues and recognizes that the decision of whether, who, what, and how to regulate would have significant impacts on the residents of Wisconsin and its economy. WHA will remain engaged in the issues and challenges identified by the Committee related to the use and protection of consumer data.

WHA Foundation Announces 2020 Global Vision Community Partnership Award Winners

WHA Foundation, Inc. is proud to announce the two recipients of the 2020 Global Vision Community Partnership Award.



The purpose of the Global Vision Community Partnership Award is to recognize and reward community partnership projects that work with a WHA member hospital to meet an identified community health need in an innovative or creative manner.

Cultivate Mental Wellness Program, Aurora Medical Center - Grafton

Cultivate Mental Wellness uses a public health framework to promote mental health and to eliminate stigma surrounding mental illness, while also supporting a community's resiliency. Under this framework, communities build a culture where individuals seek answers, get diagnosed, and have access to the care they need. Each Cultivate Community works to accomplish objectives through a four-phase process – Kindness, Empathy, Support, and Resiliency. There are several strategies a Cultivate Community implements to move through each phase, including building awareness and understanding of mental health and building and equipping the community with sustainable resources. Cultivate Communities promote mental health training and educational opportunities, policy change, ongoing data collection, expansion of funding for mental health, and increased access to mental health services and resources. Current pilot communities in Wisconsin participating in the program include Port Washington/Saukville and West Bend.

(continued on page 4)

School Based Behavioral Health Program, Gundersen St. Joseph's Hospital and Clinics - Hillsboro

The School Based Behavioral Health Program was developed to address the barriers that exist in providing mental health services for school aged students in the community. Utilizing Qualified Treatment Trainees (QTT) this program has proven to be sustainable and successful. A QTT is an individual who holds a master's degree in Social Work and is completing the required 3,000 hours of supervised therapy services in order to obtain the Licensed Clinical Social Worker credential with the State of Wisconsin. This program is currently serving the Hillsboro School District, the Wonewoc-Center School District and the Royall School District. According to program participants, the program has been a "win, win, win" for the students, families, and the schools. It is an excellent example of using creativity and collaboration to remove barriers to care.

Award winners each receive a plaque of recognition and \$2,500 to continue to fulfill the mission and activities of these valuable programs.

WHA Foundation Inc. thanks all nominations submitted for the Global Vision Community Partnership Award.

The Wisconsin Council on Medical Education and Workforce (WCMEW) 2020 Conference – A Virtual Series

This year's Wisconsin Council on Medical Education and Workforce (WCMEW) conference will be offered as a virtual learning series. Each session features engaging speakers and focuses on planning for and ensuring an adequate workforce in Wisconsin to support health care now and for the future. An update will be given on the current workforce climate in Wisconsin, as well as examine best practices in health care delivery in a COVID-19 environment. Program information and registration can be found here: <https://ce.icep.wisc.edu/wisconsin-healthcare-workforce-summit>. Register today!



("Keep it Up, Wisconsin!" WHA and Coalition Release Another COVID Safety PSA . . . continued from page 1)

The message encourages Wisconsin residents to continue wearing masks, social distancing and washing hands often and thoroughly – all of which can help slow the spread of the virus and help Wisconsin's economy and public health recover from the novel coronavirus.



Behind the scenes: Veronica Scott-Fulton during the filming of the latest WHA PSA.

Featuring real people, not actors, in the real estate and health care industries, the PSA urges the public to "keep it up" when it comes to safety measures.

"Keep practicing good hygiene by frequently washing your hands with soap and hot water," Veronica Scott-Fulton, chief nursing officer for SSM Health Wisconsin says before closing the PSA with words of encouragement, "Keep it up, Wisconsin!"

Others appearing in the piece include Mary Duff, a licensed Wisconsin realtor and Wisconsin pharmacist Matthew Mabie.

The public service announcement started yesterday running on statewide television and radio and can be viewed here: [PSA - Keep It Up, Wisconsin!](#)

Members are encouraged to help amplify this important message by sharing the new PSA on their digital and social channels. "Keep It Up, Wisconsin!" is the sixth PSA WHA has released since the start of the COVID-19 pandemic. All of the PSAs can be viewed in [WHA's Video Library](#).

For more information, contact WHA Vice President of Advocacy [Kari Hofer](#).

Reflections from Robert Taylor, WHA President, 1986-2001



Bob Taylor

It's hard to believe 47 years have elapsed since Warren Von Ehren hired a young staff member to help promote home health care, coordinate EMS services statewide, and provide staff assistance with growing problems of reimbursement.

WHA was a small organization with limited staff and wearing many hats was expected. The industry (we didn't use that terminology back then) was far different from today. Hospitals were independent community

organizations providing inpatient and emergency care. Physicians were separate and with the exception of a few large clinics, provided care in "doctors' offices." Managed care didn't exist, and Medicaid was 4 % of volume.

Against this backdrop the state was committed to a system of centralized command and control. WHA initially tried to work within this framework until it became obvious that politics were draining local initiatives and the evolution of an efficient and quality health care system. One of WHA's proudest accomplishments was eliminating this burdensome system from the backs of its members.

While WHA is a trade association representing corporations, the meaningful contact is with people, the leaders of its members and the great staff that made things happen. I'd like to mention them by name but where do you stop? Many are deceased, some are retired, and a few are still active. Let me just say they were committed to working within the WHA structure and recognized that local or regional decision making promotes an approach that evolves to meet the health care needs of the future.

WHA doesn't provide health care services, but it can be proud that it created an environment that led to a system recognized as one of the best in the nation and in many facets a national leader.

It was an honor to serve for 28 years and lead WHA from 1986 to 2001.

Bob Taylor



1985: A WHA press conference discussing the loss of hospital jobs created by the joint effect of market forces and government regulation. Bob Taylor, then executive vice president, is Association spokesperson.

Follow Us



[@WIHospitalAssociation](#)



[@WIHospitalAssn](#)



[@Wisconsin Hospital Association](#)