

PARTNERS OF WHA is committed to advocating for the health of our communities and advancing the success of local health care volunteer organizations, through the coordination and provision of volunteer education, development resources, and leadership opportunities for health care volunteers and their organizations.

Convention Marks 60th Anniversary



“Hit a Home Run” is the theme for this year’s convention. By now I am sure you all have received your registration packets for our convention October 8-10. If not, please contact me via letter, phone, or email – we do not

want to miss anyone; or you can go on our website and download the registration information at www.partnersofwha.org.

We are in our final countdown; the menu is selected, the workshops are locked in place, we have plenty of room for the silent auction and hospital displays, raffle items are coming in, and we have, I believe, 10 vendors lined up. Not to mention some surprises we have planned for our dinner entertainment.

Just to make sure you are aware, this is also our **60th Anniversary Convention**. Can you believe it – 60 years and we are still going strong?

We have some last minute updating to do on the final program for your welcome packets and we will be ready. Make your hotel reservations early and don’t be late with your convention registration form; we want to be sure we know who’s coming and what they will need. The better prepared we are, the better we can serve you. I look forward to all of you joining us as it will be a wonderful educational experience with a choice of workshops and networking opportunities to find out what other hospitals are doing that is new and exciting. I am getting sooooo excited; it’s like when you were a kid and waiting for Christmas. See you in October!

Mary Licht, Chairman
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Two Districts Merged in April

In April, the Lake Winnebago District and the Lake Michigan District voted to adopt new bylaws forming the Lakes District.

Former district chairs Peg Larson, Oshkosh, and Sue Leibham, Sheboygan, were elected co-chairs of the new district for the first year. Jackie Halverson from Ripon Medical Center became the district chair elect, and Mary Ann Langill, Menominee, became the secretary-treasurer.

The merger has been discussed at least once previously. A meeting of the 10 presidents and the current district officers led to new bylaws and rotation schedules for meetings and nominating committees. The host site will have the opportunity to set the date for the fall meeting. A nominating committee will be formed with a person from each of three member organizations to encourage leadership from all of the organizations. Both rotation schedules mix the member organizations from the previous districts.

The new district consists of five medium-size hospitals, four critical access (25 beds) hospitals, and one community health organization. Each has a good base of experienced volunteers to support the group. The new district will continue the strong tradition of Partners in northeast Wisconsin.

Peg Larson, pegvoluntr@aol.com
Sue Leibham, kreibham1@sbcglobal.net

Did You Know?

- Two states are the most “neighborly” of all; Missouri and Tennessee both touch on eight other states.
- Frogs have no ribs.
- Kangaroos cannot back up.
- The United Parcel Service (UPS) was started by two teenagers.



A Message from Partners of WHA President

Batter Up



Sue Lynch

Together let's "knock the ball" out of the park in 2013 by attending the Partners of WHA Convention in Wisconsin Dells at the Kalahari Resort, October 8-10.

Mary Licht, chairman, and her "home town team," have done a super job putting together an "all-star" schedule for everyone to enjoy. You should have received the "official" convention

registration packet a few weeks ago, and I look forward to many of you attending. Don't "strike out" by missing this fantastic convention being planned. I look forward to welcoming all of you!

Don't forget that we will be celebrating 60 years! A special invite has been extended to the past Partners of WHA presidents.

I hope you have had a chance to visit our newly revised website. Mary Licht has done a super job bringing this site up to date. Included in this revision is the DVD I promised all of you and our new Partners of WHA brochure. Please use these membership "tools" to help recruit new members to your organization.

Diane Westbrook and I attended the AHA State Auxiliary meetings in Washington, DC. Lots of great information was shared by auxiliary leaders from across the United States. I was most impressed with the two speakers we heard: Ken Clup, III, Ph.D., who spoke on the Challenges Facing Hospital Auxiliaries: Planning for the Future, and Larry Walker, president of the Walker Company, who spoke on Vital Volunteers: Key Roles in the Health Care Transformation. I am hoping to have one of these speakers at our convention in Green Bay in 2014 – they were that good!

In June, I attended the WADVS Meeting in Stevens Point. Jenny Boese and I gave an overview of the Partners of WHA organization and highlighted the importance of our advocacy efforts both at the state and national levels. Thanks to Tammy Behnke, WADVS president, for the invitation!

Thank you again for all the work you are doing in your hospitals. I love reading the newsletters from each of your hospitals and I will look forward to hearing who will be receiving the WAVE and Best of the Best awards at our convention in October.

Please continue to have a safe and fun summer!

God Bless you!

*Sue Lynch, President, 2042 Grandview Blvd., Onalaska, WI 54650
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A Message from the President-Elect

Second Base

Summertime is baseball season and we are now on SECOND BASE! PLANNING AND PREPARATION are essential pieces of growth and success.

Be organized: it helps make you look professional. Set goals and set them higher than you think you'll be able to reach. Nothing happens if you don't plan it and prepare for it, so take some time to decide that you will attend the Partners convention in Wisconsin Dells and send in your reservation.

Balancing your many roles has been on your lists of goals at one point or another. Plan for family time and volunteer time. Prepare for meetings, workshops, and fundraisers well in advance of the time when they are scheduled. Learn to delegate responsibilities. Delegating some of your tasks will help keep your tasks from running away with all your time.

WATCH, LEARN, SHARE AND INSPIRE!

Watch for changes! Learn by attending leadership meetings, district meetings, seminars, and Partners convention. Share if you love what you do volunteering and are willing to share what you love; you can make a difference about how others feel about themselves and their abilities. What is the number one thing volunteers tell us about their volunteering? It's helping people.

Partners of WHA draw their inspirations from many aspects of life. Just as actors and actresses promote their movies, you CAN promote Partners through the newly created formats: website, brochure, DVD, and the *Reaching Out* newsletter.

STEP IT UP, SIMPLE CHANGES, ANY PROJECT, ANY VOLUNTEER

When I think of the ways we - YOU and I - make a difference; there are so many things that come to mind. The opportunity to love what we do and share what we love is one thing every volunteer shares, whether we are creating projects or volunteering in our medical centers. Bless YOU for sharing yourself with PARTNERS!

*Bonnie R. Olson, President-Elect
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Bonnie Olson

A Message from WHA President Steve Brenton

The Important Role You Play in Advocacy...But Only When Engaged

The Wisconsin Hospital Association depends on hospital advocates, including hospital volunteers, to elevate the hospital voice in the halls of the Capitol. One of the primary programs WHA uses to mobilize our advocates is the HEAT program, the Hospitals Education & Advocacy Team. For those of you who are already HEAT members, thank you! For those of you who have yet to become active, please join this powerful (and free) program today at: <http://www.wha.org/heat-sign-up-now.aspx>.

I wanted to let you know that we take your involvement in the HEAT program seriously and work to provide valuable resources and tools. That's why we periodically survey HEAT members about their views.

Here's what our most recent HEAT survey revealed:

- On a scale of 1-10 (10=best), HEAT members **ranked the HEAT program at an 8.65/10 for overall for quality and value!**
- A full **97% of HEAT members responded they had personally benefited from the HEAT program** in the following ways: (WHA views this as an excellent statement about HEAT's value.)
 - 84% said the program helped them understand hospital/health care issues
 - 71% said the program helped them speak up for Wisconsin hospitals, plus 47% said the program helped them directly impact the legislative process
 - 58% said the program helped them effectively communicate with legislators on issues
 - 34% said the program helped them build a relationship with their legislators

However, the one area WHA believes needs improvement is the number of HEAT members who respond to our "calls to action." Roughly 25% of HEAT members take action when we ask. We need to push that percentage higher. That's why we asked HEAT members about *inhibitors to taking action on alerts*. We've provided a few thoughts on those as well.

- **40% said time is the biggest inhibitor for taking action on HEAT Alerts.**

We are asking HEAT members to please make taking action a priority. We only ask you to take action when we strategically believe it helps our overall efforts on a legislative issue.

- **16% said lack of knowledge on using our online Action Center.**

It's easy! We even have step-by-step instructions available at: <http://www.wha.org/heat-member-access.aspx> (User ID: heatmember / Password: wha4heat)

- **13% said lack of knowledge on issues.**

More information on our issues is available on our website and Action Center. Otherwise you should always feel free to contact WHA's Jenny Boese (jboese@wha.org or 608-268-1816).

- **14% said a belief legislators won't listen.**

We need to continue to speak up. Thomas Jefferson once said, "We do not have a government by the majority, we have a government by the majority *who participate*."

WHA is asking you stand up for your hospital by engaging in the HEAT program and by taking action on HEAT alerts. We need you now more than ever!

Thank you.

Steve

WAVE Committee to Select in August

The Wisconsin Award for Volunteer Excellence (WAVE) committee received 24 applications for the 2013 WAVE award. The pride of the local organizations is obvious with the growing number of applications.

The committee will review the applications and select the winners by early August. The winners will be contacted by the end of August and the awards presented at the Partners of WHA convention at the Kalahari Resort in October.

Thank you and good luck to all who took the time to submit an application.

Karla Martinsen, 2013 WAVE Chair
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Thirteen Nominations Received for Best of the Best

Thirteen health care administrators have been nominated for the 2013 Best of the Best Award.

Selection committee members are in the process of evaluating the nominations. Results of the scored evaluations will be compiled by the committee chair and a winner named by the end of August. The award presentation will take place Wednesday, October 9 at noon during the Partners of WHA Annual Convention in Wisconsin Dells.

Special thanks go to the Partners of WHA organizations who nominated a cooperative, supportive, and enthusiastic administrator for this annual award. The Best of the Best Award is an opportunity for Partners of WHA chapters to acknowledge administrators who are strong advocates of our volunteer organizations.

Thank you to the Best of the Best committee members for their time and commitment in scoring the applications. Committee members are Faye Deich of Eau Claire, 2012 award recipient; Sue Plimpton, Menominee, MI; Donna Miller, River Falls; Kathy Lucey, La Crosse; and Julie Steiner, chair, Viroqua.

Julie Steiner, 2013 Best of the Best Chair
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Public Policy Education Report

This is the last issue before the Partners of WHA annual convention - the registration packets have been sent out and I hope that many of you have registered for what promises to be an outstanding few days!

The CEO panel will be held Wednesday, October 9 at 10:30 a.m. and will include the outstanding administrators from hospitals in the North Central and Northwestern districts and Timothy Johnson, who is the CEO from Sue Lynch's home hospital. They are Marita Hattem, Aspirus Hospital - Wausau; Timothy Johnson, Franciscan Healthcare - La Crosse; David Grundstrom, Flambeau Hospital - Park Falls; and Eric Borgerding, executive vice president of WHA who will again moderate the panel. The CEO panel has always been one of the highlights of convention! If you have questions that you would like to include for the panel discussion, please send them on to me.

WHA's Advocacy Day broke all records with approximately 900 hospital supporters in attendance! It was a wonderful day, with Congressman Paul Ryan, who shared that we need to reward health care innovations, quality, and outcome. More people visited with their legislators than in previous years, as well. Kudos!!

I attended the AHA/State Auxiliary Leaders conference in Washington, DC this past April with Sue Lynch. We were able to network with other state leaders, attend workshops, and share that Wisconsin is among the very best in the nation for high quality, safety, and high-value health care. We attended the AHA "HAVE" award breakfast. This is the award that our "WAVE" award is patterned after. Sue and I joined WHA members and hospital leaders from Wisconsin to take our message to legislators and staff on the "Hill" the last day of the conference. We also urged them to reject arbitrary cuts to Medicare and Medicaid funding for hospital services and support real solutions as Congress looks for ways to reduce the nation's deficit. We showed our concern for the Critical Access designation.

Governor Walker signed the biennial budget bill the end of June and it includes: the Medicaid eligibility changes that will dis-enroll over 90,000 individuals who earn more than 100% of the federal poverty level (this will begin January 1, 2014) and the need for these people to apply for the Wisconsin/federal insurance exchange, \$73 million to the DSH program to alleviate a potential increase in uncompensated care for higher numbers of Medicaid and/or uninsured patients to our hospitals, and \$5 million to help establish new residency programs for new physicians, among other items. Will the insurance exchange really be ready by October? Steve Brenton, WHA President has doubts.

On the national scene, the Obama Administration has delayed the employer mandate under the ACA for an additional year for implementation (2015). This was due to the widespread complaints and concerns among those employers who need to prepare for the requirements. Go to: www.wha.org for more information.

Do you contact your Legislators? Keep in contact with them and send them the message that Wisconsin should be proud of our high-value health care system. It is a model for the nation!

Enjoy your summer and I will see you in October!

Diane Westbrook, PPE Chair
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Diane Westbrook

Community Health Education Report



Gloria Sparacino

When a person with late-stage Alzheimer's nears the end of life and is no longer able to make decision, families must make choices for them.

Ideally, the person has put in place advance directives to specify his or her wishes. Without such directives, or if certain issues have not been addressed, families must make decisions based on what they believe the person would want. End-of-life decisions should respect the person's values and wishes while maintaining comfort and dignity.

According to an Alzheimer's Association publication #770-10-0004, here are a few things to help get you through this process. An advance directive should be made when the person with dementia has legal capacity to make judgments on care, ability to sign official documents, or make medical and financial decisions. These documents should be completed as soon as possible after diagnosis:

LIVING WILL—is a set of written instructions that provides specific preferences about the kind of medical treatment a person would or would not want to have. It does not designate someone to make medical decisions on the person's behalf, but rather allows the person to communicate wishes about future care.

DURABLE POWER OF ATTORNEY FOR HEALTH CARE—allows a person to choose a partner, family member, or trusted friend to make decisions about care and treatment when he or she is no longer able.

Give copies of advance directives to those involved in decision-making: family members, doctors, and health care providers. Discuss the directives with family members to be sure all understand, respect, and abide by the person's wishes. This will prevent any disagreements and help prevent future conflict or crisis decision making. If a conflict develops between family members or with health care providers, residential care facilities and hospitals often have ethics committees that can help. You may consider mediation services as a way to reach consensus. Also, discuss the directives with doctors and other care providers to ensure they are aware of their patient's wishes.

Stay involved in medical decisions. Work with the health care team to create and follow a care plan based on the advance directives. Make sure you are kept informed of any changes in your family member's condition that may prompt the need for new decisions.

One final note – I am looking forward to a lively give-and-take conversation at the convention morning meeting of CHE chairs. I hope to have not only the district chairs there but also the local hospital chairs. Some of the newsletters I have received show you are working hard on this project. The good things should be shared.

Gloria Sparacino, CHE Chair

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2013-15 State Budget Enacted

HEAT Advocates Send Close to 1,000 Emails to Legislators

Governor Walker signed the 2013-2015 Wisconsin state biennial budget into law June 30. The budget bill approved by the State Legislature and signed into law by Walker makes changes to the state Medicaid program (government program for low-income individuals) by dis-enrolling nearly 100,000 individuals earning more than 100 percent of the federal poverty level (FPL) starting January 1, 2014. Those coming off Medicaid will need to connect with coverage through the federal insurance exchange. On the other hand, the budget also provides Medicaid eligibility for another roughly 100,000 people earning below 100 percent FPL on January 1, 2014.

The Governor approved important new Disproportionate Share Hospital (DSH) program funding. Roughly \$73 million was included for DSH to alleviate a potential increase in uncompensated care at hospitals over the next two years. DSH funding helps offset uncompensated care for those hospitals that take on higher numbers of Medicaid or uninsured patients. The Governor also maintained a WHA-backed "off-ramp" that would halt the Governor's plan to reduce eligibility in Medicaid if the insurance exchange is not ready by October 15, 2013 or a health plan is not offered in a particular county. This WHA-supported contingency provision was added to the budget bill by the Legislature.

In addition, Governor Walker also inserted \$5 million for Graduate Medical Education to help establish new residency program consortia and provide new residency opportunities in existing programs for underserved specialties.

All of this would not have been possible without the efforts of WHA and hospitals across the state, including the

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Around the State

Volunteers of Aurora Health Care, Statewide:

Around the state, all of Aurora Health Care has begun a new program called AIDET, which stands for Acknowledge (greet the person by name and smile), Introduce (politely introduce yourself by name and role), Duration (give the person a time estimate when possible), Explanation (provide clear explanation of what you are going to do), and Thank (say "thank you"). Hopefully this will help gain trust and communicate effectively with patients and customers.

Riverview Hospital Auxiliary, Wisconsin Rapids:

A new project began this past spring called "Kitchen Prescriptions." It is a narrated tour of kitchens in Wisconsin Rapids and a luncheon with selections from the Auxiliary cookbook, "Recipes from the Heart." Sounds very interesting and fresh!

Partners of St. Joseph's Hospital, Chippewa Falls:

The 42nd Annual Partners of St. Joseph's Hospital Charity Ball was held May 18 at the Avalon Hotel and Conference Center. They brought in over \$100,000.00 by silent auction, live auction, raffles, sponsors/underwriters, and participants to go to the Birth Center project. Guests, decked out in regal king and queen attire, were welcomed to a horse-drawn carriage ride from their vehicles to the front door of the Avalon Hotel, which was transformed into a spectacular castle for the evening. What a goal to follow for May 2014!

Volunteers in Partnership with Rivers Falls Area Hospital, River Falls:

Angela and Health Tille shared their experiences of raising their four year old quintuplets, who were born here, at a recent meeting of the volunteers. The volunteers were thanked for all the help that they gave when they were born and shared great stories and insight of some adventures they have faced with the kids. Incidentally, they also have a five year old!

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following HEAT/grassroots efforts many of you were involved with:

- During Advocacy Day, 500 individuals met with their legislators on these important issues
- Almost 1,000 email messages by HEAT members to legislators
- Over 100 hospital advocates participate in close to 20 face-to-face meetings with legislators



Thank you for your HEAT program participation. It matters! If you're not a current HEAT member, please join today at <http://www.wha.org/heat-sign-up-now.aspx>.

It's one more way you can help protect hospital care in your community.

Jenny Boese, WHA V.P., External Relations & Member Advocacy
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Reaching Out Deadlines

<u>Issue</u>	<u>Deadline</u>
November 2013	Tues., October 15, 2013
February 2014	Wed., January 15, 2014
May 2014	Tues. April 15, 2014
August 2014	Tues. July 15, 2014
November 2014	Wed., October 15, 2014



Partners of WHA President Sue Lynch (right) is pictured with Blanch Schuelke, the oldest hospital volunteer in Wisconsin at 106.

Partners Reaching Out is published four times a year by Partners of Wisconsin Hospital Association, Inc. Visit the Partners Web site at www.partnersofwha.org. Direct questions or comments to:

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