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## WHA Discusses Hospital Price Transparency on Spectrum News Milwaukee

WHA President and CEO Kyle O'Brien joined Spectrum News Milwaukee's *In Focus* last week to discuss hospital price transparency. In the interview, O'Brien emphasized that Wisconsin hospitals are already complying with federal transparency requirements and warned that creating a duplicative state-level system would add unnecessary regulatory burden without improving what matters most to patients — understanding their actual out-of-pocket costs.

O'Brien also highlighted Wisconsin hospitals' strong compliance record and the resources already available to help consumers compare hospital pricing information.

06:34

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- WHA Continues Push on Next-of-Kin Legislation
- President's Column: "Wisconsin Blew Them Away"
- Hospital Expenses, Including Costs for Labor, Drugs and Supplies, Grew Twice as Fast as Hospital Prices in 2025
- Have You Read WHA's Annual Workforce Report Yet? – Register Today for the 2026 Wisconsin Health Care Workforce Webinar Series – Part 1
- Executive Project Sponsorship - WHA Health Care Leadership Academy Cohort Participates in Session

### EDUCATION EVENTS

**Mar. 13, 2026**

2026 Physician Leadership Development Conference

**Mar. 16, 2026**

**Mar. 17, 2026**

When Ultrasound Becomes Predictive: Predicting Preterm Birth with AI: Turning Routine Ultrasound into Actionable Insight