

IN THIS ISSUE

Advocacy Day Registration Now Open 1

Gov. Evers Issues New Public Health Emergency and Statewide Mask Order after Legislature Overturns Previous Order 1

Gov. Evers to Include OCI Rx Task Force Proposal to Protect 340B in State Budget 2

Wisconsin Quality Residency Program: Registration Open for March Modules 2

Educational Opportunities for Hospital Board of Directors 4

Year-Round Training Available Focused on Workforce Challenges ... 4

Fast Facts from the WHA Information Center: February is American Heart Month..... 5

Register for WHA Physician Leadership Development Conference Virtual and In-Person Events..... 6

EDUCATIONAL EVENTS

- February 24**
The 2021 Board Agenda
 Webinar
- February 25**
Surviving the Pandemic: A Year in Review and Look Ahead
 Webinar
- March 12 (Virtual)**
September 14-15 (In-person)
2021 Physician Leadership Development Conference

Advocacy Day Registration Now Open

Virtual Advocacy Day: April 14, 2021

Registration is live for Advocacy Day! For more information and to register, [click here!](#)

While the day will be a little different in the virtual format, attendees can still expect to hear from a great lineup of speakers, including opening keynote Frank Sesno. Sesno is an internationally recognized journalist with more than 30 years of experience reporting from around the world. Well known as a television anchor, White House correspondent and talk show host with CNN, he is also a nationally renowned moderator who has engaged some of the world’s leading personalities.



The day will also include the always-interesting and popular legislative panel discussion, and Governor Tony Evers has been invited to offer special guest remarks.

(continued on page 6)

Gov. Evers Issues New Public Health Emergency and Statewide Mask Order after Legislature Overturns Previous Order

On Feb. 4, the Wisconsin state Assembly voted to end Governor Tony Evers’ public health emergency declaration under Executive Order #104 on a [vote of 52-42](#), with seven Republicans joining all Democrats in voting against passage. This action also rescinds a related statewide masking order that was issued under Executive Order #104.

According to Wisconsin law, a public health emergency declared by the governor can be overturned by a joint resolution passed by the state Senate and state Assembly. The action takes effect once the resolution is signed, which GOP leaders announced they intend to do on Friday, Feb. 5.

The Wisconsin Hospital Association (WHA) joined nearly 60 other health care, business and local government organizations in [opposing](#) such a move, citing the need for continued vigilance by the public to control the spread of COVID-19.

In a [letter](#) sent the same day from GOP members of the state Assembly to Governor Evers, lawmakers said they do not necessarily oppose a statewide masking order.

(continued on page 2)

They said they take issue with the way the governor has issued his orders, which they feel did not take adequate input or consideration from the Wisconsin State Legislature. They requested the governor instead allow for this input by submitting emergency orders that would accomplish similar goals but allow for legislative oversight and input.

Shortly after the vote, Governor Evers issued a [new public health emergency](#) as Executive Order #105 and [new statewide masking order](#), appearing to signal that he does not intend to use the emergency rule process as outlined by Assembly Republicans earlier in the day.

While all of this action is occurring between the governor and the Legislature, the Wisconsin Supreme Court has before it a case (*Fabick v. Evers*) challenging the very authority being used by the governor to issue Executive Order #104 and Executive Order #105. The court held oral arguments in this case on Nov. 16, 2020, but the court has yet to issue a decision.

Gov. Evers to Include OCI Rx Task Force Proposal to Protect 340B in State Budget

Governor Tony Evers [announced](#) on Feb. 3 that his upcoming 2021-23 biennial state budget proposal will include several provisions designed to lower prescription drug costs. Among them will be a proposal by the Office of the Commissioner of Insurance designed to protect the 340B prescription drug discount program for hospitals and other safety-net providers.

The provisions are a result of a [year's work](#) by Governor Evers' Task Force on Reducing Prescription Drug Prices. The Wisconsin Hospital Association (WHA) actively participated in the task force, and WHA member Brian Stephens of Door County Medical Center served on and presented to the task force to make members aware of the growing costs and resources hospitals put towards prescription drugs, much of which are outside their direct control.

Among a number of the task force report recommendations the Governor announced he intends to pursue in his state budget is a policy that would prohibit discriminatory reimbursement practices for 340B providers. This occurs when pharmacy benefit managers and other third-party payers provide lower reimbursement rates to providers that receive 340B discounts.

While legislative text is not currently available for these proposals, WHA's government relations team will continue to closely monitor progress and work with the Evers administration as these policies are developed and introduced.

Contact WHA Vice President of Federal and State Relations [Jon Hoelter](#) for more information.

Wisconsin Quality Residency Program: Registration Open for March Modules



QUALITY RESIDENCY PROGRAM

The current offering of the Wisconsin Hospital Association's (WHA's) Quality Residency Program, launched in August 2020, is now open. The Quality Residency Program offers a 10-month track of education, leadership training and networking on foundational quality topics. The inaugural program, launched in 2014, is back by member request and engages new and experienced hospital quality improvement leaders. It establishes a network of peer support by fostering new relationships in the quality community. Furthermore, it engages seasoned quality leaders across the state to share their expertise on the quality "must-haves" for success in a health care quality leadership role.

Current quality residents range in experience from five to more than 30 years in the field and exhibit a variety of professional backgrounds. Hospitals of all sizes are represented throughout many regions of the state. The modules are also offered for individual enrollment, with 27 registrants seeking topic-specific learning to serve as a refresher.

WHA is grateful to this year's participants, who have shown flexibility and grace. The program, slated to begin in the spring of 2020, was delayed due to COVID-19 safety measures. The program transitioned from in-person to an all-virtual learning format. Registrants have remained engaged and have actively participated in each of the modules. They are truly great quality leaders for Wisconsin!

(continued on page 3)

(Wisconsin Quality Residency Program: Registration Open for March Modules . . . continued from page 2)

[Registration](#) is open for the upcoming March modules.

MODULE G – CREATING A CULTURE OF SAFETY

Wednesday, March 10, 2021 | 9:00 a.m. – 4:00 p.m. | Zoom

- Sentinel Event Response
- Failure Modes and Effect Analysis (FMEA)
- Culture of Safety Assessment and Follow-Up
- Just Culture
- Patient Safety Tools

MODULE H - RISK MANAGEMENT

Thursday, March 11, 2021 | 9:00 a.m. – 4:00 p.m. | Zoom

- Annual Risk Assessment and Vulnerability Analysis
- Event Reporting
- Working with Liability Carrier and Handling Claims
- Root Cause Analysis
- Complaints and Grievances: Regulatory and Facility Specific Processes

For more information, email WHA Clinical Quality Improvement Advisor [Jill Lindwall](#).



Educational Opportunities for Hospital Board of Directors

The following webinars offered by the Texas Hospital Association offer valuable, targeted learning opportunities for members of hospital boards of directors:

[The 2021 Board Agenda](#)

February 24 | 12:00-1:00 p.m.

Hospital and health system boards quickly adapted their governance practices as the nation went into shutdown mode in March 2020. Board meeting schedules, board retreats, planned agendas and continuing education sessions were upended. Previously scheduled board work, such as strategic planning, were postponed. As the pandemic continues with its many medical and societal implications, boards must thoughtfully consider and prioritize the most important areas on which to spend board meeting time in 2021. The pandemic has emphasized the need for intentional board discussion and deliberation on numerous key items such as board and CEO succession planning, formation of new strategic partnerships, CEO performance evaluation, financial strategies and workforce needs. The presentation will identify discussion/decision items that should be on each board's agenda during 2021. [Click here](#) to learn more and to register.

[Social Media for Governing Boards: Opportunities and Pitfalls](#)

May 12 | 12:00-1:00 p.m.

Social media is a vital tool for hospitals and health care organizations to connect with their patients and greater communities. Now, more than ever, communication via social media platforms is essential for the delivery of pertinent and timely information. When used regularly and correctly, social media is an incredible lifeline to your hospital's audience and a valuable marketing tool to grow your base and improve your customer service. But social media has its pitfalls, too. This webinar with health care governance expert Kevin Reed (Reed Claymon, LLC) will explore both the opportunities and dangers of social media—and how board members and executive leadership can avoid making major missteps in the various platforms that exist. Learn about new and developing social media platforms for your hospital, utilizing social media to magnify the positive of your organization (and respond to the negative), legal issues that exist, and best practices for using these online communication tools—at your literal fingertips! [Click here](#) to learn more and to register.

Year-Round Training Available Focused on Workforce Challenges

The Wisconsin Council on Medical Education and Workforce (WCMEW) convenes the Wisconsin Healthcare Workforce Summit annually with the express purpose of bringing together stakeholders to develop strategies that address workforce needs now and in the future. The group's annual educational series continues throughout February with the following programs:

Thursday, February 11, 2021

Physician Training Programs for Rural Wisconsin

Tuesday, February 16, 2021

Using Virtual and Web Proctoring Technologies for Remote High Stakes Exams During a Pandemic

Thursday, February 25, 2021

Remote High-fidelity Simulation During COVID-19

For information on these sessions, including registration, visit the Wisconsin Healthcare Workforce Summit [website](#).

Fast Facts from the WHA Information Center: February is American Heart Month

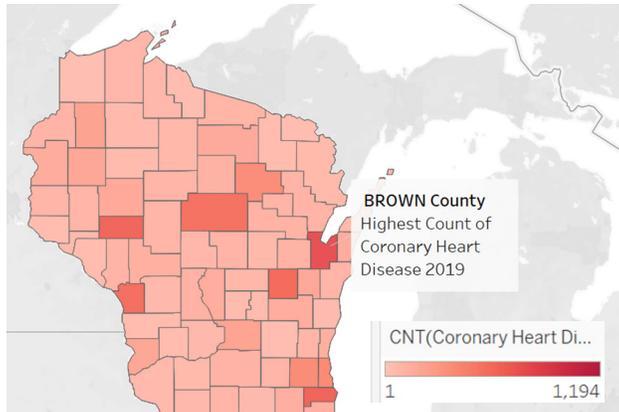


Heart disease was the leading cause of death in the United States in 2018, according to the Centers for Disease Control and Prevention. Approximately one-in-four deaths is caused by heart disease. Around 18.2 million people in the U.S. aged 20 and older are impacted by

some cardiovascular disease. There are many factors that may affect a person's risk of developing a cardiovascular disease within their lifetime. Some of these factors include age, gender (males are more at risk), low physical activity, heredity and

smoking. February is recognized as American Heart Month to raise awareness and education about the seriousness of protecting your heart health.

Coronary Heart Disease Visits by County, 2019



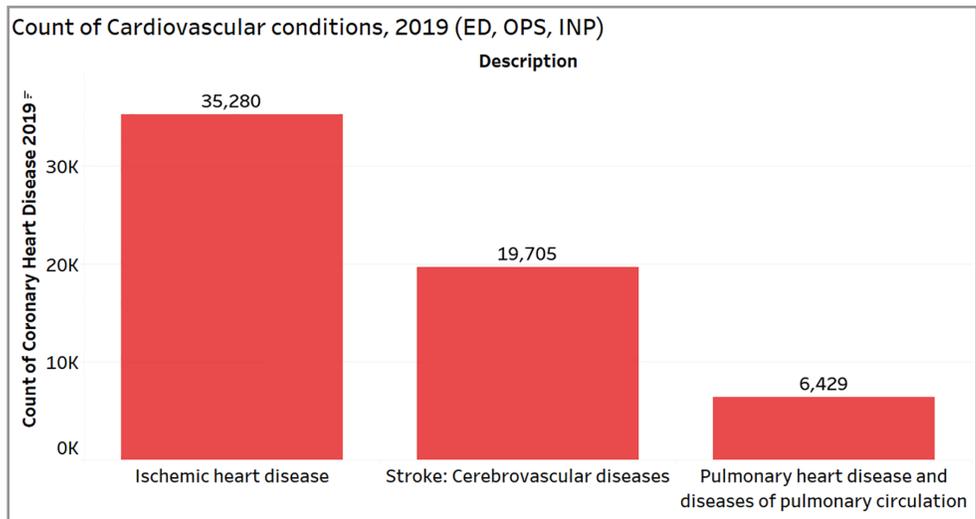
The Wisconsin Hospital Association (WHA) Information Center analyzed state data related to coronary heart disease, stroke and heart attacks. While a wide range of cardiovascular diseases account for hospitalizations, these three are the most common.

Heart disease has the highest number of inpatient, outpatient and emergency department visits for 2019. The median age of patients with cardiovascular diseases is 67. Following along with the

national trend, males had higher visit counts than women by almost 20,000 inpatient visits. Particularly in heart disease, men have a much larger visit count than women do.

The following tips can help you improve your heart health:

- **Increase fruit and vegetable intake.** These foods contain important antioxidants and nutrients that help protect the heart.
- **Pick wholegrains.** These foods (like brown rice, quinoa, and rolled oats) contain fiber nutrients vital to the body.
- **Get active.** Exercising for 30-40 minutes a day can reduce your risk of heart attack by one-third.
- **Maintain a healthy body weight.** This will help reduce risk of high cholesterol levels, high blood pressure and high inflammation.
- **Reduce salt intake.** A high-salt diet increases a risk of high blood pressure, which in turn can lead to a greater risk of heart disease.



Register for WHA Physician Leadership Development Conference Virtual and In-Person Events



In response to attendee feedback and continued prohibitions on public gatherings, the Wisconsin Hospital Association (WHA) is adapting its Physician Leadership Development Conference to include two distinct, but complementary professional development opportunities, one virtual and one in-person.

The Physician Leader Learning Day, a virtual conference, will take place March 12, 2021. The Physician Knowledge Sharing Event is planned as an in-person event in Kohler Sept. 14-15, 2021. Both events offer continuing medical education-certified instruction focused on developing leadership skills, while also providing a forum for discussion, networking and collegiality. Registration is inclusive of both sessions.

Complete event information and registration are available [here](#).

For questions regarding this event or any other WHA educational opportunity, email education@wha.org.

(Advocacy Day Registration Now Open . . . continued from page 1)

Attendees also have the special opportunity to meet virtually with their legislators and/or capitol staff—all attendees are encouraged to do so, as these meetings greatly help the Wisconsin Hospital Association (WHA) with its policy mission. Specific times, in 30-minute intervals, are set aside on April 14, 15, and 16 for these meetings.

While there is no registration fee to participate in Advocacy Day, [pre-registration is required](#).

WHA encourages and invites hospital CEOs, CFOs, managers, nurse executives, quality managers, hospital volunteers, hospital trustees, WHA Hospitals Education and Advocacy Team (HEAT) grassroots members, Partners of WHA members, WHA corporate members and any other hospital staff interested in helping to shape the future of health care in Wisconsin communities to attend.

With the COVID-19 pandemic still underfoot, it has never been more important for you and your teams to participate in Advocacy Day and let your voices be heard!

For sponsorship opportunities, contact Kari Hofer at khofer@wha.org

Follow Us



[@WIHospitalAssociation](#)



[@WIHospitalAssn](#)



[@Wisconsin Hospital Association](#)