

50 YEARS

A BEGINNING

WISCONSIN HOSPITAL ASSOCIATION



NISON SIN HOSPITAL ASSOCIATION

1920,

more than a half-century ago, the Wisconsin Hospital Association was founded "to promote the welfare of the people of the State of Wisconsin, insofar as this may be done by the development of hospitals and dispensaries of the State in number and location;"¹ to secure the best equipment and promote efficiency of operation; to cooperate with all other hospital and health groups; and, in all ways possible, advance the interest of all medical service institutions.



¹ Article II of the Constitution and By-laws of the Wisconsin Hospital Association, adopted at the first meeting of the Association on September 16, 1920, at Hotel Pfister, Milwaukee, Wisconsin.



TODAY,

more than a half-century later, the purpose of the Wisconsin Hospital Association remains basically the same: to provide the highest quality health care for all Wisconsin's citizens. Today, the Wisconsin Hospital Association promotes hospital efficiency and better patient care through research and education; works toward high standards of hospital management; and continues cooperative effort between hospital administration, the medical profession, allied health groups, government, education, and all Wisconsin citizens concerned with achieving an effective, efficient health care delivery system during a time of significant transition and change.

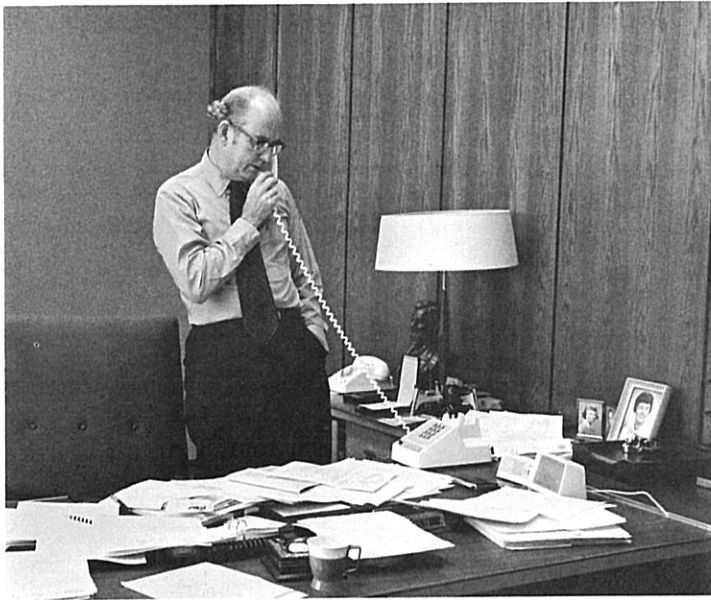
1970

marked a year when some 755,000 Wisconsin citizens spent time in one of almost 36,000 beds in 195 hospitals through the state. Another 2,268,000 state residents were treated in emergency departments for accidents, sudden illness, or as outpatients for tests and special treatments. Some 75,000 babies entered the world in 142 maternity departments. And, it took 56,600 hospital workers—almost three employees per patient—to provide the 24 hour care. Hospital payrolls totaled \$355 million for the 195 hospitals in the state, an increase of \$35 million over 1969, and \$215 million more than in 1962, less than a decade ago. This is why hospitals are important to all Wisconsin citizens.





What is the Wisconsin Hospital Association?



WHA is a voluntary organization of 179 hospitals and related institutions in Wisconsin working to improve hospital services and health care delivery for Wisconsin citizens.

WHA recognizes the hospital administrator, as the chief executive officer, as being the hospital's voting representative at all **WHA** business meetings.

WHA, for effectiveness, depends on the coordinated efforts of the Board of Trustees, representing officers and the eight Hospital Districts; the various **WHA** committees; and the **WHA** staff headquartered in Madison.

WHA, developing its policies and programs, has the consultative assistance of leading specialists in the administrative and professional service departments of member hospitals.

WHA activities and areas of interest are directed by the Board of Trustees, originated and implemented by the Board, Districts, various committees and the **WHA** staff.

WHA also functions as a state constituent of the American Hospital Association, and works closely with AHA in recommending Federal legislation, and activity involving other significant national developments affecting Wisconsin hospitals.

WHA staff members represent member hospitals on a wide range of state, professional, governmental, planning and educational committees concerned with all phases of health care and delivery, health planning, financing and manpower.

WHA is represented on both the Governor's Health Planning and Policy Task Force and the Health Policy and Program Council.

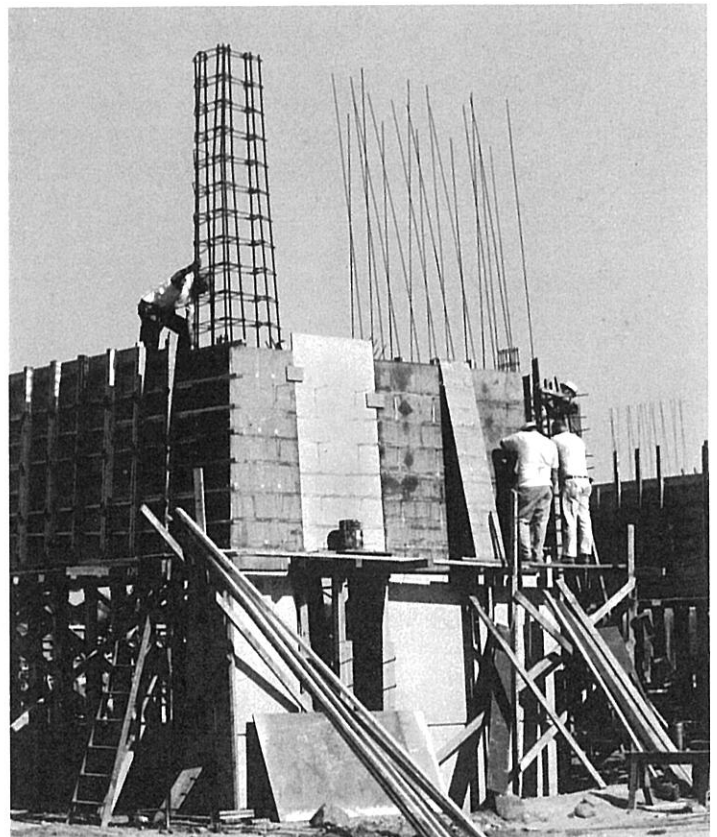
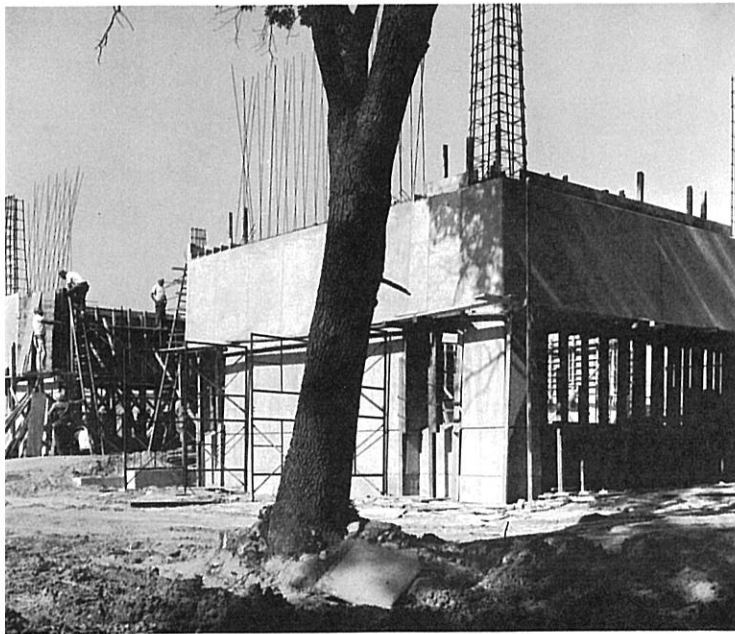
The WCHA Building

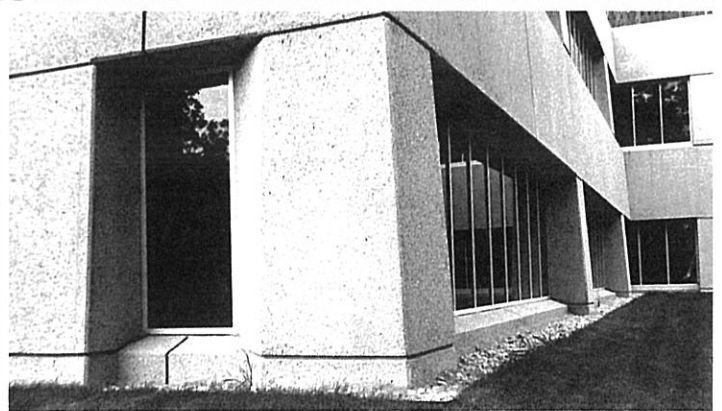
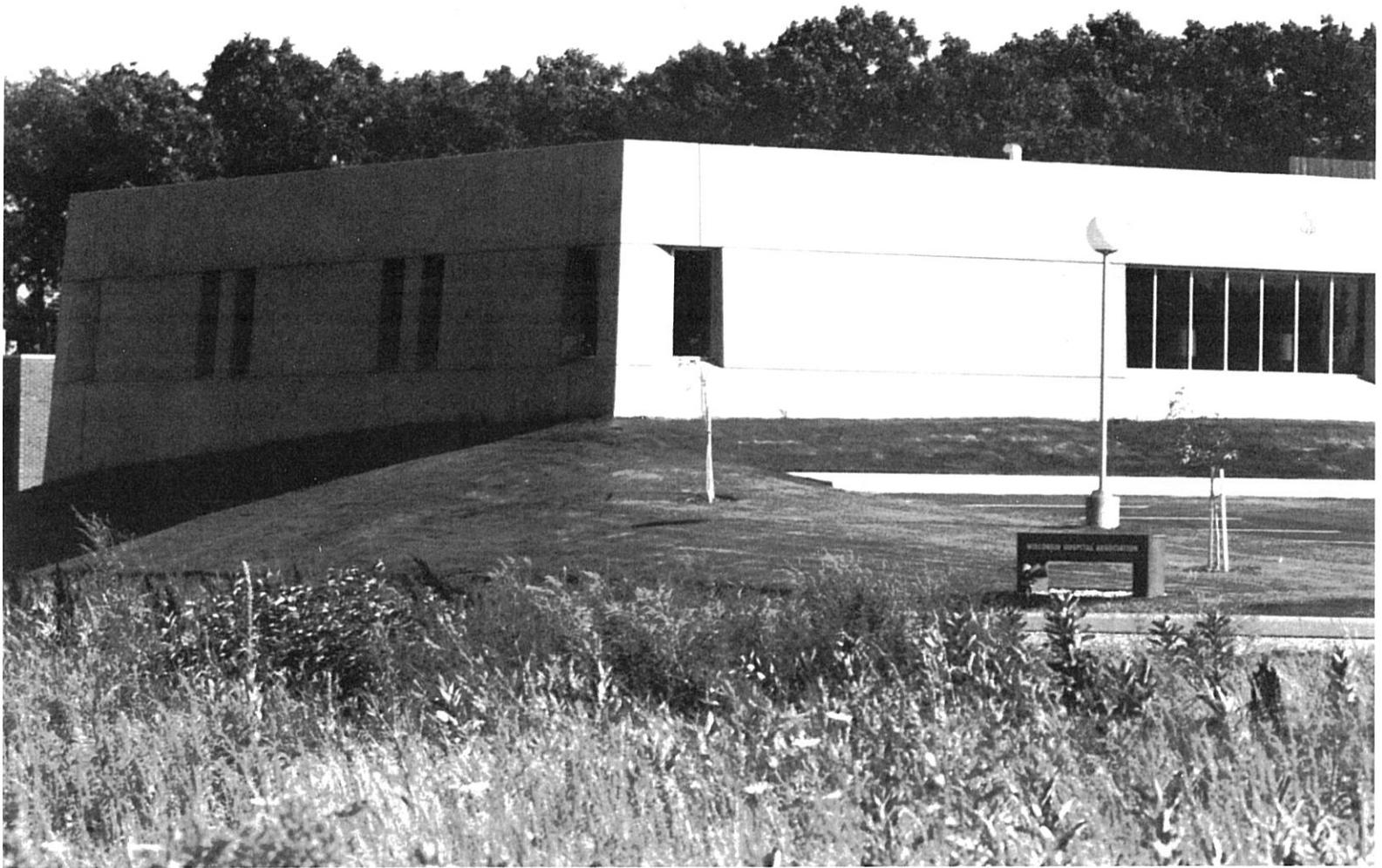
To accommodate an expanding staff and provide much needed meeting and conference facilities for the Association, plans for a Headquarters Building were initiated by the Board in the fall of 1969.

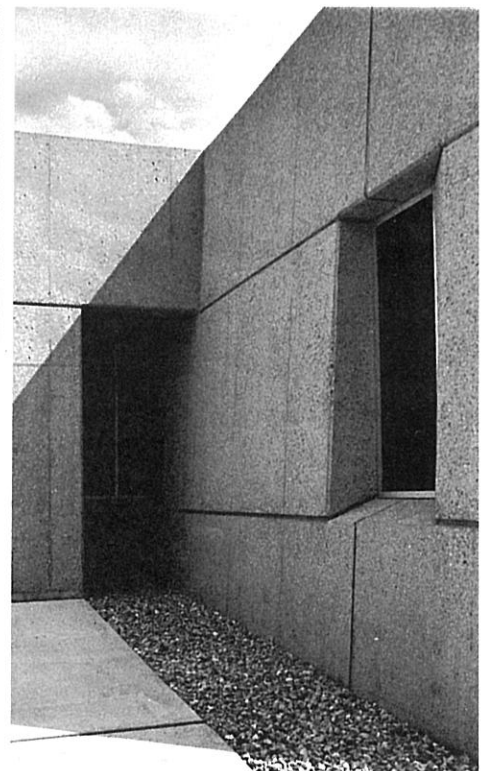
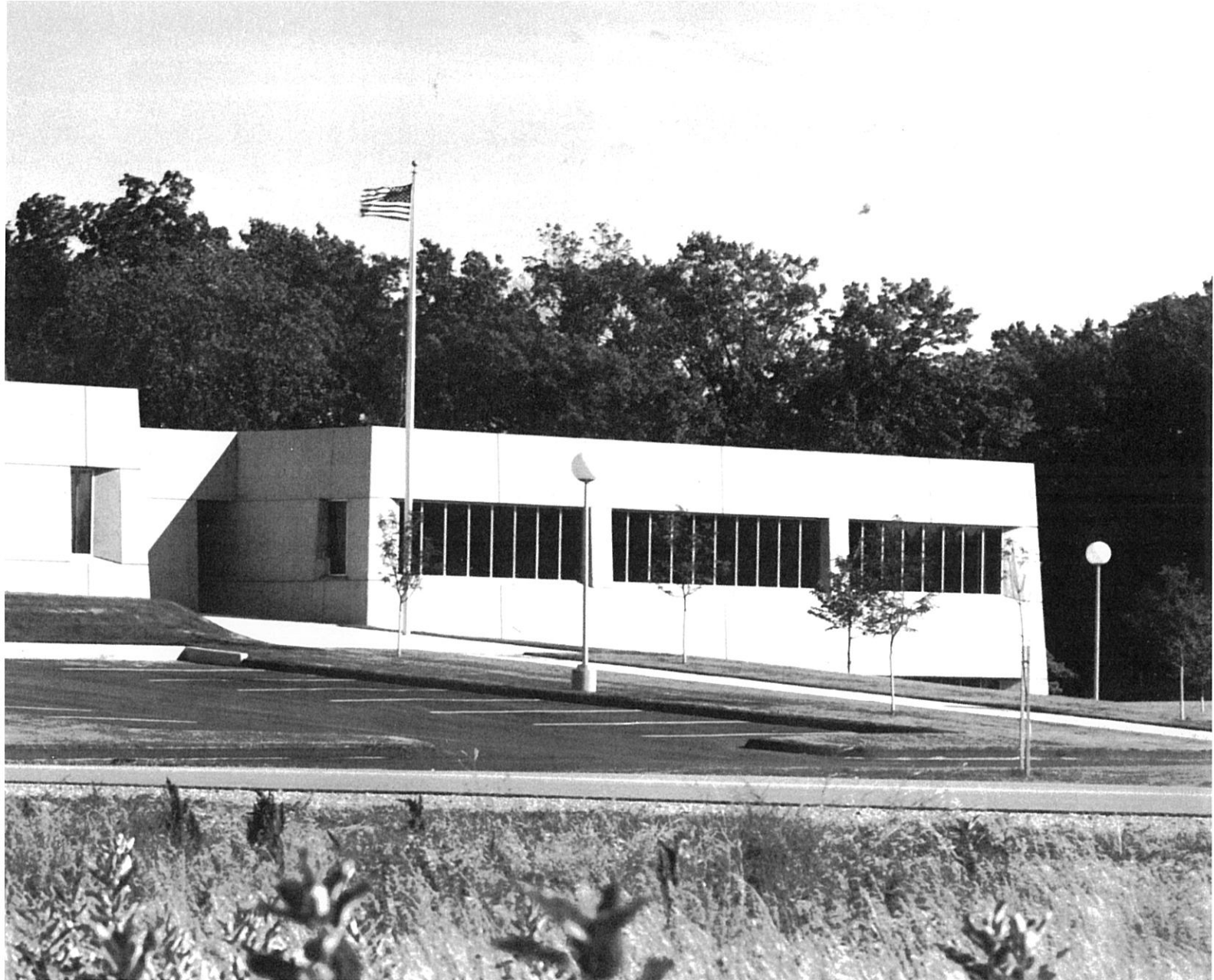
Groundbreaking ceremonies were held June 26, 1970, and construction progressed rapidly. The staff moved into the building on June 19, 1971, and Dedication Ceremonies were scheduled on September 12.

Designed in three modules, the building totals about 31,000 square feet with approximately one-third occupied by WCHA. A reception lounge, five staff offices, a learning and training conference room, audio-visual room, board room, kitchen, secretarial pool, and work area comprise the upper level of the WCHA module located on the north of the building adjacent to Odana Road.

Ground level of the module is similar in total area. Facilities include a large room suitable as a data processing or computer center, a work and mailing room, employees lounge, a large receiving and storage area and two additional offices.







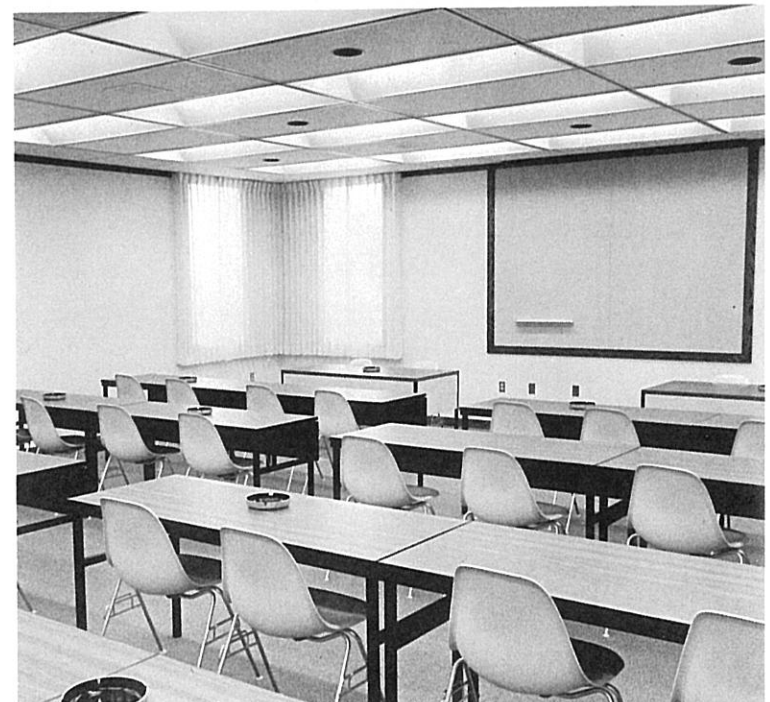
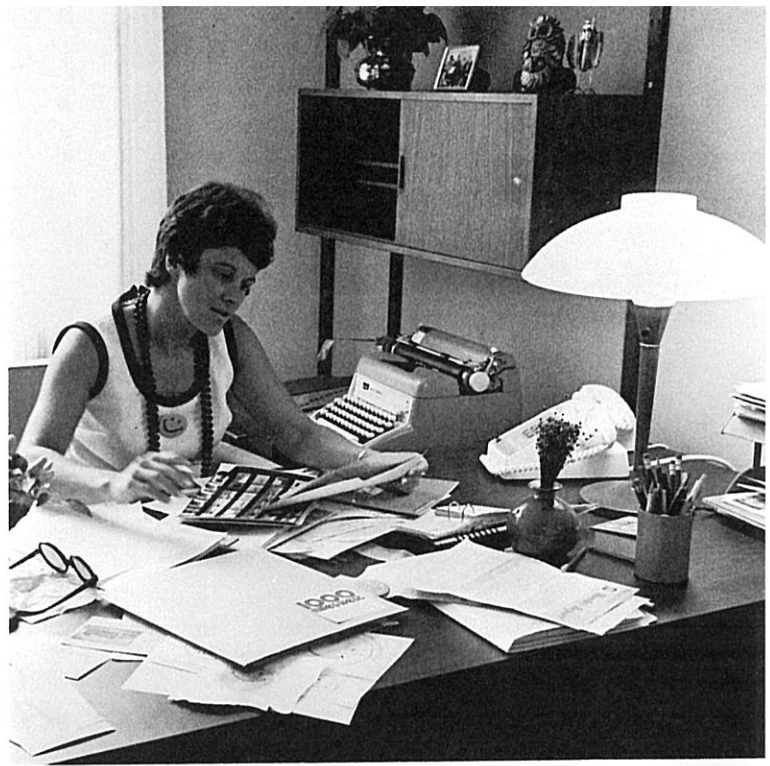
The remaining 20,000 square feet of the building's east and south modules will be occupied by tenants representing health care, insurance, public relations and education.

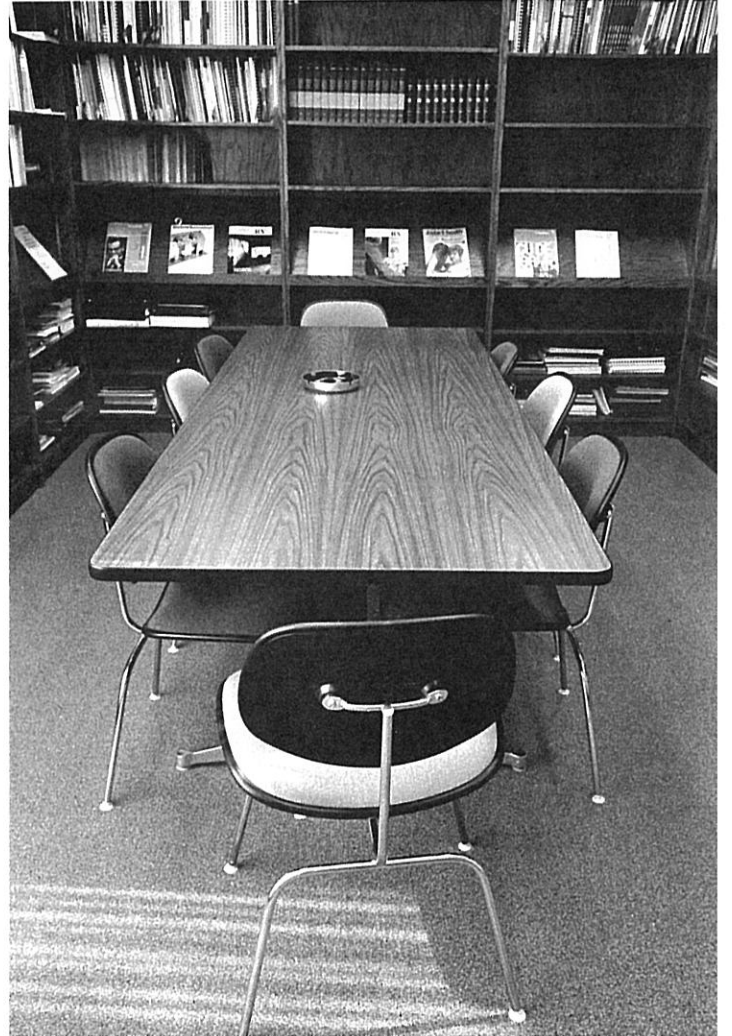
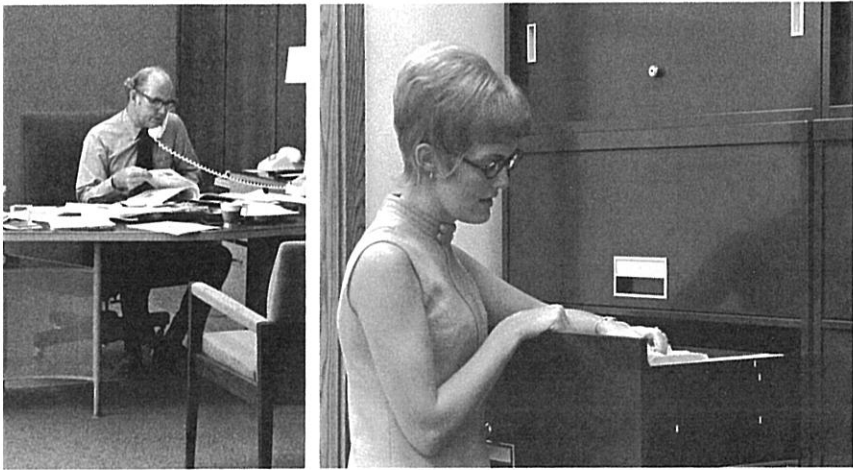
Both the facilities of the learning-training conference center and the board room will be made available to community and state groups for various types of health programs. An audio visual room is located between the conference and board rooms, allowing films, slides or other visuals to be projected into either room from this central area.

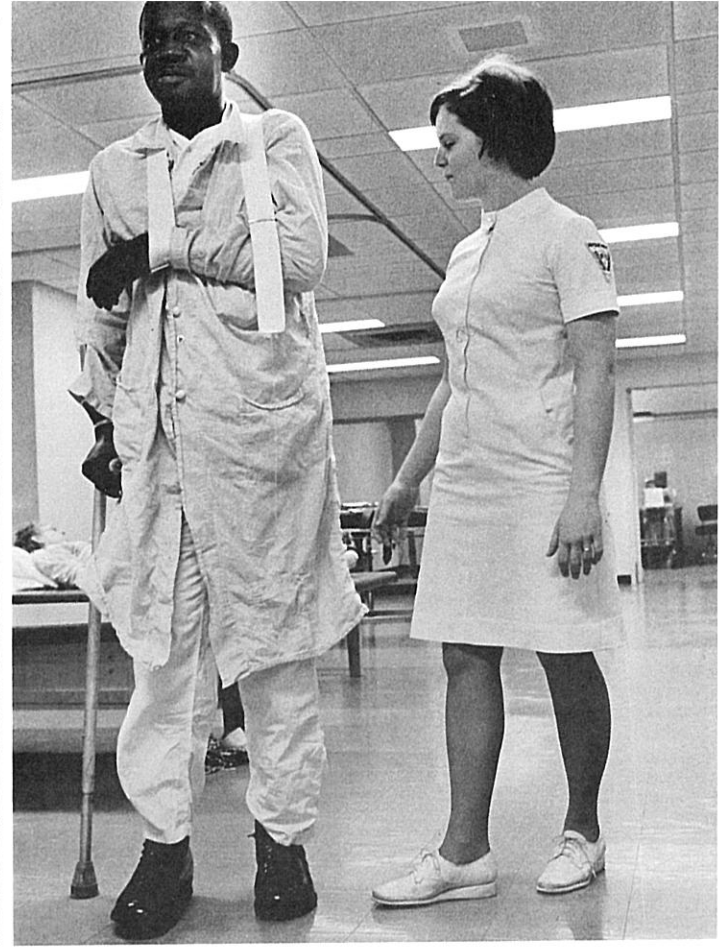
The color scheme of the building is a range of warm gold, green, orange, tan and bittersweet. Furnishings are in walnut, and the building is air conditioned and carpeted throughout. Art work selected for the **VNHA** area is a collection of contemporary paintings, prints, pottery, glass and sculpture by Wisconsin artists. Hopefully, this art will become the basis for a continuing, permanent collection.

The exterior of the building is a unique design consisting of battered concrete with a light sandblasted finish.

All windows are tinted and double glazed, and the site has been extensively landscaped. Some 100 parking spaces have been arranged around the building to integrate into the natural surroundings. The heavily wooded area at the south east corner provides natural beauty to the setting and screens the view of traffic traveling along Beltline Highway 12 & 18 to the south of the property.







Planning

WHA works closely with numerous health agencies in seeking solutions to current health care problems, better utilization of manpower and resources, and new and innovative methods of health care delivery.

WHA has provided liaison and consultation to area-wide agency development, and Wisconsin is among the most successful of Region V states in implementing Comprehensive Health Planning.

WHA has also been involved in the preparation of certificate of need legislation for the orderly growth of health facilities in Wisconsin. This concept is currently being written into proposed legislation.

WHA has encouraged the spirit of cooperation, non-duplication of services and shared services among hospitals throughout the State in group purchasing, cooperative laundries, and sharing of both equipment and skilled personnel.

Long Term Care

WHA has worked actively with insurance carriers for more adequate consideration of benefits in long term care. With the establishment of the Task Force Committee on Home Health Care Reimbursement, some of these efforts are coming to fruition.

Although several hospital-based long term care units have been closed or converted to acute care facilities, a few new facilities have been opened, illustrating the hospital's concern for progressive patient care.

WHA staff has been actively involved in developing continuing education for nursing home administrators, and has had great input in creating a program for provisionally licensed administrators under Wisconsin's new Nursing Home Administrator's Licensure Law.

Finance

A major project in cooperation with Wisconsin Blue Cross is a pilot program of rate review. Almost half of **NHA** hospitals have voluntarily joined the pilot program and have submitted data to be analyzed. This innovative method of determining reasonable hospital reimbursement, hopefully, will result in meaningful cost containment.

Public Relations

No institution is more dependent on public understanding and support than the hospital. The **NHA** public relations program maintains close contact with the media to increase public awareness of the education, action and leadership programs of the Association. The PR Director works to develop PR tools and educational programs for use by members in meeting these needs. A PR-Publications Award Program and an annual PR seminar are also activities sponsored by **NHA**.

Health Careers

NHA, in cooperation with the Wisconsin Health Council, sponsors the Wisconsin Health Careers Program.

Since health care has been forecast as Wisconsin's greatest growth industry through the decade of the 1970's, recruitment of skilled, professional workers has become increasingly important. Informational materials for students, counselors, and health professionals are prepared by the Health Careers Coordinator, a staff member of **NHA**. Newsletters, charts, posters, directories, radio-tv promotions, slide presentations and all varieties of health careers information are prepared and distributed throughout the state.



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