



JUNE 27 - 29

2018 Wisconsin Rural Health Conference

The Osthoff Resort, Elkhart Lake



This activity is jointly provided by AXIS Medical Education and the Wisconsin Hospital Association.



Dear Health Care Leaders,

On behalf of the Wisconsin Hospital Association Council on Rural Health and our conference partners, Rural Wisconsin Health Cooperative and the Wisconsin Office of Rural Health, it is my pleasure to extend an invitation to all administrators, senior leaders, nursing leaders, physician leaders and hospital board of trustee members to attend the 2018 Wisconsin Rural Health Conference. The annual Wisconsin Rural Health Conference is *the* statewide forum for examining the issues that impact small and rural hospitals most, as well as to collaborate with peers on innovative models for rural health care delivery.

The annual Wisconsin Rural Health Conference is a great way for hospital executives, leadership staff and trustees to take advantage of great education, right in your backyard. Please make attendance at this year's conference a priority, taking advantage of the opportunity to talk about similar issues and challenges we face as we attempt to navigate the changing nature of rural health care in Wisconsin. I hope to see a strong rural and hospital board of trustee contingent attend this important event.

Charisse Oland
Chair, WHA Council on Rural Health
President/CEO, HSHS St. Joseph's Hospital, Chippewa Falls

Conference Information

Conference Purpose

The annual Wisconsin Rural Health Conference is designed to highlight public policy issues affecting rural health care, identify how the delivery of and access to rural health care are changing, and identify ways in which data and technology are improving health care for rural populations.

Who Should Attend

This activity has been designed to meet the educational needs of CEOs, administrators, CFOs, controllers, nurse executives, medical directors, marketing/public relations directors, quality managers, risk managers and hospital board of director members of rural health care organizations.

Learning Objectives

After completing this activity, the participant should be able to:

- Discuss public policy issues affecting rural health care, both nationally and statewide;
- Identify how the delivery of and access to rural health care are changing; and,
- Identify ways in which data and technology are improving health care for rural populations.

Meeting Attire

The attire for this meeting is business casual. Also, remember that meeting rooms and public areas in the resort are air-conditioned and may be cool, so bring a jacket or sweater for your own comfort. Casual dress is encouraged for both the Wednesday evening and Thursday evening receptions.

Conference Cancellation Policy

Cancellations received in writing up to five business days prior to an event will be given a full refund less a \$50 processing fee. No refunds will be given for cancellations received less than five business days prior and day-of-program no-shows. Substitutions are accepted.

Registration Information

2018 Wisconsin Rural Health Conference
June 27-29, 2018
The Osthoff Resort, Elkhart Lake

Registration Deadline: June 14, 2018

Registration Options:

WHA hospital/health system employees and WHA corporate member employees:

Entire Conference:	\$390 per person
Thursday Only:	\$290 per person
Friday Only:	\$160 per person

Members of hospital board of directors:

Entire conference:	\$340 per person
Thursday Only:	\$265 per person

An optional golf outing is available for conference attendees. A fee of \$85 will be added to your total registration fee.

All registrations can be made online at:

<http://www.cvent.com/d/3gqkxj>

Payment Information

WHA accepts VISA or MasterCard payments online. If you choose to pay by check, print the automatic registration receipt you receive by email, and send a copy of it with your check payment to:

Wisconsin Hospital Association
Attn: 18RHC, PO Box 259038
Madison, WI 53725-9038

Special Needs or Dietary Restrictions

In accordance with the Americans with Disabilities Act, the Wisconsin Hospital Association seeks to make this conference accessible to all. For any special requests or dietary restrictions, please email your needs to Sherry Collins at scollins@wha.org or call 608-274-1820 by June 21, 2018.

Golf Outing (optional)

Enjoy 18 holes of golf Wednesday, June 27, at Quit Qui Oc Golf Course in Elkhart Lake. A shotgun start is scheduled for 12:00 p.m., with lunch available starting at 11:00 a.m. Please arrive to register by 11:45 a.m. To participate, register for the conference online by June 14, 2018. There is an additional \$85 fee for conference attendees to participate in the golf outing.

Questions

For questions about content, contact Jennifer Frank at 608-274-1820 or jfrank@wha.org. For questions about registration, contact Sherry Collins at 608-274-1820 or scollins@wha.org.

Lodging Information

A block of rooms has been reserved the evenings of June 27 and 28 at The Osthoff Resort. Please call 800-876-3399 to reserve a room in the WHA block by **June 6, 2018**. When making your reservation, request a room from the Wisconsin Hospital Association room block.

Group rate is \$190.00 per night for one-bedroom suites and \$220.00 for two-bedroom suites.

Final cut-off date for room reservations is June 6, 2018, or until block fills, whichever occurs first.

The hotel's deposit and cancellation policy for room reservations is as follows:

- Deposit policy: One night's stay at the time reservation is made.
- Deposits are refunded, less a \$50 processing fee, only if notice is received seven (7) days prior to arrival date and cancellation number is obtained by guest. Guests are responsible for paying for all reserved room nights if the reservation is cancelled with less than seven (7) days' notice.

Hotel cancellations must be made DIRECTLY with the hotel.

PLEASE NOTE: It is very likely that there will be NO rooms available to Rural Health Conference attendees after the June 7 cut-off date. If you will be attending this year's conference, you are encouraged to make your hotel reservations immediately to avoid issues.

Featured Speakers

Benjamin Anderson



Benjamin Anderson, MBA, MHCDS, serves as CEO of Kearny County Hospital, a comprehensive rural health complex located in southwest Kansas. Raised on the rougher side of California's Bay Area, Anderson experienced poverty during his childhood years.

These formative experiences played a major role in Anderson's decision to find ways to improve the lives of underserved, distressed people. His career in health care administration began in 2009 as CEO of Ashland Health Center, a struggling hospital and the only health provider in a Kansas town of 900 people. There, he led an effort that dramatically revitalized the community's health care services, recruiting and retaining several medical providers to serve a multi-county area between Kansas and Oklahoma. Since arriving at Kearny County Hospital in 2013, Anderson received national acclaim for his work in physician recruitment, health promotion, women's health initiatives, and rural health care delivery innovation.

Tom Thibodeau



Tom Thibodeau is the Distinguished Professor of Servant Leadership, Director of the Master of Arts in Servant Leadership program, and Associate Professor/Chair of the Religious Studies and Philosophy Department at Viterbo University in La Crosse, Wisconsin.

Ben Nemtin



New York Times Bestselling author and star of MTV's *The Buried Life*, Ben Nemtin's story begins 10 years ago. Fed up with the monotony of day-to-day life, Nemtin and his friends set out on a two-week road trip with a camera and a borrowed RV to complete a list of "100 things

to do before you die." For each item they accomplished on their list, they helped a complete stranger cross something off their own list. Since then, Nemtin and his friends have crossed off nearly all 100 list items, and they have encouraged millions to believe that anyone can do anything. Nemtin's bucket list quest has brought him from the White House to play basketball with President Obama (#95) to Oprah's couch (#61) to having a beer with Prince Harry in London (#82). Currently, Nemtin is crossing off #91: Make a Movie, with "The Buried Life" feature documentary film set to release in 2018.



2018 Wisconsin Rural Health Conference

Continuing Education

Accreditation Statement



In support of improving patient care, this activity has been planned and implemented by AXIS Medical Education and the Wisconsin Hospital Association. AXIS Medical Education is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the health care team.

Credit Designation for Nursing

AXIS Medical Education designates this continuing nursing education activity for 6.5 contact hours.

Learners are advised that accredited status does not imply endorsement by the provider or ANCC of any commercial products displayed in conjunction with an activity.

Long Term Care Administrators

This program has been submitted (but not yet approved) for Continuing Education for 6.5 total clock hours from NAB/NCERS.

Health Care Executives/ ACHE Qualified Education

ACHE Qualified Education credit must be related to health care management (i.e., it cannot be clinical, inspirational, or specific to the sponsoring organization). It can be earned through educational programs conducted or sponsored by any organization qualified to provide education programming in health care management. Programs may be sponsored by ACHE, chapters, or other qualified sources, whether the programming is face-to-face or distance offerings (webinars, online seminars, self-study courses, etc.). You will receive a certificate of completion for a maximum of 6.5 hours.

AXIS Contact Information

For information about the accreditation of this program, please contact AXIS at 954-281-7524 or info@axismeded.org.

Disclosure of Conflicts of Interest

AXIS Medical Education requires instructors, planners, managers and other individuals and their spouse/life partner who are in a position to control the content of this activity to disclose any real or apparent conflict of interest they may have as related to the content of this activity. All identified conflicts of interest are thoroughly vetted by AXIS for fair balance, scientific objectivity of studies mentioned in the materials or used as the basis for content, and appropriateness of patient care recommendations.

The faculty reported the following financial relationships or relationships they or their spouse/life partner have with commercial interests related to the content of this continuing education activity:

Name of Faculty/Presenter	Reported Financial Relationship
Benjamin Anderson	Nothing to disclose
Eric Borgerding	Nothing to disclose
Tim Size	Nothing to disclose
Andrew Quanbeck, PhD	Ownership Interest: CHESS Health
Randall Brown, MD	Nothing to disclose
Jennifer Schlimgen, AIA	Nothing to disclose
Ken Carlson, FACHE	Nothing to disclose
Jane Curran-Meuli, MPA, FACMPE	Nothing to disclose
Sherri Birkeland	Nothing to disclose
Christine Moutier, MD	Consultant: Otsuka Pharmaceutical
Jonathan Neufeld, PhD	Nothing to disclose
Jessica Miller	Nothing to disclose
Margaret Sumption, MD, LPC, SPHR	Nothing to disclose
Stacy Gerber Ward	Nothing to disclose
Stu Schaff	Nothing to disclose

Name of Faculty/Presenter	Reported Financial Relationship
Jeff Bramschreiber	Nothing to disclose
Tina Nazier	Nothing to disclose
Matthew Borchardt	Nothing to disclose
Penny Osmon Bahr	Nothing to disclose
Tom Thibodeau	Nothing to disclose

The **planners and managers** reported the following financial relationships or relationships they or their spouse/life partner have with commercial interests related to the content of this continuing education activity:

Name of Planner/Manager	Reported Financial Relationship
Jim Braun	Nothing to disclose
Cynthia Chicker	Nothing to disclose
Dan DeGroot	Nothing to disclose
Dean Eide	Nothing to disclose
Jennifer Frank	Nothing to disclose
Mike Gutsch	Nothing to disclose
David Hartberg	Nothing to disclose
Jim Heise	Nothing to disclose
Jeremy Levin	Nothing to disclose
Teresa Lindfors	Nothing to disclose
Arthur Mertig	Nothing to disclose
Kathryn Miller	Nothing to disclose
Charisse Oland	Nothing to disclose
Brian Potter	Nothing to disclose
John Russell	Nothing to disclose
Carl Selvick	Nothing to disclose
DeAnn Thurmer	Nothing to disclose
Brian Stephens	Nothing to disclose
Dee Morgillo, MEd, CHCP	Nothing to disclose
Holly M. Hampe, D.Sc., RN, MHA, MRM	Nothing to disclose

Disclaimer

Participants have an implied responsibility to use the newly acquired information to enhance patient outcomes and their own professional development. The information presented in this activity is not meant to serve as a guideline for patient management. Any procedures, medications, or other courses of diagnosis or treatment discussed in this activity should not be used by clinicians without evaluation of patient conditions and possible contraindications on dangers in use, review of any applicable manufacturer's product information, and comparison with recommendations of other authorities.

Disclosure of Unlabeled Use

This educational activity may contain discussion of published and/or investigational uses of agents that are not indicated by the FDA. The planners of this activity do not recommend the use of any agent outside of the labeled indications. The opinions expressed in the educational activity are those of the faculty and do not necessarily represent the views of the planners. Please refer to the official prescribing information for each product for discussion of approved indications, contraindications, and warnings.

Requirements for credit:

- Attend/participate in the educational activity and review all course materials.
- Complete the CE Declaration form online by **11:59 pm ET on July 27, 2018**. Instructions will be provided. If you do not enter the online portal by the above date, you **will not be able** to retrieve your statement of participation.
- Upon successful completion of the online form, your statement of completion will be presented to you to print.

2018 Wisconsin Rural Health Conference

Program Agenda

Wednesday, June 27

11:00 am Golf outing at Quit Qui Oc Golf Course
Registration and luncheon starting at 11:00 AM

12:00 pm Shotgun start for golf outing

6:30 - 8:30 pm Welcome reception at The Osthoff Resort

Thursday, June 28

7:30 - 9:00 am Breakfast

9:00 am Welcome

9:15 - 10:30 am **The Ethical Case for Excellence in Rural Health Care**
Benjamin Anderson, CEO, Kearny County Hospital, Lakin, KS

In this presentation, Benjamin Anderson tells the story of the rapid growth and transformation of Kearny County Hospital, a frontier health care delivery system in one of the United States' most culturally diverse and medically underserved areas. He addresses the fatalism that has become common in rural communities, while referencing the Four Principles of Biomedical Ethics to make a compelling case for essential steps to effective, sustainable reform and above all, the provision of excellent care in rural communities.

10:30 - 10:45 am Break

10:45 am - 11:45 pm **The State of Health Care in Wisconsin**
Eric Borgerding, President/CEO, Wisconsin Hospital Association
Tim Size, Executive Director, Rural Wisconsin Health Cooperative

During this popular annual session, Eric Borgerding and Tim Size team up to share their thoughts on opportunities and challenges for rural health providers and the communities they serve.

11:45 am – 1:00 pm **Attendee Luncheon**

11:45 am – 1:00 pm **Hospital Board of Directors Networking Luncheon**
No additional charge but pre-registration is required.

1:00 - 2:00 pm **Concurrent Sessions (choose one):**
A1. Implementing Clinical Guidelines for Opioid Prescribing in Primary Care Settings (and Beyond)
Andrew Quanbeck, PhD, Assistant Professor, Dept of Family Medicine & Community Health; Research Scientist, Center for Health Enhancement Systems Studies, University of Wisconsin
Randall Brown, MD, Associate Professor of Family Medicine, University of Wisconsin

This session will feature a UW Health pilot program and its initial outcomes aimed at decreasing opioid prescribing by implementing a coaching program to assist primary care physicians implement clinical guidelines.

A2: Positive Correlations Between Patient Experience and Facility Design

Jennifer Schlimgen, AIA, Principal/Vice President, Kahler Slater

Ken Carlson, FACHE, VP, Planning/Business Development, Sauk Prairie Healthcare

Jane Curran-Meuli, MPA, FACMPE, COO/Executive VP, Holy Family Memorial

The session will present the results of a systematic review conducted to identify operational and clinical variables impacting the patient experience and to understand their correlation with facility design strategies. The six emerging themes and their ability to affect adherence, communication, and ultimately the relationship with the patient will be discussed. Two case studies will be examined, sharing a variety of strategies gleaned from patient experience research.

GOVERNANCE Track:

A3: Critical Success Factors for Philanthropy

Sherri Birkeland, Senior Vice President, Hillary Lyons Associates

All boards face tough challenges in health care today. The future success of any board depends on its ability to function in a visionary and collaborative framework for its facility and community. Many Wisconsin health care facilities have developed a foundation to aid in raising money, meeting community needs and supporting the vision. Learn about the essential components for a successful and sustainable philanthropy program. Evaluate your own program to determine strengths and weaknesses and set priorities.

2:00 - 2:15 pm

Break

2:15 – 3:15 pm

Concurrent Sessions (choose one)

B1: Provider Mental Health: Building Resilience

*Christine Moutier, MD, Chief Medical Officer, American Foundation for
Suicide Prevention*

Awareness of high rates of burnout, depression and suicide in physicians and other health care professionals is leading to changes within the medical profession at all levels. Most mental health problems can be effectively managed, but real and perceived barriers such as confidentiality concerns and fear of negative ramifications on one's reputation, licensure or hospital privileging keep many providers from addressing their mental health needs. In addition to individual risk factors and stress load, institutional culture plays a critical role leading providers to rationalize distress as part of their professional identity. This session will discuss several initiatives with demonstrated effectiveness in medical settings; education and stigma reduction efforts; policies and procedures that treat mental health on par with physical health; and efforts that promote a culture of respect for providers struggling to build resilience.

B2: Maximizing the Value of Telehealth From the Rural Perspective

Jonathan Neufeld, PhD, Program Director,

Great Plains Telehealth Resource and Assistance Center (gpTRAC)

Jessica Miller, Telemedicine Program Manager, Gundersen Health System

Telehealth is often touted as a powerful solution to rural health access needs, but successful implementation of telehealth programs lags behind expectations. This presentation will explore the range of telehealth services available to rural communities from the perspective of their value to the rural hospital. A variety of models that have been adopted and sustained will be shared. As well, common barriers to success, especially with regard to local value delivery, will be addressed.

GOVERNANCE Track:

B3: Charting the Course in Strategic Planning

Margaret Sumption, MS, LPC, SPHR, Sumption & Wyland

The tried and true strategic planning process is proving a limited tool to predict success. But wait — there may be a better way! Dozens of books, how-to step-by-step manuals and many seminars have been crafted to help boards chart their futures with firm intent. The challenge comes when breakthroughs in medicine enter the scene, terrain shifts, public policy delivers unintended consequences or volumes go sideways in unpredictable ways. This session is designed to introduce three new ways to look at strategic planning with attention to keeping the processes that are proven to work for your organization, while incorporating newly emerging real-time strategic planning approaches.

3:15 - 3:30 pm

Break

3:30 – 4:30 pm

Concurrent Sessions (choose one)

C1. Successful (and Compliant) Physician Compensation Arrangements

Stacy Gerber Ward, Shareholder, von Briesen & Roper

Stu Schaff, Senior Manager, Veralon

As the level of alignment between hospitals and physicians continues to increase, so too does the enforcement of the Stark law by both whistleblowers and the Department of Justice (DOJ), with the DOJ achieving many notable settlements in recent years. Fundamental to achieving compliance with Stark is understanding and applying the principles of fair market value and commercial reasonableness to physician compensation arrangements. This presentation will address the current understanding and common misunderstandings of these concepts as well as lessons learned from the most recent cases pursued and/or settled by the DOJ related to physician compensation. Session attendees will leave with a practical framework for “getting the deal done” in a compliant manner, which is often difficult in small towns and rural areas.

C2. Embracing the Value of a Primary Care Strategy

Jeff Bramschreiber, Health Care Partner, Wipfli

Tina Nazier, Health Care Director, Wipfli

A comprehensive strategy for primary medical care, behavioral, and oral health services aligned with your delivery system has some key components that lead to a strong rural health value equation. The most successful systems have figured out how to transform these individual components into a high-performing health system. This session provides the key steps in how to bring together these services into an integrated powerhouse to achieve the quadruple aim.

GOVERNANCE Track:

C3. A Trustee’s Guide to Future Health Care Reimbursement Models

Matthew Borchardt, Principal, CliftonLarsonAllen LLP

Penny Osmon Bahr, Healthcare Principal, CliftonLarsonAllen LLP

Board members play an important role in the financial oversight and protection of an organization’s assets, which includes future payments from third-party payers. This session will provide board members with a general overview of some of the future reimbursement models that will be impacting your organization, as well as discuss different potential payment models.

4:30 pm

Adjourn

5:30 – 8:30 pm

Networking Reception, Dinner and Corporate Member Showcase



Friday, June 29

7:30 – 8:45 am

Breakfast

8:45 – 10:00 am

Positive Power of Servant Leadership

Tom Thibodeau, author, speaker, professor, Viterbo University, La Crosse

As the culture in organizations continues to evolve, how do leaders create an environment that inspires their employees to serve and excel? How do you mentor upcoming leaders in your organization to embrace positive change in attitudes and behaviors at work, at home and in the community? According to business writer Tom Peters, “Organizations exist to serve. Period. Leaders live to serve. Period.” Servant leadership is about serving others, creating a vision and empowering others to serve. This session will give an overview of the characteristics of servant leadership and provide you with a framework for sustainable leadership.

10:00 – 10:15 am

Break

10:15-11:15 am

Five Steps to Making the Impossible Possible

Ben Nemtin, author, speaker, co-star of MTV's The Buried Life, Vancouver, BC

This thought-provoking, funny and inspirational story shares the goals and dreams of Ben Nemtin and his three college buddies, Jonnie, Duncan and Dave, which vividly depicts the timeless themes that every generation face as they grow up. Relying on goodwill, guts and gumption, these small-town friends travel the globe to complete a list of “100 things to do before you die” and to help and encourage others to go after their own lists. For every item they complete on their list, they help a stranger achieve one of their dreams. Everywhere they go they ask the same questions: “What do you want to do before you die?” This has become the group’s tool to ‘uncover’ the goals and dreams people have. Nemtin is a sought-after speaker who has inspired individuals around the world. Nemtin and his friends have 13 items left on their list and are currently crossing off #91: Make a Movie, producing “The Buried Life” feature documentary film. Let’s end the conference with a little inspiration for creating your own list!

11:15 am

Adjourn

