



CELEBRATING  
1920 - 2020

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# THE VALUED VOICE

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## EDUCATIONAL EVENTS

### October 7, 2020

*Governing Board and Senior Leadership Responsibility, Accountability and Liability: The Compliance Hot Seat*  
Webinar

### October 15, 2020

*Telehealth Flexibilities: Reimbursement, Licensing and Credentialing*  
Webinar

## WHA Releases Video Commemorating 100 Years

All year long, WHA has commemorated the 100th Anniversary of advocating for high-quality health care in Wisconsin. This month WHA celebrates its actual 100th birthday. On September 16, 1920, 100 years ago, health care leaders in Wisconsin came together with the purpose of a strong, unified voice and, thus, formed the Wisconsin Hospital Association.



This week WHA released a [100th Anniversary commemorative video](#) taking a look at WHA's impact and how the association has evolved into what it is today.

"What a year to be celebrating our 100th Anniversary! Looking back at the last 100 years and how WHA came to be, two things come to mind: never before has our advocacy work been more important, and we have been blessed not only with great member leaders, but also to stand on the shoulders of our WHA staff predecessors who built the foundation for the WHA of today," said WHA President and CEO Eric Borgerding.

The special video not only celebrating 100 years of citizens in every corner of the state leading healthier, happier lives, but also honors WHA's members for their dedication and commitment to delivering some of the best health care in the nation right here in Wisconsin.

We encourage members to post and share the [video](#).

## WHA Launches New PSA in Partnership with Members

Yesterday WHA launched a new public service announcement video, "[Simple Things](#)" in partnership with WHA members. The video, customized for each member with their own hospital logo, reminds individuals of the simple things we can do to help slow the spread of COVID-19, like wearing a mask, washing their hands, and social distancing.

"As Wisconsin COVID cases are rising, it is increasingly important that health care leaders continue urging the public to take precautions. For that purpose, WHA is pleased to partner with our members on our next public service announcement," said WHA President & CEO, Eric Borgerding. "The more members who share this PSA, the more Wisconsinites we can reach with this important message," Borgerding continued.

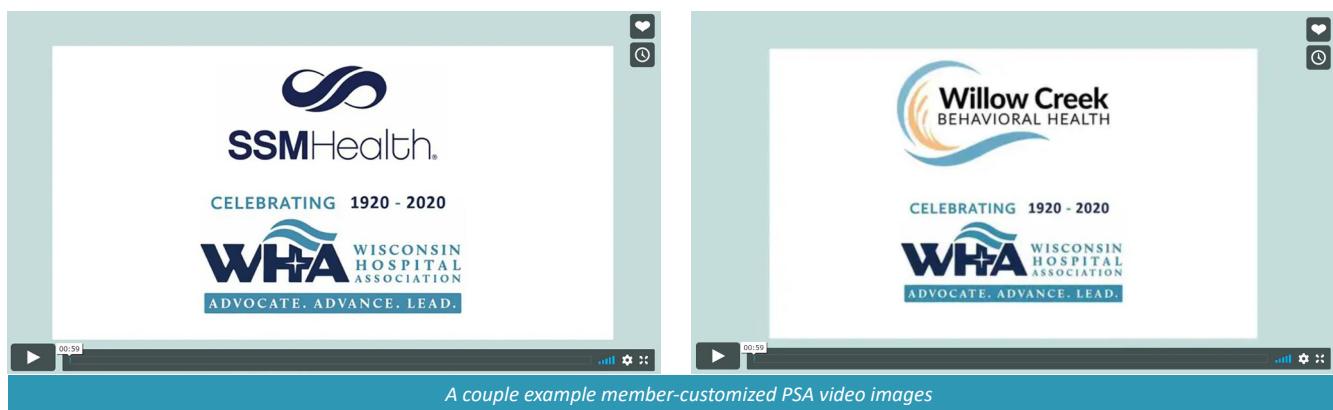
So far, 25 hospitals have partnered with WHA on this PSA video. Videos are being distributed digitally on member websites, email newsletters, and social media platforms.

To participate in this effort, members can email the WHA Communications Team at [communications@wha.org](mailto:communications@wha.org).

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## (WHA Launches New PSA in Partnership with Members . . . Continued from page 1)

“Simple Things” is the seventh PSA video produced in WHA’s ongoing public messaging campaign. All of WHA’s PSAs can be viewed in our [Video Library](#) on the WHA website.



A couple example member-customized PSA video images

## 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.

## New Rand Study Fails to Provide Meaningful Information

Some are saying that a new study from the Rand Corporation shows that Wisconsin’s commercial hospital prices are high, at 290% of Medicare payments. But the study, intended to provide information to businesses for purchasing decisions, is seriously flawed.

“One of our biggest concerns is the small sample size for Wisconsin,” said Eric Borgerding, WHA president & CEO. “Using data that aren’t truly representative of the full picture of health care in Wisconsin prevents us from drawing meaningful conclusions at best – more likely it causes misleading conclusions.”

This isn’t the first time Rand has attempted to compare hospital prices across states. While the new study released on September 18 includes an increase in sample size compared to the previous version, it still represents just 3% of the total commercial allowed amounts for Wisconsin hospitals.

Looking at the report’s results for Michigan demonstrates how a small sample size could lead to questionable results. Compared to the previous study, the sample size for Michigan dropped considerably and, interestingly, the estimated prices in Michigan supposedly increased compared to Medicare by 22% in just one year. This shows that the study results are sensitive to the data input and should be viewed with skepticism.

WHA also believes the comparison to Medicare is problematic.

“There is a perception that Medicare rates are adequate and reflect a provider’s costs, and that’s just not accurate,” said WHA Senior Vice President of Public Policy Joanne Alig. “So, anytime you want to use Medicare as a benchmark, you have to understand how Medicare sets rates.”

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## (New Rand Study Fails to Provide Meaningful Information . . . continued from page 2)

Medicare geographic and wage index adjustments are widely known to be faulty, making comparisons across states questionable. Rates can be subject to the political whims of Congress. And finally, payments also get adjusted downward to help pay for programs outside of Medicare.

WHA has long advocated that quality and access are important components of value, and the Rand researchers acknowledge there is a link between quality and cost. Wisconsin's quality was also highlighted in a [report last week](#) from HC Trends, a research affiliate of BSGA, which indicated that Wisconsin is fortunate to have high-quality, accessible care while overall premiums are in line with the national average.

*This week, WHA features a guest column by one of our long-time partners in the State Capitol, Representative Jason Fields, along with Kimberly Clark's Pete Dulcamara. Fields, A Democrat from Milwaukee, is respected on both sides of the political aisle for his work around community revitalization through economic development. Fields is not seeking reelection in 2020, instead choosing to serve Wisconsin through new and expanding partnerships, one of which is described below.*

## GUEST COLUMN: A Rising Tide Lifts All Boats, Not Just Yachts . . . While Improving Health Care Access and Quality

*By Jason M. Fields, Wisconsin State Legislator - 11th Assembly District, and Pete Dulcamara, Chief Scientist, Kimberly Clark Corporation*

That phrase is used by my friend and me to describe the approach to economic justice we believe is needed today. This friend, who I now consider a brother, is Pete Dulcamara, the Chief Scientist of Kimberly Clark.



Jason Fields



Pete Dulcamara

For months now Pete and I have been working on closing the racial wealth gap here in Wisconsin. While there may be a number of ways to address this issue, Pete and I agree that the way we wanted to solve this problem was by implementing strategies that would revolve around entrepreneurship. Instead of focusing on the negatives we would direct our energy, time, and effort and treat this initiative as if this was a competition, hence we intuitively chose to move as if this were a "race to the top."

After deciding that we wanted to focus on entrepreneurship we began making phone calls, attending numerous zoom meetings and searching for models that were successful in launching entrepreneurship initiatives. We felt that doing this with a focus on African American urban centers would not merely be the right thing to do, but it would be financially good for our economy. We set out to find successful models that could be expanded to or even replicated here in Wisconsin. Likewise, we were not only interested in learning what models, programs, and strategies worked, we were also very intentional about determining what didn't work.

If I were to ask you, have you ever heard of [4D Healthware](#), [Cara Care](#)? No! How about [CourMed](#), [Streamlytics](#) or [Quartz](#)?

If you haven't, please don't worry; after reading this article you will see exactly what we mean when we say that by focusing on entrepreneurship, "A Rising Tide Lifts All Boats, Not Just Yachts!"

By focusing on entrepreneurship, and in this case, entrepreneurs of color who are also focused on entrepreneurship within the health care industry, we can not only attract talent to Milwaukee, Wisconsin but we can also begin to address the wealth gap. Not to mention that we could also begin addressing health disparities, lack of innovation, and in far too many undeserved and under targeted communities, the ability to participate in the new economy.

Let's take a look at the five companies I referenced earlier in this article. All are African American-founded and led startups that are making waves in the health care arena across the country and globe!

1. **4D Healthcare:** Founded by Star Cunningham, 4D Healthcare announced that it launched a new COVID-19 monitoring platform, based on its original software, which allows for remote monitoring, physician and lab-supported diagnosis, and at-home treatment. 4D Healthware's new COVID-19 platform is based on its original software, which uses health data from wearable devices, such as Fitbits or Apple Watches, to help people with chronic conditions monitor their health more effectively. Patients with COVID-19, however, need 4D's hardware

*(continued on page 4)*

**(GUEST COLUMN: A Rising Tide Lifts All Boats, Not Just Yachts . . . continued from page 3)**

- to monitor the illness as most consumer wearables cannot. 4D mainly targets Medicare patients but also accepts patients with private insurance. The startup employs 20 people, one of which is a physician, and the startup has raised more than \$4 million since launching in 2012.
- 2. Cara Care:** Founded by Dr. André Sommer and Jesaja Brinkmann in 2016, Cara Care is a Berlin-based subsidiary of HiDoc Technologies that develops digital treatment strategies for patients suffering from chronic digestive conditions. It is estimated that gastrointestinal disease expenditure in the U.S. totals \$136 billion annually, exceeding the nation's yearly spending on heart disease (\$113 billion), trauma (\$103 billion), and mental health (\$99 billion). Gut ailments affect an estimated 60 million to 70 million Americans each year, resulting in over 4 million hospitalizations, 72 million ambulatory care visits, and 236,000 deaths. Today, the startup announced that it has secured \$7 million in a series A funding round led by JJDC (Johnson & Johnson Innovation) and Asabys Partners, with participation from existing investor Atlantic Labs, bringing Cara Care's total raised to about \$9 million. The startup says it will use the new funds to conduct additional research, expand and create new partnerships with diagnostic labs and food manufacturing companies, and grow its mobile app's footprint – with a primary focus on the U.S.
  - 3. CourMed:** Founded by Derrick L. Miles, CourMed provides enterprise software and innovative delivery (crowdsourced, route, drone and autonomous vehicle) services from health care providers to a patient's home or office. Their primary focus is to serve health care providers by delivering quality service to their patients, while ensuring a safe platform for our crowdsourced drivers. As a Healthcare Partner, individuals will have the confidence of knowing that their products will be delivered to their patients with care, on time, and confirmed with the patient's signature. All CourMed drivers are trained, HIPAA certified, and encouraged to wear branded CourMed attire.
  - 4. Streamlytics:** Founded by Angela Benton, Streamlytics is creating the future of data transactions with B2C products to help users reclaim ownership of their own data and give them a chance to monetize it. Companies pay Streamlytics for access to this treasure trove of packaged data through one of our B2B products. The company has built proprietary technology to value personal data streams as well as standardize data transfer formats. Our proprietary data standard UDIF (Universal Data Interchange Format) is the future of data transfers between individuals, products, and organizations. The demand for data is only growing as AI improves, the total addressable market is \$1.3T based on the growing activity in Data-Driven Marketing, AI, and the ever-growing spending of streaming companies. In their efforts to bring data ownership back to the people, the company is focused on growing populations. Minority communities are set to be the majority by 2045 in the U.S. and their flagship product, [Clture](#), focuses specifically on this fast-growing group. Since the launch, the company has collected 5M data points in its first week of operation.
  - 5. Quartz:** Founded by Jonathan Quarles, Quartz Water Source, a company committed to expanding global access to clean water. Founded by natives of Flint, Michigan and inspired by the ongoing water crisis, Quartz brings clean water to those who need it most by offering cutting-edge Atmospheric Water Generation (AWG) technology solutions. Quartz has partnered with Watergen, a global leader in Atmospheric Water Generator technology, to provide plug-and-drink clean water technology, requiring no infrastructure other than electricity. This technology is designed to meet the needs of cities, villages, factories, hospitals, and other areas where water is difficult to access, or current water sources are contaminated, as it generates water at near-industrial scale. As a "second line" clean water solution, supplementing, not replacing, municipal water supply, AWG technology uses the planet's biggest source of water, the air. The technology also allows for fast and easy deployment in most weather conditions, remote areas and difficult to access locations. Quartz will be focusing on municipalities, hospitals, and prisons in the near-term, with potential expansion into other verticals in the future. The technology behind Quartz can also act as a national disaster solution for government entities, agencies and disaster response organizations with an efficient, mobile, and reliable clean water source for the moment disaster strikes. To further help those without access to clean water, Quartz is committed to donating a portion of proceeds to water-related causes in marginalized communities throughout the U.S.

Imagine if you will, a movement that fosters support, mentorship, innovation, talent recruitment, talent retention, and opportunities whereby individuals would be exposed to the access to capital pipeline that has eluded entrepreneurs of color more often than not, and attract and grow black entrepreneurs right here in Wisconsin.

Enter the *Black Entrepreneurship Initiative!*

*(continued on page 5)*

**(GUEST COLUMN: A Rising Tide Lifts All Boats, Not Just Yachts . . . continued from page 4)**

**The Black Entrepreneurship Initiative:** In this initiative, corporate, philanthropic and community organizations sponsor Black entrepreneurs to receive free access to “[The Lonely Entrepreneur Learning Community](#)” – a one-stop shop for the knowledge, tools and support every Black entrepreneur needs. It provides the four critical elements necessary for empowering Black entrepreneurs:

- **Knowledge:** a set of over 350 learning modules that cover both the business and personal issues Black entrepreneurs face – including the issues specifically faced by Black entrepreneurs (e.g., capital access, navigating network biases)
- **Tools:** 100s of templates (e.g., business plans, legal agreements) and reviews of the top vendors and solution providers they need (e.g., accounting software)
- **Ongoing Support and Community:** through two channels – an online community and weekly group coaching – where they can get their daily questions answered
- **Access:** 24/7 access from any desktop or mobile device – a key element during COVID

What if the Black Entrepreneurship Initiative could produce more entrepreneurs like the five mentioned above? What if the Black Entrepreneurship Initiative in Milwaukee could attract talented and innovative entrepreneurs of color from across the globe to Wisconsin? We don’t know what the future holds, but we owe it to all Wisconsinites to try to make the future as bright as possible, and we think that’s exactly what the Black Entrepreneurship Initiative could do!

You can learn more about the Wisconsin Black Entrepreneurship Initiative by contacting Jason Fields at 414-810-7196 or visiting the website: [The Lonely Entrepreneur Learning Community](#).

**Conclusion:**

The people of Wisconsin have tremendous potential, but the economic progress of some, especially in our Black and minority communities, have obstacles that limit their economic progress. The objective of this initiative is to create a pathway to overcome obstacles so that every person can live to their full potential and achieve economic and social justice by creating a rising tide that lifts all boats, not just yachts!

*Jason Fields is a member of the Wisconsin State Assembly, representing the 11th Assembly District. Jason is also the Managing Director of Dark Knight Capital Ventures and serves as the CEO of The Financial Promise Foundation, an organization that teaches Personal Financial & Business Literacy to adults and children. He's written four books on investing and money management.*

*Pete Dulcamara is Chief Scientist & Technical Vice-President for the Kimberly-Clark Corporation. He is responsible for building technical talent globally, developing technology strategies at the enterprise level, and fostering a culture of scientific excellence and value creation.*

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## DHS Re-issues Respiratory Outbreak Guidance to Post-Acute Facilities; Concerns Remain

As reported in [last week's Valued Voice](#), on September 17, 2020, the Wisconsin Department of Health Services (DHS) issued [guidance](#) on the prevention and control of respiratory illness outbreaks, including COVID-19, in long-term care facilities (LTCFs). WHA's concerns that this guidance could harm hospitals' ability to discharge patients to post-acute care have been borne out. Since the guidance was issued, WHA has received reports from hospitals throughout the state that, because of the guidance, LTCFs are restricting new admissions. Some hospitals are now holding patients who are ready for discharge because there is no available discharge destination.

On September 21, WHA along with a concerned and informed group of hospitals from across the state and the state's two associations representing nursing homes – LeadingAge Wisconsin and the Wisconsin Health Care Association – met with DHS to convey their concerns with the guidance on respiratory outbreaks.

On September 23, DHS issued [revised guidance](#). While the new guidance clarifies admission guidance for a long-term care facility (LTCF) with a non-direct resident care staff member who is COVID-19 positive, important issues remain. WHA will continue to work with the long-term care community and DHS on these issues.

Questions and comments about this guidance may be directed to [Laura Rose](#) or [Laura Leitch](#), WHA's contacts for post-acute care issues.

## DCF Meets With WHA's Council on Workforce Development

The Wisconsin Department of Children and Families (DCF) joined WHA's Council on Workforce Development (Council) September 18, 2020 as the Council focused on how to keep Wisconsin's health care workforce working through the COVID-19 pandemic.

Child and family care is becoming a greater challenge as more children and their families attend school virtually or comply with quarantine recommendations. DCF's Erin Arango-Escalante, administrator, Division of Early Care and Education, provided the Council with an overview of the work WHA and DCF accomplished early in the pandemic to ensure Wisconsin's health care workers received priority for available childcare spots.

Escalante provided information on a resource for working families. [Wisconsin's Child Care Resource and Referral Agencies](#) work within eight regions of the state. Employers and members of Wisconsin's health care workforce can contact these agencies for education, technical assistance for strategies to co-exist with COVID, and connections to childcare, community resources and support. Key contacts for each region can be found on the [Child Care Resource and Referral Map](#).

The Council discussed another important component to keeping the health care workforce working: the state's efforts to prepare for the arrival of a COVID-19 vaccine. Anne Allen, WHA clinical quality improvement advisor, provided an update on Wisconsin Department of Health Services (DHS) Communications, Vaccine Distribution, and Vaccine Administration workgroups. Health care workers will be in the top tier of those receiving vaccination, so hospitals should ensure they have an agreement signed with the designated distributor, McKesson. The CDC and DHS are planning logistics so that ultra-cold chain storage at each vaccinating facility is not necessary and facilities do not need to purchase freezers.

Allen advised Council members to stay in close contact with their regional Healthcare Emergency Response Coalition (HERC), make sure to connect with local public health to ensure their employee numbers are accurate within Public Health Emergency Preparedness Plans, and watch for updates from WHA on COVID-19 vaccination planning.

Finally, WHA's Kyle O'Brien, senior vice president, government relations; Jon Hoelter, director, federal and state relations; and Ann Zenk, vice president, workforce and clinical practice, provided an update on COVID-19 trends in the state, and WHA's state and federal advocacy efforts.

Zenk noted that with COVID-19 cases and hospitalizations on the rise, WHA is working hard to ensure Wisconsin's health care workforce is not hampered by issues such as unwieldy quarantine requirements for asymptomatic workers, and that state policies and processes support strategies needed to cope with coronavirus, such as licensure flexibility.

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## Register Today for Webinar Clarifying Reporting Requirements for Provider Relief Funds

[HHS Begins Clarifying Reporting Requirements for Provider Relief Funds](#)

Tuesday, September 29, 2020 | 1-2 p.m.

**Program Description:** This webinar will provide reporting obligation guidance for recipients of the Provider Relief Funds (PRF) which were established under the Coronavirus Aid, Relief, and Economic Security (CARES) Act. Recently HHS informed providers reports will be required of any recipient who received PRF payments exceeding \$10,000. Recipients will also be asked to explain how they complied with PRF applicable terms and conditions. *Presentation by WHA Corporate Member Husch Blackwell.*

**Learning Objectives:** At the end of this webinar, the participants will be able to describe the reporting obligations of the PRF

**Intended Audience:** The suggested audience for this webinar includes all hospital CEOs, COOs, CFOs, In-House Legal Departments and Compliance Officers.

Register at: <https://www.whareg4.org/HuschBlackwell2020>

# Registration Open for October Education Webinars

You will find timely and relevant titles for the month of October from the WHA Education department. Click on the title of the webinar to be brought to the page to register. If you have questions regarding the list below, feel free to contact WHA Vice President of Education and Marketing [Leigh Ann Larson](#).

## [Governing Board and Senior Leadership Responsibility, Accountability and Liability: The Compliance Hot Seat](#)

### **October 7**

Health care is one of the most regulated industries in the country. Health care governing boards and senior leadership are charged with ensuring compliance with statutes, rules and regulations, some of which may pose serious penalties for non-compliance. Board members who are not regularly involved in health care industry operations may not have a full appreciation for their personal liability. In this session, you will gain a better understanding of Board members' and senior leaders' responsibility for corporate compliance, from the structure and oversight of the compliance program – to addressing issues effectively to reflect the organization's commitment to compliance. This session will include the Office of Inspector General's (OIG) guidance for boards and is intended to educate you on current best practices in compliance oversight. **Presentation by WHA Corporate Member Hall, Render, Killian, Heath & Lyman, P.C.**

**Recording:** This webinar will be recorded and posted, within 24 hours after its completion, to the [WHA On-demand Learning Center](#). This webinar will be secure. After clicking on the title, you will be brought to the Member Portal where you will need to enter your Hospital Member login and password.

## [Telehealth Flexibilities: Reimbursement, Licensing and Credentialing](#)

### **October 15**

This presentation will discuss the flood of federal and state changes to the telehealth laws in connection with the COVID-19 public health emergency and outline which ones are staying in effect, to the extent known. We will cover the relaxed criteria for telehealth reimbursement by both Medicare and Wisconsin Medicaid. We will also outline the changes in licensing requirements for services provided virtually by providers in another state, and cover the credentialing options and requirements for hospitals receiving services from providers at a distant site. **Presentation by WHA Corporate Member Quarles & Brady LLP.**

**Recording:** This webinar will be recorded and posted, within 24 hours after its completion, to the [WHA On-demand Learning Center](#). This webinar will be secure. After clicking on the title, you will be brought to the Member Portal where you will need to enter your login and password.

## [Payment Past, Present and Future: A look into how commercial payments have evolved](#)

### **October 20**

Many organizations are adopting technology and automating to increase efficiency and save costs. Has your company embraced electronic payments? Are you gaining all the benefits and avoiding the pitfalls? Find out how you can gain all the benefits and truly profit from them. **Presentation by WHA Corporate Member Paymerang.**

**Recording:** This webinar will be recorded and posted, within 24 hours after its completion, to the [WHA On-demand Learning Center](#). This webinar will be secure. After clicking on the title, you will be brought to the Member Portal where you will need to enter your login and password.

## [WHA Legislative and Regulatory Update: Impacts on Advanced Practice Nurse and Physician Assistant Care Delivery](#) [Understanding and Growing Your APC Workforce: WHA Advanced Practice Clinician Webinar Series: Session 1](#)

### **October 21**

WHA is proud to bring together those interested in most effectively utilizing Advanced Practice Clinicians (APCs) in integrated care delivery models with this webinar series. Successfully navigating integration of advanced practice nursing, physician assistants, and other advanced practice clinicians within a complex framework of federal and state laws, regulations and accreditation standards is vital in building the workforce and health care teams necessary now and in the future. This presentation will provide an overview of the current regulatory landscape, including recent state and federal law changes impacting utilization of advanced practice nurses and physician assistants, as well as other policy changes being discussed in Wisconsin. **Presentation by Matthew Stanford, WHA General Counsel, and Ann Zenk, WHA Senior Vice President, Workforce Development and Clinical Practice.**

**Recording:** This webinar will not be recorded.

## [Wisconsin Rural Community-Based Palliative Care Project Outcomes](#)

### **October 22**

Palliative care is supportive medical care for people with serious illnesses. Regardless of the diagnosis, palliative care focuses on providing patients with relief from the symptoms, pain, and stress of a serious illness. In 2018, under the guidance of Minnesota-based Stratis Health, the Wisconsin Office of Rural Health and MetaStar combined forces to meet the goal of expanding rural palliative care in Wisconsin. After recruiting lead organizations and inviting community members to join the project, six coalitions were formed. Each coalition developed their own aims and objectives specific to each county's needs. In this session leaders from

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each of the Palliative Care Coalitions will share their experiences, outcomes, and challenges. **Presentation by Denise Gloede RN, MSN, Ann Patek RN, MSN, Karen Lacke Carrig, RN and Kelly Planton RN-MSN, GNP, APNP, ACHPN.**

**Recording:** This webinar will be recorded and posted, within 24 hours after its completion, to the [WHA On-demand Learning Center](#). This webinar will be secure. After clicking on the title, you will be brought to the Member Portal where you will need to enter your login and password.

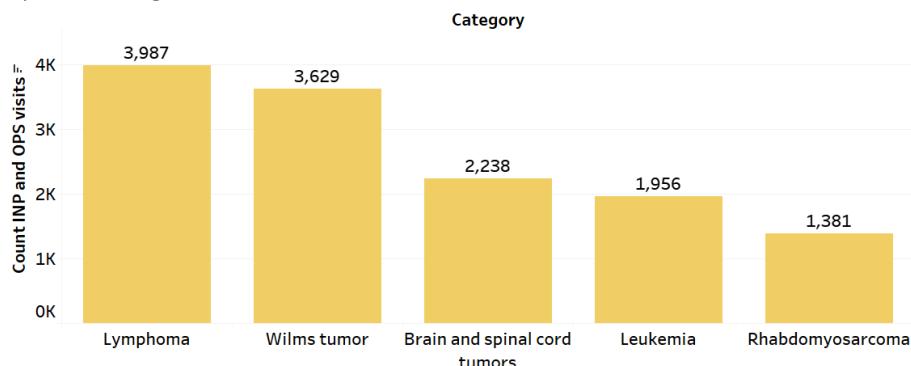
## September is Childhood Cancer Awareness Month



Each day in the United States, 43 children are diagnosed with cancer (St. Jude, 2020). Worldwide, there are more than 300,000 children under the age of 18 who are diagnosed with some form of cancer. September is dedicated as Childhood Cancer Awareness to bring attention to the children affected by this serious disease, show the important of life-saving research, and join people together to help make a difference in the children's lives.

**Figure 2**

Top 5 Cancer Diagnoses for INP and OPS, 2017-2019



in Wisconsin children. They are also the two cancer types most frequently diagnosed nationwide.

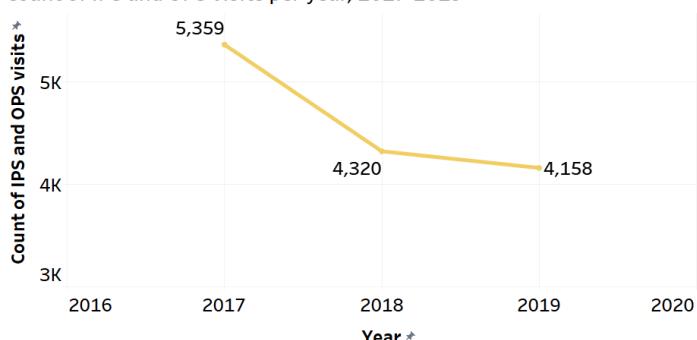
Male children were diagnosed with cancer more often than female children-about 2,100 more male diagnoses than female diagnoses. Children of Hispanic origin accounted for 3 percent of all cancer diagnoses. White children accounted for 92 percent of all cases.

There are a few different ways in which people can help raise awareness and funding for children with cancer:

- Like, Share, and Follow pages on social media that spread awareness of childhood cancer
- Learn the facts and sign of childhood cancer through many different resources
- Join in on a walk or hike to celebrate survivors and those who lost the fight to childhood cancer
- Donate to childhood cancer research and hospitals
- Purchase merchandise in support of Childhood Cancer Awareness Month
- Change profile picture for Facebook and Twitter to gold ribbon to raise awareness

**Figure 1**

Count of IPS and OPS visits per year, 2017-2019



The Wisconsin Hospital Association Information Center (WHAIC) used claims data from Wisconsin hospitals to see how many children are affected by cancer. WHAIC analyzed data for children under 18 years of age from the years 2017 through 2019 (**Figure 1**). The number of childhood cancer visits decreased from 2017 to 2019.

WHAIC looked at eight different types of cancer; **Figure 2** depicts the top five from WHAIC data. Lymphoma and Wilma tumor (kidney cancer) were the two types most frequently diagnosed

# 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!

## Reflections from Terri Richards, WHA 2001 Chair



*Terri Richards*

During my tenure as WHA chair in 2001, I had the opportunity to work with the best health care leaders in the state and probably the nation. In addition to a talented board, the officers included Ford Titus, serving as chair-elect and Bill Petasnick, serving as past chair. The board and the officers were wise and thoughtful leaders who set the direction for WHA into the future. As with any volunteer board like WHA, the communication and strategic focus among this board leadership team was critical to ensuring the continuity, the sustainability of the organization.

capability and the sustainability of the organization.



*2000 Officers: Mark Knight Covenant Healthcare System, Milwaukee; George Johnson, Reedsburg Medical Center; Terri Richards, St. Joseph's Hospital, Marshfield and Bill Petasnick, Froedtert Memorial Lutheran Hospital, Milwaukee*



*2004: Paul Westrick, Columbia-St. Mary's; Jerry Worrick, Door County Memorial Hospital, Sturgeon Bay; Michael Heifetz, SSM Health Care; Jim Hemes, Affinity Health System; Mary Starmann-Harrison, SSM Health Care; Terri Richards, Saint Joseph's Hospital, Marshfield; Ford Titus, ProHealth Care; George Quinn, WHA, in Senator Russ Feingold's Office.*

CELEBRATING 100 YEARS

One of the responsibilities that the board of 2001 had was to recruit a new CEO to WHA. It was in 2002 that Steve Brenton became CEO of WHA. Leadership of any organization requires a team of wise and committed leaders in both governance and operations to discern an organization's path to the future. As the board made the decision about the leadership of WHA, we hoped that our small decision would make a difference in nudging the world of health care forward. Steve Brenton is and has been important to the future of health care in Wisconsin. I am grateful that he accepted our invitation to make a difference in Wisconsin. Steve provided effective leadership to WHA as well as groomed leaders, such as George Quinn, Brian Potter and Eric Borgerding, among others, to position WHA as a contemporary and vital organization in service to health care in Wisconsin now and into the future.

Thank you to the WHA team for your continued great work.

Terri Richards

09/24/2020