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## WHA Board Advances Priorities in April Meeting

its April 24 meeting, the WHA Board of Directors approved the nominations of Allen Ericson, Froedtert West Bend Hospital President, and Robert Erickson, HSHS Wisconsin Market President and CEO, to fill two current vacancies.



Bob Erickson



Allen Ericson

Ericson brings deep expertise and a long-standing commitment to health care in Wisconsin, including active service on WHA's Workforce Council. Erickson, new to Wisconsin but highly experienced in hospital association leadership in other states, has already demonstrated strong engagement with WHA.

Both nominations were unanimously approved by the Board.

For the remainder of the meeting, WHA's government relations staff provided various updates to the board discussing policy priorities and advocacy strategies for the legislative session, including the state budget.

WHA Senior Vice President of Workforce and Clinical Practice Ann Zenk presented the latest data and insights from [WHA's 2025 Health Care Workforce Report](#).

Key points from the briefing included:

- **Accelerating Growth, Reducing Barriers:** WHA continues to advocate for policies that expand the health care workforce pipeline while removing unnecessary regulatory obstacles and leveraging technology to improve efficiency.
- **Demographic Pressures:** Wisconsin's aging population will significantly increase demand for care, intensifying the need for a robust, sustainable workforce.
- **Vacancy and Turnover Trends:** While overall turnover rates are beginning to decline, particularly in nursing, vacancy rates remain elevated. Wisconsin's strong reputation for high-quality care is a bright spot for recruitment and retention.
- **Physician and Nursing Pipeline Challenges:** Growing medical school enrollment must be matched by increased residency slots to retain new physicians in-state. In nursing, persistent faculty shortages and limited clinical sites require continued attention and policy solutions.
- **Media and Advocacy Momentum:** WHA's workforce analysis continues to gain media traction, helping to amplify awareness of both the challenges facing the workforce and the solutions for which WHA is advocating.

Read the 2025 Health Care Workforce Report [here](#).

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