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340B HOSPITALS: SIGN UP FOR AHA SAVINGS TOOL

Opportunity to aid federal advocacy efforts

The American Hospital Association (AHA) is urging all 340B hospitals to participate in an effort designed to better communicate the overall value of the 340B prescription drug discount program on a national level. This comes in response to a Congressional session filled with House and Senate Committee hearings scrutinizing the growth of the 340B program. As covered in a [previous Valued Voice article](#), some Congressional leaders introduced legislation that would increase regulations on 340B hospitals, saying it would provide more transparency.



The 340B program allows hospitals to purchase certain prescription drugs at a discount and was created by Congress to stretch scarce federal resources as far as possible. WHA made protecting the 340B program a key advocacy effort in Washington, D.C. and encourages all 340B hospitals in Wisconsin to consider signing onto AHA’s initiative, which consists of three parts: (Use your AHA login to access these materials.)

1. [Signing a commitment](#) to abide by good stewardship principles.
2. Publicly disclosing 340B savings using AHA’s [standardized calculator tool](#).
3. Using a [template](#) to better communicate how the savings benefit care in your community.

WHA encourages all Wisconsin 340B hospitals to consider signing onto this commitment. As we continue our advocacy efforts at the national level, more hospital voices will create a fuller picture about the valuable benefits of this program.

For more information, visit [AHA’s webpage](#) or contact [Jon Hoelster](#), WHA’s Director of Federal and State Relations.

EDUCATIONAL EVENTS

Oct. 23 - [WHA Emergency Preparedness Conference: Cybersecurity in Health Care](#)
Madison

Nov. 30 - [Preparing the Chargemaster for 2019](#)
Wisconsin Dells

WHA WORKFORCE COUNCIL PREVIEWS ANNUAL WORKFORCE REPORT

Workforce growth, top of license practice and reduced regulatory burden are essential

Ann Zenk, WHA Vice President, Workforce and Clinical Practice, presented a preview of WHA’s 2018 Annual *Health Care Workforce Report* for WHA’s Council on Workforce Development at their October 4 meeting. The workforce challenges highlighted in this year’s report include physician shortages in primary care, rapid growth in advanced practice clinician employment, and increased difficulty in finding entry-level workers. The report also explores rapid adoption of telemedicine and technology, as well as electronic health records affecting and impacted by regulatory burden, trends.

“WHA created matching grant programs for graduate medical education, advanced practice clinicians, and allied health professionals to grow essential segments of

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WHA's Council on Workforce Development meeting, October 4

Wisconsin's health care workforce," Zenk noted. "To meet the demands of a rapidly aging population and sustain the high-quality health care our state expects and deserves, we also need to make sure all members of the health care team can work to the top of their skill, training, and experience, and we need to remove unnecessary regulatory burdens placed on health care providers."

Finding certified nursing assistants (CNAs) continues to be one of the most challenging issues facing the health care workforce. An adequate CNA workforce could increase access to the post-acute care options important to patients and providers. Lack of access results in overuse of inpatient and outpatient hospital services. Laura Rose, WHA Vice President

of Policy, presented an update of WHA's post-acute care efforts, including issues identified and efforts underway to improve access to post-acute care.

During Rose's presentation, Council members highlighted their organization's involvement in Wisconsin's efforts to grow the CNA workforce, like the Wisconsin Department of Health Services' WisCaregiver Career program, the Department of Workforce Development's health care apprenticeship efforts, and the Department of Public Instruction's development of health care career pathways as part of its Pathways program.

For example, Aurora Health Care is using one of these resources to address a workforce crisis that resonated with the rest of the council. A stunning 60% of the workers in the facilities management segment of Aurora's workforce are 55 and older. This number is much higher than the 17 percent reported for the overall workforce in the latest WHA hospital personnel survey.

Aurora Health Care is addressing their crisis with a Facilities Management Internship program. Aurora would like to spread their model throughout the state, noting, "This model will attract younger members to this profession, and may also be useful for other professions, like certified nursing assistants, where we see high turnover and competition from other industries."

Readers interested in growing segments of their workforce, better utilizing their existing workforce, or reducing regulatory burden on health care teams can contact [Ann Zenk](#) or any member of WHA's Government Relations team.



Nolan Harp, Aurora Health Care Vice President, Facilities Operations, and Tammy Behnke, Aurora Health Care System Facilities Operations Improvement Manager

HSHS ST. JOSEPH'S HOSPITAL VOLUNTEERS RECEIVE NATIONAL RECOGNITION

On September 30, Partners of HSHS St. Joseph's Hospital in Chippewa Falls was awarded the Hospital Award for Volunteer Excellence (HAVE Award) in the program category *Community Outreach and/or Collaboration* for its community garden project. The award was presented at the annual convention of the Association for Healthcare Volunteer Resource Professionals, a national affiliate organization of the American Hospital Association.

The Chippewa County community needs assessment identified food insecurity as a significant problem, so Partners of HSHS St. Joseph's Hospital, in cooperation with the hospital's Reverence for the Earth Committee, established the Community Garden project in 2013. The project allows households in need the opportunity to grow their own vegetables to supplement their diets, and also allows volunteers to grow food and donate 100% of their harvest to area food pantries. The garden is tilled each spring, and mowing, weed control, irrigation and composting services are provided through additional community volunteers and donations.

The Community Garden has grown from a harvest of 102 pounds of produce in 2013 to nearly 3,000 pounds of produce harvested and donated in 2018. More than 4.5 tons of food was delivered to seven food pantries and a local food kitchen in Chippewa County over the past six years.

The Community Garden project was also awarded the Partners of WHA annual statewide Wisconsin Award for Volunteer Excellence (WAVE Award) in 2016.

PARTNERS OF WHA CELEBRATE VOLUNTEER EXCELLENCE AT ANNUAL CONVENTION

Partners of WHA, Inc. celebrated hospital volunteerism and recognized volunteer excellence at its recent 2018 annual state convention. Partners hosted nearly 300 volunteer members from hospitals across Wisconsin October 2-4 in Stevens Point.

The hospital CEO panel discussion is an annual highlight of the convention. This year's panelists included hospital leaders:

- David Hartberg of Gundersen Boscobel Area Hospital and Clinics in Boscobel
- Mary Beth White-Jacobs of Black River Memorial Hospital in Black River Falls
- Dawn Gapko of Ascension Our Lady of Victory Hospital in Stanley and Ascension Good Samaritan Hospital in Merrill
- Darrell Lentz of Aspirus Wausau Hospital in Wausau



Eric Borgerding, WHA President/CEO; Darrell Lentz, CEO, Aspirus Wausau Hospital; Mary Beth White-Jacobs, CEO, Black River Memorial Hospital; Dawn Gapko, CEO, Ascension Our Lady of Victory Hospital and Ascension Good Samaritan Hospital; David Hartberg, CEO, Gundersen Boscobel Area Hospital & Clinics

The panel was moderated by WHA President and CEO Eric Borgerding, and discussion topics included workforce needs, the opioid crisis, rural community issues affecting health care, and the role volunteers play in the ecosystem of health care.

Partners of WHA also awarded their annual Wisconsin Award for Volunteer Excellence (WAVE Award) to four volunteer member organizations, honoring outstanding programs in the categories of community service programs, fundraising, in-service hospital volunteer programs, and community outreach/collaboration. WAVE Award recipients included:

- Partners of HSHS St. Joseph's Hospital in Chippewa Falls for its Babysitting Clinic program;
- SSM Health-St. Mary's Hospital Auxiliary in Madison for its Patient Comfort Hand Massage program;
- Aurora West Allis Medical Center Women's Auxiliary in West Allis for its Snowflake Bazaar program; and
- Aurora Meical Center of Burlington Volunteers in Burlington for its Healthy Kids Club program.



Partners of WHA President Jan Molaska (left) honors WHA's Jennifer Frank with an Everyday Hero Award

In addition, WHA's own Vice President of Education & Marketing, Jennifer Frank, was honored with the *Everyday Hero Award* in appreciation for her service and dedication to Partners of WHA. Jennifer has served as WHA's liaison with Partners for the past 15 years.

Partners of WHA is made up of approximately 9,000 volunteers and auxiliaries at 63 Wisconsin hospitals. Founded in 1951 as Wisconsin Hospital Association Auxiliaries, Partners of WHA, Inc. emphasizes volunteer service and participation in grassroots advocacy, public policy and community health education, and health career programs for Wisconsin hospitals.

Additionally, Partners promotes leadership development by offering resources and educational seminars to local hospital volunteer and auxiliary groups. It shares information on successful community health education initiatives, advocacy and fundraising activities, and trends on volunteerism through a variety of channels, including its quarterly newsletter, *Reaching Out*. More information can be found at www.partnersofwha.org.

DERKS HONORED WITH BEST OF THE BEST ADMINISTRATIVE AWARD BY PARTNERS OF WHA

Partners of WHA, Inc. presented its 2018 *Best of the Best Administrative Award* to Jenny Derks, Chief Administrative Officer for Ascension Calumet Hospital and Clinic in Chilton as part of its annual convention in Stevens Point. Each year, this award recognizes an on-site hospital executive who demonstrates a cooperative, supportive, enthusiastic, and well-defined relationship with its volunteer organization.

In nominating Derks for this award, the Calumet Medical Center Auxiliary shared she "takes time to learn and know every volunteer by name and stops by each of them when doing her hospital rounds. This building of relationship and trust carries over into the entire philosophy of seeing her being a great leader and the volunteers wanting to follow in her footsteps in every aspect."

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Jenny Derks

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In addition, her volunteers shared many examples of Derks support:

- She is “an active volunteer in every way.”
- She helps promote events and the importance of the volunteers to the hospital, recruits for volunteers, volunteers herself, speaks at events, and attends almost every event and fundraiser the Auxiliary hosts, both on and off the hospital campus.
- She also prioritizes making time to attend WHA’s Advocacy Day each year and encourages and welcomes as many volunteers and staff that want to ride the bus “to be that voice and presence.”

In closing their nomination of Derks for the 2018 *Best of the Best Administrative Award*, her volunteers noted, “...she has built a strong foundation with our volunteers and made them feel important, needed, and how to be a shining example of positive leadership.”

Visit the [Partners of WHA](#) for more information on *Best of the Best Administrative Award*.