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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

Gov. Evers Releases Two-Year Budget Proposal

Budget bill includes reauthorization of Medicaid Disproportionate Share Hospital program

Governor Tony Evers released a \$91 billion state budget proposal on Feb. 16, 2021, the first step in a nearly five-month process between the state Legislature and the governor to enact a biennial budget for the next two years.

The budget bill proposed by Governor Evers provides for a reauthorization of Wisconsin's Medicaid Disproportionate Share Hospital (DSH) program at the most recent state fiscal year appropriation. Without this action, Wisconsin hospitals would otherwise face a cut of at least \$100 million over the following two-year budget period.

While the governor encouraged the state's citizens to not "let anyone tell you we can't afford" many new increases in spending, Republicans in the Legislature quickly balked at the governor's proposal, calling the bill "irresponsible and unrealistic." According to budget documents provided by the state Department of Administration, the governor's budget proposal includes a 7.3% increase over adjusted base-level state general purpose revenue spending in the first year of the biennium and a 9.4% increase in the second year.

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Advocacy Day Legislative Leadership Panel Confirmed

The Wisconsin Hospital Association (WHA) will have an outstanding legislative panel for 2021 Advocacy Day. Confirmed panelists include lawmakers from both parties who lead the powerful budget-writing Joint Committee on Finance: Co-Chairs Sen. Howard Marklein (R-Spring Green) and Rep. Mark Born (R-Beaver Dam) and ranking Democratic members Sen. Jon Erpenbach (D-West Point) and Rep. Evan Goyke (D-Milwaukee).

As always, the panel provides attendees in-depth insight into the state budget and issues facing health care in our state—and there is a lot to talk about in 2021.

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

Advocacy Day will be held virtually this year on April 14. There is still time to register for this event and participate in the all-important legislative appointments taking

(continued on page 2)



Sen. Howard Marklein



Rep. Mark Born



Sen. Jon Erpenbach



Rep. Evan Goyke

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place April 14-16. 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 voice be heard!

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.

PAC Kick-off Reception to Precede Advocacy Day Events

Join us for the Wisconsin Hospitals State PAC and Conduit 2021 contributor virtual kick-off reception on April 14 at 8 a.m. (immediately prior to Advocacy Day). You can RSVP for this event and contribute to the Wisconsin Hospitals State PAC and Conduit [here](#).

Last year, the Wisconsin Hospitals State PAC and Conduit raised more than \$325,000 from 250 individuals. Thanks to strong, statewide participation in 2020, this program supported the campaigns of 90 candidates who value health care. Help us start our 2021 fundraising campaign strong.



Wisconsin Hospitals State PAC and Conduit 2021 Contributor Kick-off Reception

Special guest to be announced soon.

April 14, 2021 (Virtual) 8:00 - 8:30 a.m.

(Immediately prior to WHA's Advocacy Day)

By contributing \$250 or more before April 14, you will be able to join the Wisconsin Hospitals State PAC and Conduit invite-only kick-off reception.

[Contribute and RSVP Online](#)

Contact WHA Vice President of Advocacy [Kari Hofer](#) at (608) 274-1820 with questions or to contribute by phone. Already made your 2020 contribution? RSVP to [Nora Statsick](#).

Three Wisconsin Health System Execs Named Top-25 National Women Leaders

Two WHA board members among prestigious Modern Healthcare list



L to R: *Cathy Jacobson, Laura Kaiser and Susan Turney, M.D.*

Three female health care leaders with strong Wisconsin ties have been named to the [Modern Healthcare 2021 list of Top-25 Women in Healthcare](#).

Marshfield Clinic Health System CEO Dr. Susan Turney, Froedtert Health President and CEO Catherine Jacobson and SSM Health President Laura Kaiser were all recognized by the publisher as high achievers in developing policy, leading change and guiding health care delivery improvement across the country. Turney and Jacobson are current Wisconsin Hospital Association (WHA) board members.

Among the eligibility requirements for the publication's Top-25 Women Leaders list is a proven track record in promoting gender equity in the C-suite as well as serving as a mentor to the next generation of leaders. In announcing the list, *Modern Healthcare* wrote, "The 2021 Top-25 Women Leaders in Healthcare have a mission to combat the longstanding imbalance of gender equity at the top rungs of leadership, serve as mentors and create workplaces that embrace diversity and inclusion. And last year, they did all this while guiding their organizations through a global pandemic."

"For three executives who play such important roles in Wisconsin's health care system to be included in *Modern Healthcare's* Top-25 Women in Healthcare list says a lot about the talent and leadership charting the future of health care in our state," said WHA President and CEO Eric Borgerding.

Guest Column: Survey Shows Physicians Key to COVID Recovery

By Kurt Mosley

The year gone by has been a challenging one for health care professionals, including physicians, many of whom have been on the frontlines of COVID-19 care and have seen their practices diminished or even closed due to the virus.

Merritt Hawkins, in conjunction with the Physicians Foundation, tracked how COVID-19 affected physicians in 2020 by means of three national surveys. The surveys examined how the coronavirus affected physicians financially, how it has changed their practice plans and patterns, and how it impacted their mental and physical well-being. The surveys also examined how physicians believe COVID-19 and other challenges facing health care professionals should be addressed.



Kurt Mosley

A short, two-page synopsis of survey results can be found [here](#).

Physicians, who handle approximately 1.3 billion patient encounters a year (including emergency room encounters), will clearly play a key role in restoring the health of Americans and in implementing changes in health care delivery driven by COVID-19.

Merritt Hawkins will continue to monitor physician practice patterns and perspectives and to report on physician supply, demand, recruiting and retention trends as the new year unfolds.

Wisconsin Hospital Association members who would like the complete, 54-page report on the findings of all three surveys Merritt Hawkins conducted on behalf of the Physicians Foundation are welcome to contact Merritt Hawkins Marketing Director Nathan Piller at Nathan.Piller@merrithawkins.com.

Kurt Mosley is vice president of strategic alliances for Merritt Hawkins, the nation's leading physician search firm, and a gold-level corporate member of the Wisconsin Hospital Association.

Tech Summit to Feature Virtual “Speed Dates” with Emerging Health Care Companies

Organizers recruiting startups with innovative health care solutions

This year’s Wisconsin Tech Summit will offer health care representatives an opportunity to meet with emerging companies offering innovative products or services tied to the sector. The 2021 Tech Summit will be held virtually on Wednesday, March 17, and will feature pre-scheduled 15-minute meetings.

Organizers of this year’s summit are asking emerging companies to apply to meet with health care providers and other companies to share their innovations by Friday, Feb. 19. More information can be found at wistechsummit.com.

New technologies hospitals and health systems can learn about from conference attendees include digital health innovation, artificial intelligence, fin-tech and insure-tech, the internet of things, health diagnostics and delivery and software and data analytics.

The Wisconsin Healthcare Business Forum, a collaboration between the Wisconsin Technology Council (WTC) and the Wisconsin Hospital Association (WHA), is one of the producers of the eighth annual Wisconsin Tech Summit. The forum was established to foster and promote one of Wisconsin’s most valuable assets—its high-quality, highly innovative health care sector. WTC and WHA work together through the forum to help members of the business community, hospitals, health systems and others address challenges and work collaboratively to improve the health and wellness of their employees while better managing costs.

WHA Webinar to Focus on Moving Past COVID-19

As COVID-19 moves into its second year, an upcoming Wisconsin Hospital Association (WHA) webinar will reflect on the changes the pandemic has created in our businesses and our lives. Join Nutanix Health Care Chief Technology Officer Cheryl Rodenfels and Account Executive David Kramer as they review funding challenges, priority changes and the socio-economic impacts that health care organizations have experienced. "[Surviving the Pandemic: A Year in Review and Look Ahead](#)" will provide some thoughts on moving forward before Rodenfels and Kramer open up the discussion to hear from attendees about their experiences.

This webinar is brought to you by Wisconsin Hospital Association corporate member Nutanix. To learn more and to register, [click here](#).

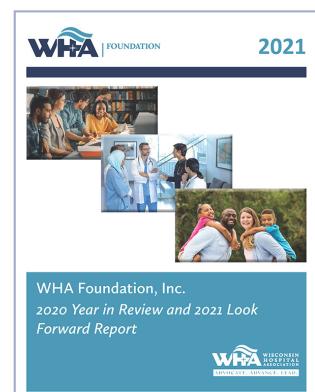
WHA Foundation Supports Health Care Workforce and Community Development



The WHA Foundation, Inc. was formed in 1968 to support educational, research and charitable programs of the Wisconsin Hospital Association and its members. Today, the foundation focuses its grant-making priorities on initiatives that have a statewide impact on health care in Wisconsin.

The WHA Foundation agenda includes supporting programs related to health care quality and safety, health care workforce development, and collaborative community health initiatives. The details of this programming can be found in a new [report](#) that outlines the foundation's work and outcomes and lays out efforts planned for the new year.

Click [here](#) to review the report, to learn how you can contribute and to learn how to become *Friends of the Foundation*. For more information, contact WHA Vice President of Education and Marketing [Leigh Ann Larson](#).



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.

(Gov. Evers Releases Two-Year Budget Proposal . . . continued from page 1)

Republican leaders in the Senate and Assembly specifically cited proposals by the governor that would expand Medicaid, legalize recreational marijuana and overturn changes to state law related to state and local government employee compensation and benefits—known as Act 10—as “poison pills,” with Assembly Speaker Robin Vos saying they are “dead on arrival” in the Assembly.

Besides new funding increases for the Medicaid DSH program, the governor’s proposed budget bill includes several provisions now being evaluated by the Wisconsin Hospital Association (WHA) government relations and public policy teams. Many are expected to be removed by the Legislature as “non-fiscal” policy in a state budget bill. These include:

- Requiring the Department of Health Services and/or the Office of the Commissioner of Insurance to create an actuarial study of a Wisconsin government-run “public option” health plan;
- Creating new state-level mandates and regulatory reporting requirements for safety-net hospitals that participate in the federal 340B prescription drug discount program;
- Creating a state-level prohibition on balanced billing for out-of-network emergency care;
- Creating new state-level family and medical leave act mandates qualifying conditions for caregivers; and
- Creating duplicative and unnecessary state-level regulations and mandates requiring hospitals to take certain acts related to a designated caregiver for a patient.

In the months ahead, WHA’s government relations team will continue working with state lawmakers as they consider the governor’s budget proposal and work to advance policies that support hospitals and health systems in Wisconsin.

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