

The Wisconsin Hospital Association premier event the *Wisconsin Rural Health Conference*, held virtually on June 3, focused on the coping and resiliency skills of health care staff, public policy issues affecting rural populations and how uncovering unconscious biases can help provide better experiences and outcomes.

## KEYNOTE SPEAKERS

### Welcome



**Dan DeGroot**

Chair, WHA Council on Rural Health  
President/CEO, Stoughton Hospital Association

Dan DeGroot, Chair of WHA's Council on Rural Health and President/CEO, Stoughton Health kicked off the event.

**"Rural hospitals in Wisconsin overcame the challenge of COVID to serve as the cornerstone of their communities' health."**

- Dan DeGroot

### When Good Isn't Good Enough: How Unconscious Bias Harms Patients...Despite Our Good Intentions



**Gloria Goins**

Gloria Goins, Diversity and Inclusion Expert

**"Having blind spots doesn't mean we're bad people. It means we're people." - Jefferson Health faculty member and diversity and inclusion expert Gloria Goins**

### The State of Health Care in Wisconsin



**Eric Borgerding**

President/CEO, Wisconsin Hospital Association



**Tim Size**

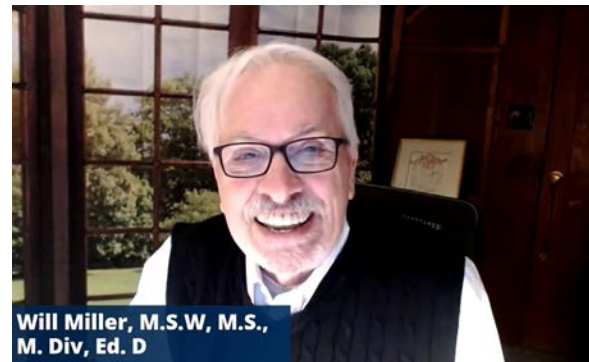
Executive Director, Rural Wisconsin Health Cooperative

Left: Eric Borgerding, President and CEO, Wisconsin Hospital Association.  
Right: Tim Size, Executive Director, Rural Wisconsin Health Cooperative.

**"The resilience of Wisconsin's rural hospitals throughout the COVID pandemic is a testament to the great leadership and staff of our rural hospitals throughout the state, as well as to the sound public policy WHA has advanced in response to the pandemic in partnership with our members, the Governor and the Legislature." - Eric Borgerding**

**"We need to continue to promote health care as a key driver in the economic health of local rural communities and the role rural health leaders can take in local community and economic development."- Tim Size**

### Facing Modern Realities: Counsel for Coping!



**Will Miller, M.S.W., M.S.,  
M. Div, Ed. D**

Will Miller, M.S.W., M.S., M.Div, Ed.D.

**Purdue University lecturer and therapist Will Miller advises that you cannot have a healthy life without the social networks needed to avoid isolation. "Village life" is correlated profoundly to personal health.**

**Living in two payer models: Fee for Service and Value-Based Care**



*Brian Stephens, CEO of Door County Medical Center and Carl Selvick, Senior Director of Clinic Operations at Fort HealthCare*

Brian Stephens and Carl Selvick explained the role of case management nurses in rural Wisconsin hospitals, which includes conducting safety-oriented home visits and addressing food insecurity.

**Breaking the Stigmas**



*Tony Hoffman, Founder and Director of The Freewheel Project*

**“You cannot connect with an individual with a wounded soul without compassion and empathy.” - Former BMX Elite Pro Tony Hoffman**

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**Save the Date!**  
**2022 Wisconsin Rural Health Conference**  
June 15-17  
Green Bay

