

In collaboration with:



Tomorrow's New Future

The theme of this year's Rural Health Conference—Tomorrow's New Future—focused on changes that will reshape the health care landscape. All eyes are on Washington as complex and confusing health reform initiatives play out in Congress. While it's too soon to predict what impact reform will have on hospitals, clinics and physicians, there is a constant—rural health care providers will remain closely connected to their community as they strive to not only heal, but also improve, the lives of the people they serve.

Transforming Health Care in Today's Economy

Lowell Catlett, PhD, Regent's Professor, New Mexico State University; Dean, College of Agriculture and Home Economics



Lowell Catlett, PhD

Hand Lowell Catlett a glass of water and he's always going to see it as "half full." That aligns pretty closely with how he views today's economy. He isn't falling for gloom and doom, and he has a word of advice for those doomsday sayers that use statistics to foretell a dark future.

"Mark Twain said there are lies, damn lies and statistics. Look at the housing market number, four percent of Americans are in foreclosure....96 percent ARE NOT. New housing starts are up four percent. What led us in to (this economic situation), will lead us out," according to Catlett. "Downtimes are when people get creative."

Catlett reminded his audience that rural health care is the economic backbone of the community, but "you can't be all things to all people." He advises that rural providers understand their expertise, price it correctly, and anchor a concept in consumers' minds that differentiates the service or care.

Taking his phone from his pocket, Catlett marveled at the technology and wondered aloud, "How did Apple know I needed an iPhone?"

The most successful businesses—and health care organizations—are those that are creative and anticipate the needs and wants of consumers, even before a consumer recognizes it. Consumers are better informed and demand transparency and shared decision making in health care. What worked for one generation will not work for the next.

"This generation lives on Facebook. They are used to getting what they want, their world is choice, they live online," Catlett said. "In health care, as in life, consumers have choices. It's critical you recognize this fact."



Ed Harding, CEO, Columbus
Community Hospital; Lowell Catlett

Enduring Lessons in Service Excellence

Kent D. Seltman, PhD, Marketing Division Chair Emeritus, Mayo Clinic



Ed Harding, CEO, Columbus Community Hospital; Dennis Lynch, Vice President, Health Care Services, Miron Construction; Kent Seltman, PhD; Steve Tyink, Vice President, Business Innovation, Miron Construction

For more than 100 years, the name Mayo has been synonymous with health care. But it is much more than health care. Mayo evolved to a brand associated with quality based on customers' experience with the organization.

Kent Seltman, PhD, marketing division chair emeritus with Mayo Clinic, described a process where customers consciously and unconsciously filter a barrage of clues and organize them into a set of impressions—some rational, some emotional. It's this composite of clues that create the total experience. According to Seltman, customers tend to be more clue-sensitive as the service becomes more personal and complex.

Managing the experience of the customer is the best, and only good way, to build a successful organization. Seltman said the lessons of

quality have taught organizations to define what great service means and then align the entire organization around those principles.

Connecting the Hospital and Physician Dots

M. Tray Dunaway, MD, Healthcare Value, Inc.



M. Tray Dunaway, MD

M. Tray Dunaway, MD asked his audience to take a moment and look at health care from the patient's point of view. The patient doesn't always feel connected to the physician, the physician can feel disconnected to the hospital, and hospital-physician relationships are complex. Restoring the connections, or as Dunaway calls it, connecting the "dots" in health care, is essential.

"Health care providers play many roles," Dunaway said as he adjusted his tie and his suit jacket. To the audience's surprise, moments later he ripped off his suit and exposed his surgical scrubs to emphasize the point that physicians, and all health care professionals, must never lose their focus on the patient.

"We are all in this together, to make health care better for the patient and for each other," Dunaway said.



Ed Harding, M. Tray Dunaway

Dunaway pointed out the inter-connectivity among the hospital, patient and physician.

"Patients judge us on how we treat each other. Clinical excellence is not enough," he said.

Public reporting of the Hospital Consumer Assessment of Healthcare Provider and Systems (HCAHPS) reveals just how interconnected all the moving pieces of health care are, from the patient's experience with the physician, nurse, and the health care environment.

"It all ties together in health care. One bad apple spoils the whole experience," Dunaway said.

Telemedicine at Work in Rural Wisconsin



Jo Anne Preston, Rural Wisconsin Health Cooperative



Dave Guggenbuehl, RN, BSN, MBA, Gundersen Lutheran Health System



Brian Theiler, CEO, Tri-County Memorial Hospital & Nursing Home



Bob Herdrich, UW Health Partners Watertown Regional Medical Center

Successful Management Strategies for a Hospital-Owned Medical Practice



Jeff Bramschreiber, CPA, Partner, Wipfli LLP; Jenny Boese, Vice President, External Relations and Member Advocacy, WHA; Art Saunders, Partner, Wipfli LLP

Improving Outcomes While Maintaining Physician Autonomy



Donna Turtle, RN, BSN, MPH, Associate Vice President, QHR; Dana Richardson, RN, BSN, MHA, Vice President, Quality Initiatives, WHA

Health Care Reform in 2009: What it Could Mean to Your Rural Hospital



Steve Brenton, President, WHA

Public Policy Initiatives Affecting Wisconsin's Health Care Workforce



Julie Callies, RHIA, Director, WHA Information Center; Judy Warmuth, RN, PhD, Vice President, Workforce, WHA

The Law & Intent of Sarbanes-Oxley on Board Accountability



Joe Svetlik, Chief Financial Officer, Reedsburg Area Medical Center; David Edquist, Attorney, von Briesen & Roper, S.C.; Matthew Stanford, Associate Counsel, WHA

Sustainability and Energy Efficiency in Rural Health Care Organizations



Theresa Lehman, Director of Sustainable Services, Miron Construction



Dave Larson, Account Manager, Focus on Energy

Trustee Recruitment and Selection



Terrence Brenny,
President/CEO,
Stoughton Hospital
Association



Kay Davis, Board
Chair, Stoughton
Hospital
Association



David Fish,
President, St.
Joseph's Hospital,
Chippewa Falls

Dealing with Disruptive or Impaired Professionals



Chuck Shabino, MD, Senior Medical
Advisor, WHA; Richard Kaine, MD,
Quality Management Resources

ACHE Category I Seminar: The Future of Health Care Financing



George Quinn, Senior Vice President, WHA; Larry Schroeder,
CEO, Sauk Prairie Memorial Hospital; Charlie Johnson, Regional
Vice President of Finance, SSM Health Care - Wisconsin

Examining Wisconsin's Expansion of Family Care



Paul Cook, Director of Development,
Community Health Partnership, Eau
Claire; Sherrel Walker, Vice President,
Managed Health & Long Term Care
Services, MetaStar

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