



ADVOCACY DAY - *In Review*

March 20, 2024 | Madison, WI

WHA Advocacy Day Brings in More Than 700 Participants

More than 700 health care leaders, providers, hospital staff, trustees and volunteers traveled from across Wisconsin on March 20 to the state's capitol to participate in WHA's annual Advocacy Day. American Hospital Association President and CEO Rick Pollack traveled to Madison from Washington, DC for the event's keynote portion, a discussion moderated by WHA President and CEO Eric Borgerding. Participants also heard remarks by Gov. Tony Evers and a bipartisan legislative panel with Assembly Speaker Robin Vos (R-Rochester), Minority Leader Rep. Greta Neubauer (D-Racine), Majority Leader Sen. Devin LeMahieu (R-Oostburg) and Minority Leader Sen. Dianne Hesselbein (D-Middleton).

During the afternoon, Wisconsin hospitals showcased their quality improvement initiatives at the Capitol Rotunda. The Health Care Quality Showcase offered legislators, hospital staff and leadership, and the public the opportunity to engage with the dedicated staff behind enhanced patient care at Wisconsin hospitals. Attendees also met with their lawmakers in the state capitol.



[Visit the Advocacy Day Action Center](#)



Award Winners

2024 Advocacy All-Star Award Bellin and Gundersen Health System



L to R: WHA VP of External Affairs Kari Hofer, Bellin and Gundersen Health System CEO Dr. Scott Rathgaber, WHA 2024 Board Chair David Hartberg, and WHA President and CEO Eric Borgerding.

2024 Health Care Advocate of the Year Award Sen. Tim Carpenter (D-Milwaukee)



Sen. Tim Carpenter (left) accepts WHA's Health Care Advocate of the Year Award from WHA President and CEO Eric Borgerding.



Bellin and Gundersen Health System received WHA's 2024 Advocacy All-Star Award for their strong commitment to the grassroots process.

Featured Speakers



WHA President and CEO Eric Borgerding and AHA President and CEO Rick Pollack.



American Hospital Association President and CEO Rick Pollack joined WHA President and CEO Eric Borgerding for a moderated discussion for the keynote session.



Wisconsin Governor Tony Evers addressed the attendees at WHA's 2024 Advocacy Day.

Legislative Panel



A bipartisan panel featured (seated L to R in photo above) Assembly Speaker Robin Vos (R-Rochester), Minority Leader Rep. Greta Neubauer (D-Racine), Majority Leader Sen. Devin LeMahieu (R-Oostburg) and Minority Leader Sen. Dianne Hesselbein (D-Middleton). WHA President and CEO Eric Borgerding (left) moderated the discussion on this session's top legislative issues impacting hospitals and health systems, including health care coverage, post-acute care, state budget successes and the health care workforce shortage.



Legislative Visits



Constituents meet with Sen. Brad Pfaff and Reps. Jill Billings, Steve Doyle and Loren Oldenburg.



Constituents meet with the staff of Rep. Jenna Jacobson and Loren Oldenburg.



Constituents meet with Rep. Shannon Zimmerman's staff



Constituents meet with Sen. Howard Marklein

Thank you, hospital advocates!



Attendees from Bellin Health



Reedsburg Area Medical Center attendees heading to the capitol



Attendees from Children's Wisconsin in the capitol



Edgerton Hospital Volunteers at Advocacy Day 2024



Attendees from The Richland Hospital and Clinics



Partners of WHA members making their way to the capitol



Attendees from Gundersen Boscobel Area Hospital and Clinics



Stoughton Health attendees

Advocacy Day Quality Showcase

The second annual Health Care Quality Showcase was held March 20 at the Capitol Rotunda in conjunction with WHA's Advocacy Day. Hospital quality leaders from 23 Wisconsin hospitals showcased their quality and patient safety improvement successes with posters featuring their projects. This was a valuable opportunity to inform elected officials, other Advocacy Day attendees from around the state as well as the public about quality and patient safety-focused advancements in Wisconsin's hospitals. See [Health Care Quality Showcase participants](#) for a listing of the hospital participants and their improvement projects by topic.



Advocacy Day Sponsors

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WHA thanks the sponsors of this year's Advocacy Day, whose generous support and engagement helped us deliver value to member attendees with programming that educates, motivates and advocates for hospitals and health systems in Wisconsin.

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www.wha.org/Advocacy-Day

