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Thursday, May 28, 2026

## WHA Health Care Leadership Academy Cohort Learns About the Importance of Public Policy and Advocacy in Hospital Leadership

To help upcoming hospital leaders understand the “business of health care,” the Wisconsin Hospital Association (WHA), in partnership with the Wisconsin School of Business Center for Professional & Executive Development (CPED), collaborated to develop the WHA Health Care Leadership Academy. This 5 ½ month-long hybrid program is designed to educate the hospital leaders of tomorrow.

On May 21, WHA Vice President of Federal Affairs and Advocacy Jon Hoelter led a presentation and discussion centered around the role that health care leaders play in the development of public policy at both the state and federal level. He stressed the important concept that “effective advocacy is a well-planned journey, not a series of sporadic sprints.” He went on to say that “successful health care leaders make advocacy a deliberate priority and leverage resources available to them through advocacy organizations, like the Wisconsin Hospital Association.” Hoelter also provided tools and shared his knowledge with participants, helping them be effective in advocating to protect high-quality, high-value health care in Wisconsin.

To learn more about the WHA Health Care Leadership Academy, please contact WHA Vice President of Education and Corporate Partnerships Leigh Ann Larson.

### IN THIS ISSUE

- Last Chance to Register for the Wisconsin Rural Health Conference!
- Gov. Evers Recognized Wisconsin Trauma Centers in 2026 National Trauma Awareness Month Proclamation
- WHA Health Care Leadership Academy Cohort Learns About the Importance of Public Policy and Advocacy in Hospital Leadership
- The WHA Foundation’s Impact on Wisconsin HOSA Chapters Continues

### EDUCATION EVENTS

**Jun. 8, 2026**

2026 Wisconsin Rural Health Conference

**Jun. 23, 2026**

Rising Claims, Real Impacts: Wisconsin Hospital Risk Trends and What Leaders Can Do Now

**Aug. 4, 2026**

Seeing the Real Market: Using Claims Enhanced Intelligence to Make Better Strategy, Access, and Growth Decisions