

WHA Updates Board on 2024 Goals, New Leaders Elected

Brian Stephens named 2025 chair-elect

In his President's Report at the Oct. 17 Board of Directors meeting in Madison, WHA President and CEO Eric Borgerding provided a year-to-date update on WHA's annual goals, pointing out key areas of focus, including the statewide campaign addressing the health care workforce shortage, the Wisconsin Hospitals State PAC & Conduit annual fundraising campaign and upcoming advocacy efforts related to payer issues and the State Budget.



WHA's Oct. 17, 2024 board of directors meeting.

Borgerding highlighted the success of the [So Many Options](#) campaign, which has made a significant impact on the future healthcare workforce. WHA Senior Vice President of Workforce and Clinical Practice Ann Zenk reported there has been a 30% increase in participants for the [HOSA – Future Health Professionals](#) program compared to last year, a reflection of the campaign's effectiveness in engaging students interested in health care careers. Additionally, in partnership with 30 WHA member hospitals, the WHA Foundation awarded 23 high schools with grants to start a HOSA chapter in their local school. In total, the initiative distributed a total of \$32,500 to Wisconsin high schools.

In terms of advocacy, Borgerding reported that the [Wisconsin Hospitals PAC & Conduit](#) efforts are progressing well, with 87% of the \$350,000 fundraising goal reached and 91% of funds disbursed. The campaign runs through the end of the calendar year, but individuals are encouraged to contribute early to maximize their impact in this year's election. Additionally, WHA staff have completed 50 candidate visits across the state, a key part of WHA's advocacy strategy to engage with policymakers before they arrive in Madison.

New Leaders Elected to WHA Board of Directors

The WHA Board approved the nomination of Brian Stephens as Chair-Elect for 2025. Stephens joined the WHA Board in 2023 and serves as a member of the Public Policy Council and chair of WHA's Transparency Task Force.

Stephens has been in the role of President and CEO for Door County Medical Center (DCMC) since January 2019. He has been with DCMC since 2005 and has served as the director of patient financial services, chief financial officer, and then Administration since April 2016.

Stephens is originally from Abilene, Texas and received a bachelor's degree in economics from Vanderbilt University and a Master of Business Administration from Marquette University.

Election of At-Large Directors

The following individuals were elected as At-Large Directors:

New At-Large Directors, to serve three-year terms beginning Jan. 1, 2025



Dan Rohrbach and Heather Schimmers

- Dan Rohrbach, CEO, Southwest Health
- Heather Schimmers, Gundersen Region President, Emplify Health



Brian Stephens

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- [WHA-Crafted Grant Program Creates Public-Private Partnerships and Nearly \\$100 Million Investment in Wisconsin's Health Care Workforce](#)
- [Wisconsin Hospitals State PAC & Conduit Update](#)
- [Bloomberg: Simple Economics Can Help Cut Health-Care Costs](#)
- [WHA Welcomes New Employee, Haley Salazar](#)
- [WHA Celebrates National Healthcare Quality Week Oct. 20-26](#)