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Preparing for the Chargemaster for 2019
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MEMBER FORUM: Telemedicine Legal Issues in Wisconsin and Beyond
Webinar
- March 15, 2019
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Kohler, WI

PRESIDENT’S COLUMN: PARTNERING TO PROMOTE AND GROW WISCONSIN’S HEALTH CARE SECTOR

By Eric Borgerding



President/CEO Eric Borgerding

Today, WHA was very proud to join the Wisconsin Technology Council to [announce](#) the creation of the Wisconsin Healthcare Business Forum (WHBF). Adopting some of the traditional traits of a “chamber of commerce,” the WHBF will shine a bright light on a growing and critical sector of Wisconsin’s economy – health care.

For several years, WHA has been [telling the story](#) of our high-quality health care delivery system and its importance to the Wisconsin economy. It’s a message that has gained traction, including with

some of Wisconsin’s elected leaders.

As Wisconsin continues to define and position for its economic future, however, the role of health care warrants amplification. Today, through what has become a close and important partnership of two like-minded, future-looking organizations, WHA and the Wisconsin Technology Council, spreading the Wisconsin health care story is about to go to the next level.

The WHBF will serve two seemingly different but ultimately related purposes. First, the WHBF will convene around and promote Wisconsin’s [consistently high-quality care](#) with a focus on how employers and providers can partner to leverage good health care for mutual benefit (lots of [good examples](#) out there). We know that high-quality care, including preventing costlier care, translates into positive immediate and downstream impacts on the workforce, including keeping workers healthy, on the job and productive. Bending the health care cost curve is a challenge for both health care consumers, employers and providers, but there is plenty of proof that working together can have an impact.

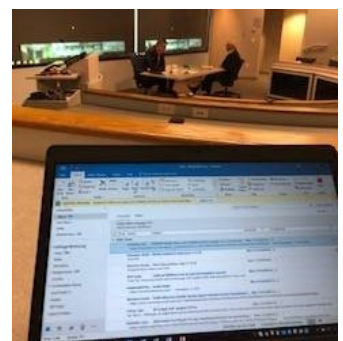
The second key role of the WHBF is to facilitate interaction between the emerging Wisconsin health care tech sector and Wisconsin’s health systems and providers. In other words, bringing the creators of health care technology together with the users of that technology ... and connecting the so-called disruptors with the disrupted.

(continues on page 2)

NO ONE SHOWS AT STATE’S WORKERS’ COMPENSATION PUBLIC HEARING

Lack of participation signals no issues with program

On November 12, the Wisconsin Workers’ Compensation Advisory Council held a statewide hearing to solicit public comment on desired changes to the program. The Council convened for three hours and established video links to seven sites across the state, but no one showed to give public comment at the hearing.



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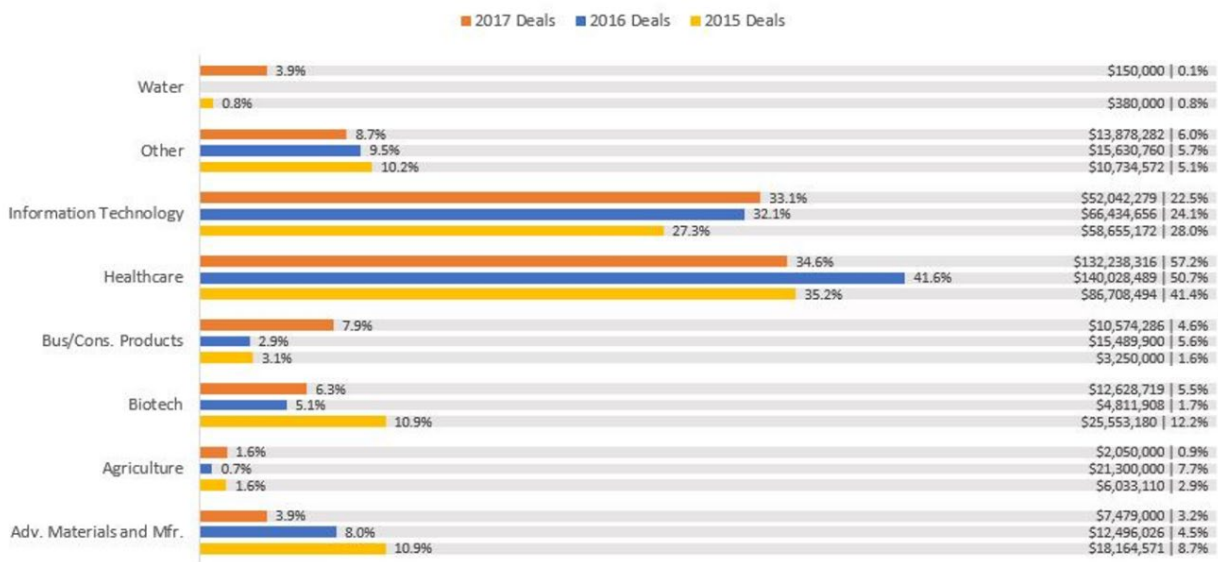


Creating the technological means by which health care is delivered is a broad and growing sector in Wisconsin, yet often overshadowed by more long-standing and traditional components of our economy. In its broadest sense, health care is not only a growing, but it's arguably the most future-looking sector of the Wisconsin economy.

The simple fact that Wisconsin's population is living longer creates consistent and growing demand for health care services. Growing demand coupled with innovative health care providers and the imperative to deliver care more efficiently and effectively is driving health care innovation and investment *in Wisconsin*.

It will surprise many to learn that the majority of venture capital being invested in Wisconsin is in health care. Information technology is a close second, with investments in both dwarfing all other sectors. The fact is, Wisconsin has all the ingredients to attract this type of investment in health care – innovative local and regional health care systems, leading academic medical centers, strong research universities and a talent pool looking for reasons to stay in Wisconsin.

Wisconsin Industry Trends



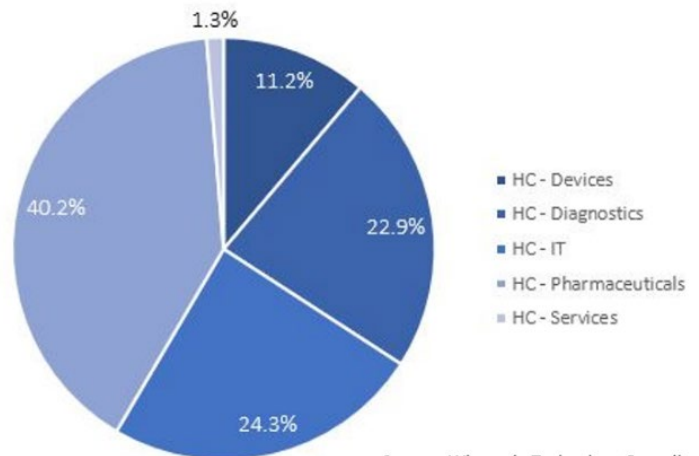
Source: Wisconsin Technology Council

Health care delivery is already Wisconsin's #2 employer, with hospitals alone directly employing some 108,000+ people (watch for more on this early in 2019). That's good news, but for years Wisconsin has been grappling with "brain drain," raising and educating our best and brightest young people only to see many leave Wisconsin for appealing opportunities in other states. Given health care's dynamic future, it can prove to be a key sector for retaining *and attracting* the creative entrepreneurs, the talent and intellectual capital Wisconsin so desperately needs and for which it is competing.

The ultimate aim of the WHBF is to not just recognize but realize the tremendous potential that health care holds for Wisconsin. We will do that by convening, connecting and promoting the broader Wisconsin health care sector to make it a prime component of Wisconsin's economic future.

To learn more, visit the WHBF website at wishealthbizforum.com.

2017 Wisconsin Healthcare Capital by Sector



Source: Wisconsin Technology Council

(Workers Comp hearing continued from page 1)

[WorkCompCentral](#) reported that Pati Brown, Administrator at the Department of Workforce Development (DWD) said, “I guess there are no issues out there, or we would have heard from someone at the hearing.”

In July, DWD announced that Wisconsin employers would experience a 6.03% reduction in workers compensation premium rates. These rates took effect October 1, 2018. According to DWD, rate reductions in 2017 and 2018 have amounted to \$304 million in savings to Wisconsin employers.

WHA will continue to advocate for the current program structure in the upcoming legislative session and will encourage the Legislature to reject the previously proposed medical fee schedule.

WHA 2018 TRUSTEE AWARD GOES TO RUSK COUNTY MEMORIAL HOSPITAL BOARD MEMBER



David Willingham receives his WHA Trustee of the Year Award

WHA President and CEO Eric Borgerding recently presented David Willingham of Rusk County Memorial Hospital with the WHA Trustee of the Year Award. This annual award honors WHA member organization trustees who have made an exemplary commitment to their hospital and the community they serve. Willingham was nominated by Rusk County Memorial Hospital CEO Jeff Euclide.

“Dave is a dedicated, knowledgeable advocate and community leader and a tremendous partner with WHA,” said Borgerding. “Wisconsin is known for its high-quality, high-value health care, and Dave’s leadership helps ensure the citizens of Rusk County have access to quality care in their community.”

Willingham has been on Rusk County Memorial Hospital's Board of Trustees since 2016, but attended the Board's annual strategic planning sessions even before he became a Trustee. He is an active member of the hospital's quality improvement team and often shares those initiatives and results with the Board. Willingham comes prepared to each Board meeting and is the go-to person to ensure the Board follows the bylaws and Roberts Rules of Order.

In his nomination, Euclide wrote, “Dave takes his role as a Trustee very seriously as he guides our long-term goals, strategic plan, and our objectives. He is very knowledgeable about our quality and safety programs, as well as our results and action plans in place for continuous improvements.”

Most recently, Willingham was elected by his peers to be the Chair of the Rusk County Board of Supervisors, which he has been a member of since 1986. He also serves on other non-profit boards in his community and is involved in helping the hospital complete its Community Health Needs Assessment and resulting plan of action.

“He always puts the patients and their families first,” wrote Euclide.



WHA President/CEO Eric Borgerding; David Willingham; Director of Patient Care & Quality, Marshfield Medical Center-Ladysmith Wendy Ambrose; Marshfield Medical Center-Ladysmith CEO Jeff Euclide

ENCOURAGE YOUR PHYSICIAN LEADERS TO ATTEND ANNUAL LEADERSHIP CONFERENCE

Early Bird Registration Discount Now Available

Each year, nearly 200 physicians attend WHA's annual Physician Leadership Development Conference to focus on the important administrative and leadership skills that help them move beyond their clinical expertise as health care leaders.

This year's conference is scheduled for March 15-16, 2019, at The American Club in Kohler. We encourage you to consider which of your physician leaders would benefit from further developing or enhancing their leadership skills; invite them to attend and [encourage them to register today](#).

You are also encouraged to attend this event as a team. The 2019 conference is a chance to accompany your physician leaders and have some informal, one-on-one discussion with each of them outside the walls of your hospital or clinic. It's a great chance to work together and then apply conference learnings back in your own organization.

An early bird discount is available until January 15, and the special room rate at The American Club is only available until the room block fills, which it does quickly each year. Plan to register and make your hotel reservations today. You can [view the full 2019 conference agenda, as well as register online](#).

WHA TALKS ABOUT FUTURE OF HEALTH CARE IN WISCONSIN AT STOUGHTON HOSPITAL'S ANNUAL MEDICAL STAFF MEETING



WHA President & CEO Eric Borgerding

WHA President and CEO Eric Borgerding was invited to speak with medical staff at Stoughton Hospital on November 19 about the latest developments in health care as a result of the election. Key topics included the results of the recent Governor and legislative races, the new balance of power in the Capitol, how that will impact health care legislation and the State budget, and how WHA is positioning to continue being an effective advocate for its members.

“Our public policy agenda is driven by our members, and physicians and physician leaders help inform, craft and deliver these proactive efforts,” said Borgerding. “WHA takes a bipartisan approach to our advocacy work, and this has helped us build strong relationships on both sides of the aisle.”

DEFINING PHYSICIAN ROLE IN QI IS KEY TO PATIENT SAFETY

Successful Physician Leadership Learning Day at North Central Health Care

Physicians and support staff at North Central Health Care in Wausau gathered on Monday, November 11 to spend the day learning and discussing key concepts in quality improvement (QI). WHA Physician Improvement Advisor Dr. Bobby Redwood and WHA Chief Quality Officer Beth Dibbert led the group discussion about science of improvement implementation, physician leadership, and data-driven decision making.

“Fantastic dialogue occurred during and between the sessions. Our physician’s role in quality improvement was better defined for our organization and we came away with clear actions for process improvement internally and monitoring. Good energy was transferred over the course of several hours,” said Michael Loy, CEO of North Central Health Care.

“Physician-led and supported quality projects can be very effective in reducing patient harm and improving efficiencies in care delivery processes,” noted Dibbert. “Appropriately engaging physicians and integrating them in patient safety can accelerate the success of this important work.”

If you are interested in hosting a Physician Leader QI session at your organization, contact WHA Chief Quality Officer [Beth Dibbert](#).



Participants learn teamwork and improvement cycle planning through a simple cup stack activity



JOIN US FOR A FREE WHA MEMBER FORUM: TELEMEDICINE LEGAL ISSUES ON DECEMBER 11

WHA is offering a complimentary webinar for WHA members focused on the laws and rules you need to know about to develop and implement telehealth programs. This WHA Member Forum, *Telemedicine Legal Issues in Wisconsin and Beyond*, is scheduled for December 11 from 10:00-11:15 AM and [registration is now available](#).

During the webinar, Emily Wein, a shareholder with the law firm of Baker Donelson, will discuss state and federal laws and policies that providers should consider in building virtual care arrangements. This includes key topics such as reimbursement and billing, licensure and exceptions for peer-to-peer consults, credentialing by proxy, and direct-to-consumer services.

This webinar is designed for telemedicine program managers, chief operating officers, chief nursing officers, chief medical officers, chief information officers, and compliance officers.

This free WHA Member Forum is only open to WHA hospital and corporate members. Pass along the webinar information and registration link to anyone in your organization who may be interested in attending. Registration questions may be directed to [Jennifer Frank](#).

FAST FACT FROM WHA INFO. CENTER: WISCONSIN HAD 15,888 COPD INPATIENT ADMISSIONS

More than 16 million Americans live with Chronic Obstructive Pulmonary Disease (COPD), a lung disease that makes it difficult to breathe. The Centers for Disease Control reported a 5% COPD prevalence rate in Wisconsin. According to the WHA Information Center (WHAIC), there were 15,888 inpatient admissions related to COPD – including 18,244 emergency room visits – to Wisconsin hospitals between January 2017 and June 2018.

COPD is the third-leading cause of death in the U.S. (after cancer and heart disease), but the good news is that COPD is often preventable and treatable. COPD Day is November 21. [Learn more Fast Facts and other interesting data sets](#) on WHAIC’s website.