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EDUCATIONAL EVENTS

March 13 & 14, 2020
 Physician Leadership
 Development Conference
 Kohler, WI

March 18, 2020
 Advocacy Day
 Madison, WI

**Visit www.wha.org
 for more educational
 opportunities**

WHA Presents State Capitol Briefing on “Silver Tsunami” Workforce Report

Building off of the attention garnered following the successful release of the [2019 Wisconsin Health Care Workforce Report](#), and in partnership with the chairs and ranking members of the Assembly Committee on Workforce Development and the Senate Committee on Economic Development, Commerce and Local Government, WHA provided a special Workforce Capitol Briefing for state policymakers and staff Jan. 30, 2020 in the Capitol’s stately North Hearing Room.



The North Hearing Room at the State Capitol

State Assembly Reps. Warren Petryk (R-Town of Washington) and Katrina Shankland (D-Stevens Point) and State Senators Dan Feyen (R-Fond du Lac) and Janis Ringhand (D-Evansville) hosted the briefing. Leaders from Wisconsin’s Department of Workforce Development (DWD), UW Health and Mayo Clinic Health System Northwest Wisconsin joined WHA in presenting workforce trends, challenges and successful solutions to address local and statewide needs. The WisconsinEye network broadcast this briefing live to a statewide internet and cable audience, and will produce a video of the briefing that will be available on demand.

Representative Petryk welcomed more than 70 people in attendance on a busy day in the Capitol. Petryk noted the importance of partnership to reach solutions to address a “disappearing workforce,” as ever-growing numbers of the baby boom generation reach retirement age every day. Petryk said his roles of Chair of the Assembly Committee on Workforce Development and Vice Chair

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Rep. Warren Petryk

REGISTER TODAY!

Advocacy Day 2020
March 18
 Monona Terrace, Madison

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of the Committee on Aging and Long-Term Care provide a unique perspective: “I am acutely aware of how important the link is between addressing our state’s workforce and the economic well-being of our state,” Rep. Petryk said. “We’re pleased to host this workforce briefing today because we know one of the largest workforce needs is for health care workers.”

Petryk also noted the importance of an adequately resourced and supported health care workforce. “I’ve been proud to work with many of you to increase Medicaid reimbursement for hospitals, psychiatrists, nursing homes and personal care workers and look forward to continue that work into the future.”

Petryk closed with the hosts’ hope for the briefing. “We hope you come away from today’s briefing with a better understanding of the current state of Wisconsin’s health care workforce, and leave with ideas on what we can do to strengthen the workforce and prepare for the challenges ahead.” That charge was a perfect segue for the morning’s roster of presenters: WHA President and CEO Eric Borgerding, WHA Vice President Workforce and Clinical Practice Ann Zenk, DWD Assistant Deputy Secretary Danielle Williams, UW Health Director Allied Health Education and Career Pathways Bridgett Willey, Ph.D. and Mayo Clinic Health System Chair of Education Donn Dexter, M.D.

Borgerding set the stage by highlighting recent examples of bipartisan legislation that will help address Wisconsin’s health care workforce shortage, such as expanding Graduate Medical Education programs, funding for training advance practice clinicians and allied professionals and enabling even better use of telemedicine technology. “We’re appreciative and proud of what we have been able



Eric Borgerding

to accomplish with our state legislators, state agencies and the administration, but there’s more work to be done,” Borgerding said. “Unlike other industries, health care’s work is often driven by forces we can’t control, like the demographic changes we’re undergoing right now.”



Ann Zenk

WHA’s Zenk then dove into the highlights of the issues arising from the arrival of the “Silver Tsunami” – the waves of baby boom generation retirements. The projections are stark: by 2032 the population over 75 years old will grow by 75% while the population under age 18 will grow by a scant 3.5%; in fact, the state’s population older than age 65 will double by 2030, causing health care demand to increase by at least 30%.

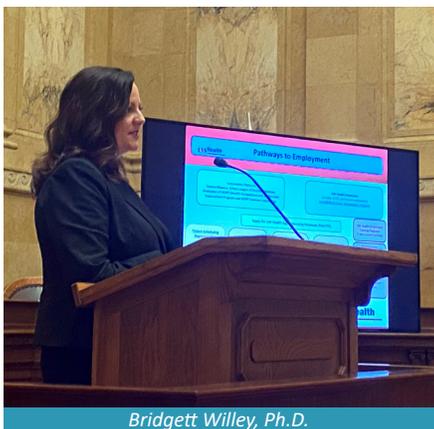
“With a shrinking workforce and rapidly increasing health care demand, we must of course grow our health care workforce faster,” Zenk said. “But we need to also make sure that we’re working smart: attracting workers to

health care pathways, growing the workforce where most needed, forming our health care teams and allowing team members to work at the top of their skill level to meet the needs of patients and better leveraging technology to support patients and the health care workforce.”



Danielle Williams

DWD’s Williams then addressed the group, describing how state government agencies can partner with health care entities through state initiatives designed to support workforce growth and career pathways. Williams described a state apprenticeship program that helped UW Health offer approved classroom and clinical instruction for a Medical Assistant (MA) Registered Apprenticeship.



Bridgett Willey, Ph.D.

UW Health’s Dr. Willey shared more about the successful apprenticeship program and also described the myriad ways UW Health is promoting more pathways to employment for both clinical and non-clinical health care staff. Willey shared that more programs are currently in the works, with the potential for apprenticeships in more clinical areas. “Entering one of our apprenticeship classrooms is entering a very happy place as UW Health employees pursue the opportunities for advancement they have been looking for,” Dr. Willey said.

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Wisconsin Hospitals and Health Care Providers Are Key Line of Defense in Preventing Spread of Coronavirus

WHA and WHA members have been following intently the developing situation with novel coronavirus (2019-nCoV). According to the CDC as of Jan. 29 there are 165 people in the U.S. being tested for coronavirus: there are five confirmed cases – one in Illinois – 68 negative cases and 92 with results pending. In Wisconsin, coronavirus test results are pending for six individuals identified as at risk. Test results for one additional Wisconsin patient were negative.

While state health officials continue to assess coronavirus as a low risk for Wisconsin citizens, hospitals and health system preparedness is an important part of prevention. Resources, including preparedness checklists for hospitals and providers, can be found in a [news release](#) from the Wisconsin Department of Health Services' (DHS) [Outbreaks and Investigations](#) webpage and at CDC's [Information for Healthcare Professionals](#) page.

Of vital importance is the identification of patients with respiratory or febrile illness at risk for coronavirus either through travel from Wuhan City, China in the 14 days before symptom onset, or close contact with a person under investigation for or confirmed with coronavirus. Hospitals and clinics should ensure that health care providers have the knowledge and resources to

identify and isolate patients who are at risk for coronavirus. Health care providers should contact the DHS Department of Public Health at 608-267-9003 for consultation and approval of 2019-nCoV testing for patients identified as at risk for coronavirus.

DHS will update the [Outbreaks and Investigations](#) webpage daily, and WHA will provide updates when new or important information becomes available. Contact WHA Vice President, Workforce and Clinical Practice [Ann Zenk](#) with questions related to 2019 novel coronavirus resources and preparedness.

People Under Investigation (PUI) in Wisconsin	
Positive	0
Negative	1
Pending	6
Total	7

Source: DHS, as of Jan. 30, 2020

Updated Members-Only Website: Did You Know?

Our updated members-only portion of the www.wha.org website has enhanced your ability to view multiple hospital reports.

If you work in a health system with multiple hospitals, you now have the ability to access hospital reports from all of your system's hospitals in Wisconsin. You no longer need to make a special request to add additional reports – you can use the "Update Account" pull-down menu on the left side of the members-only welcome screen and select "Update Report Access." At any time you can either add or remove reports using this tool.

Contact communications@wha.org with any questions.

WHA Offering Webinar on New Medicaid Telehealth Act

WHA members can [register here](#) for a free 45-minute webinar on Thursday, Feb. 20 at 10 a.m. that will review Wisconsin's new telehealth law, [2019 Wisconsin Act 56](#).

The new telehealth act was WHA-developed legislation resulting from the recommendations of WHA's Telehealth Work Group to better align Wisconsin's Medicaid statute with past, current and future advancements in telehealth.

The telehealth act webinar will highlight coverage changes in Wisconsin's Medicaid statute regarding telehealth services, including when various coverage changes take effect and special provisions regarding the provision of behavioral health services via telehealth. The webinar will also discuss next steps regarding implementation of the statute, including discussions between the Department of Health Services and the WHA Telehealth Work Group.

Hospital and health system telehealth leaders, reimbursement leaders and managers, behavioral health leaders, physician leaders, legal and compliance directors, chief operating officers and others involved in developing and overseeing telehealth delivery models are invited to join the webinar.

For registration questions, contact [Allison Taylor](#).

WHA's Borgerding Shares Perspective on Key Health Care Issues at Mega Healthcare Conference

Wisconsin Hospital Association President and CEO Eric Borgerding participated in the "Future of Health Care in Wisconsin" panel at the 2020 Mega Healthcare Conference Jan. 24 at the Kalahari Resort in Wisconsin Dells. Borgerding shared hospital and health system perspectives on health care reform, coverage, access, workforce and technology issues with more than 400 attending health care leaders. Joining Borgerding on the panel were Wisconsin State Medicaid Director Jim Jones and the Rural Wisconsin Health Cooperative's Jeremy Levin.



The conference was presented by a wide variety of health care entities, including the Wisconsin Chapter of the American College of Healthcare Executives, the American Association of Healthcare Administrative Management, the Wisconsin Medical Group Management Association, Healthcare Financial Management Association (HFMA) and HIPAA COW.

WHA Foundation Simulation Lab Scholarships Available

WHA is pleased to share that the WHA Foundation has partnered with four clinical simulation labs across the state to once again award scholarships to interdisciplinary teams. Scholarships are available to WHA members who want to participate in clinical simulation training focused on stroke, severe sepsis/septic shock or high-risk OB delivery.



We invite you to encourage a team from your hospital to apply for a scholarship. Your team is welcome to attend as a full team (8-10 members) at one full day of training or to divide into two teams, with each participating in a half-day of training.

Scholarship Details:

- Each scholarship has a maximum value of \$1,500.
- Each scholarship covers the expense of one full day or two half days of clinical simulation training at one of the four identified training labs.
- Your team's preferred training focus – stroke, sepsis/septic shock or high-risk OB delivery – must be designated on your scholarship application, and the training can only focus on one of the topics.
- No more than one scholarship will be awarded to any one individual hospital.
- Actual training must take place between April 15 and Nov. 30, 2020.
- Training date(s) must be scheduled and submitted to the WHA Foundation by April 15, 2020 or scholarship may be forfeited.
- Each team must identify a training facilitator who **must be present** at the training session(s).

To Apply:

- Review the information on [scholarship eligibility and criteria](#).
- See the list of [participating simulation training labs](#).
- Complete the 2020 [Clinical Simulation Training scholarship application](#).

Deadline:

A maximum of 20 scholarships will be awarded, so hospitals are encouraged to apply ASAP.

- **Submission deadline for scholarship applications is 5 p.m. Friday, Feb. 28, 2020.** Notification will be made by Friday March 13, 2020.

If you have questions about the training, the scholarship or the application process, contact WHA Foundation Executive Director [Leigh Ann Larson](#) at 608-274-1820.

Physician Leadership Development Conference, Kohler, WI - Register Today!

WHA is once again proud to be offering the Physician Leadership Development Conference in Kohler, WI on March 13 & 14, 2020. Check out this outstanding lineup:



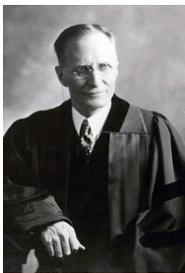
- Dr. David Nash headlines Friday morning. Dr. Nash is an amazing speaker, and to some, the leading expert on the role of physician leaders in providing value-based care.
- Dr. Scott Rathgaber, Gundersen Health System CEO, will discuss his physician leadership journey from clinician to the CEO suite.
- Dr. Jay Bhatt, AHA CMO, and Elisa Arespacochaga, vice president of the AHA's Physician Alliance, will lead a session on physician burnout titled "Regular or Extra Crispy? Lessons from the Field in Addressing Burnout."
- Bill Benjamin, a scientist at the Institute for Health and Human Potential, will discuss emotional intelligence.
- Marty Martin, Director of DePaul University's Health Sector Management MBA Program, will discuss physician performance management.
- Eric Borgerding, WHA president & CEO, will give an advocacy update during Friday's lunch focused on key issues impacting care delivery.

In response to attendee feedback, we have added additional speakers on Friday. Saturday morning will feature two educational tracks – one for developing physician leaders and another for senior physician leaders.

Please take a few moments to review the [conference brochure](#). [Register](#) and secure your hotel room today!

CELEBRATING 100 YEARS

WHA's Board Fostered Some of Wisconsin's Earliest Women Health Care Leaders



Rev. Herman Fritschel

Reverend Herman L. Fritschel, a Lutheran pastor, was elected the first president of the association in 1920. Rev. Fritschel led WHA's board of trustees from 1920-26 and again from 1941-42. That board set the organization's agenda throughout the year. Rev. Fritschel was a key figure in early hospital administration in Wisconsin: he was the director of the Milwaukee Hospital from 1902 to 1943, helped found the hospital's School of Nursing in 1903, and oversaw numerous expansions of the hospital in his 41 years of administration.

WHA's top elected position of president stood out often during the early-to-mid 1900s, as the state's hospitals selected both male and female leadership for the association. In 1938 WHA installed its first female president: Grace T. Crafts, RN, superintendent and administrator of Madison General hospital. In an article published when Grace died in 1954 was this impressive description: "As superintendent and administrator of Madison General hospital, she operated this institution with firmness and steel-like determination, yet with dignity and care and tender understanding. She was given credit for making possible the long-dreamed, long-planned, and long-struggled for expansion of hospital facilities."

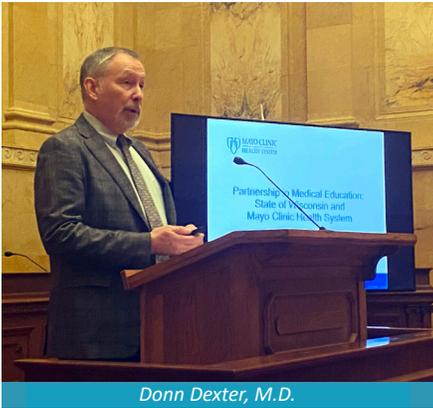
Since 1938, 11 other women have served as president/chair of WHA – with the position eventually evolving into today's more familiar chair of the WHA Board of Directors. WHA has had 80 Board chairs from 1920-2020, including 68 men and 12 women.

See the list of WHA Board Chairs [here](#).



Grace Crafts

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Donn Dexter, M.D.

Mayo Clinic Health System’s Dr. Dexter also provided an example of how public-private partnerships are growing and strengthening Wisconsin’s health care workforce. He shared how his health care system is utilizing a state Department of Health Services advanced practice clinician (APC) training grant to expand the capabilities of physician assistants and nurse practitioners in emergency medicine ultrasound technology. Dr. Dexter said that Mayo easily filled their two courses, and have a waiting list of APCs from Mayo and other health care organizations waiting and wanting to participate in the training. “This type of training improves the spread of this critical education to many facilities that would otherwise need to spend thousands of dollars to send their PAs and NPs to courses out of their area or even out of state,” Dr. Dexter said. “We’re happy for the opportunity to partner with the state and with other organizations to improve care for our patients – that’s what it’s all about.”

WHA’s Zenk then returned with a critical message for policymakers on how government regulation hinders the health care workforce. Spending the time to fulfill the wide array of government requirements unnecessarily lengthens a clinician’s workday and makes providers less available to their patients and less satisfied in their chosen profession. “In health care, we aren’t seeing technology relieve the heavy lifting for our workforce,” Zenk said, “and a big part of that is the way rules and regulations add more clicks in electronic health records and more hoops providers must jump through to use technology.

“An important first step is to avoid creating more regulation,” Zenk said.

Zenk summarized the briefing by sharing WHA’s 2019 workforce recommendations for policymakers: invest in targeted workforce recruitment and retention, leverage team-based integrated care delivery models, and use technology wisely.

Contact [Ann Zenk](#) with questions or ideas regarding the health care workforce or WHA’s 2019 Wisconsin Health Care Workforce Report.