

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.

A Message from Partners of WHA President

Health Groups Welcomed



Mark Schaefer

"Blessed is the person who is too busy to worry in the daytime, and too sleepy to worry at night."
- Leo Aikman.

I hope everyone enjoyed giving and receiving gifts during the blessed season. Thank you for your local volunteer organization reports. I look forward to reading about your community work. Think of them not as a report, but as a gift list. I am sure that would bring a smile to everyone. The final number results will be made available in a future edition

of *Reaching Out*. Also, Sue Lynch, Partners of WHA President-elect, is looking forward to presenting the Honor Point awards at this year's convention.

What things have you done this winter that you have not done before? Doesn't it seem like spring is right around the corner even if the calendar says otherwise? And yes, if you are asking, I did golf in January. We teed up on January 10 at Wanaki golf course, meeting three new friends while we golfed. It certainly is different to golf this time of year in Wisconsin, from trying to push a tee into the frozen ground to seeing some guys in shorts. Yes, I did see that, although I shook my head, as 50s are not warm enough for wearing those. Then, we saw the other side of the "roller coaster" weather as two days later the temperature was a bone-chilling single digit.

So if we can think of spring, we can think of Partners of WHA Spring Tour. The state officers are anticipating the visits to the eight districts. We will discuss with you the ideas and successes within your health care volunteer organization. We continue to appreciate your suggestions about which volunteer groups would find a benefit in joining Partners of WHA. And as you may remember, you passed a bylaw change at the 2011 convention that allows other health volunteer groups to join us. An example of this is Kaukauna Community Health, which is very active in their community and we enjoyed their hosting of the Lake Winnebago District 2011 Spring Meeting. Also, we will continue the breakout sessions, which have been a hallmark for the past few years. Last year, we discussed the suggestions you had on how we can be more effective advocates for our hospitals. Experts have agreed that we have begun what will be a continuous election cycle. Please stay

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A Message from the President-Elect

Communication is Key

As we begin to plan for 2012, it is my personal goal to make sure we have more communication with our district directors. Communication is the key in any successful organization. During Spring Tour this year,



Sue Lynch

I will offer new ideas for us to better communicate as an organization. I will create a communication kit along with tips for increasing your membership at the local level. With the new "tools" available to us, i.e., facebook and email, I believe we can get our message out to more men and women who might be interested in becoming a member of a Partners group. Also included in this packet will be suggested ideas to add "fun" to fundraising.

At the convention last year I heard from many of you the need to create new ways for raising money. I will bring a list of ideas that have been shared with me to help you accomplish this task. Now I have a favor to ask. Many of you have newsletters and regular communications within your hospitals and I am asking you to send a copy to my home, 2042 Grandview Blvd., Onalaska, WI 54650. I look forward to receiving your information!

See you on Spring Tour, and please know I am always available if you need a speaker for an event or have questions concerning membership or fundraising!

Sue Lynch, President-Elect
608-792-5131
Email: kells52@aol.com

From the Treasurer

On January 1, 2012, Partners of WHA began a new fiscal year. Looking back on 2011, we accomplished our financial goal of maintaining a balanced budget. We now look forward to maintaining the balanced budget for 2012 as approved by the membership at the convention last October. The Partners of the Wisconsin Hospital Association accomplishes our financial goal through the dues paid by our members, the profits from our annual convention, and the generous donation made by the Wisconsin Hospital Association.

The Partners annual expenses include the cost of running our organization in accordance with the Partners of WHA, Inc. bylaws and policies and procedures. They also include the cost of maintaining our Leadership Handbook, our Resource Center and our website, and the cost involved with this newsletter.

According to the Partners of WHA, Inc. bylaws, each member organization is assessed one dollar annually for each member in their organization. The number of members in an organization is taken from the local president's annual report filed in January. Of the amount collected, 20 cents per member is returned to that organization's district for that district's expenses. Districts do not charge dues.

A dues notice will be sent out to each local president in April. Dues must be paid to the Partners of WHA, Inc. treasurer by June 30, 2012 to be eligible to receive "Honor Points" for 2011.

Ralph Spindler, Treasurer
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A Message from the President ***...continued from page 1***

in tune with the information from Diane Westbrook, Partners Public Policy chair, and Jenny Boese's H.E.A.T program.

As we bundle up in preparation for the rest of the winter, we can also sit back and enjoy the warmth that naturally comes with our service to our communities. And, as the new year beckons, we can all look forward to accomplishing many new and exciting things in the coming days. God Bless!

Mark Schaefer, President
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Spring Tour 2012

| | |
|---------------------|-------------------------|
| Tuesday, April 10 | North Central District |
| Wednesday, April 11 | Lake Michigan District |
| Tuesday, April 17 | Northwestern District |
| Wednesday, April 18 | West Central District |
| Thursday, April 19 | Western District |
| Tuesday, April 24 | Advocacy Day, Madison |
| May 6 – 9 | AHA Meetings, Wash., DC |
| Tuesday, May 15 | Lake Winnebago District |
| Wednesday, May 16 | Southern District |
| Thursday, May 17 | Southeastern District |

Call for Candidate Recommendations

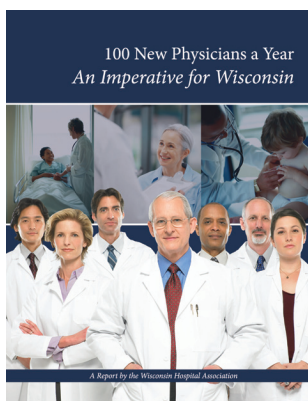
At the October 2012 Annual Meeting and Convention of Partners of Wisconsin Hospital Association, a very important event will take place as delegates from all member hospitals will cast their votes for new leadership positions. The positions to be filled are secretary, treasurer, and president-elect. Job descriptions and qualifications for these positions can be found online in the Leadership Handbook.

It is the duty of the Nominating Committee to find and nominate the best candidate for each position. Nominees will be selected after thoroughly considering the job descriptions, job qualifications, review of candidate's confidential personal profile sheet, and committee candidate evaluation.

Nominees will be chosen by June 30, 2012. A complete list of nominees and their biographical information will be printed in the August issue of *Reaching Out*.

Now is the time to contact the Nominating Committee to suggest potential candidates from your district or your local Partners group. If you are interested in leadership opportunities, complete your confidential personal profile sheet (found on the Partners website at www.partnersofwha.com) and send to the Nominating Committee chair.

Ann Bergmann, Partners of WHA Nominating Chair
 970 20 3/2 Avenue, Cumberland, WI 54829
abergmann@centurytel.net



WHA President's Report

100 New Physicians a Year: An Imperative for Wisconsin

WHA released a report on November 29 calling for concerted and collaborative action to address a looming physician workforce shortage. The shortage will be especially acute for primary care doctors who are expected to lead delivery system transformation through widespread adoption of medical homes....a strategy necessary to achieve improved care coordination and management as the field moves away from fee-for-service based health care delivery and payment.

The report, already vetted and approved by WHA's Board and shared with stakeholders, suggests that there is no "magic bullet" that will meet the daunting challenge of addressing a conservatively estimated shortfall of 2,000 physicians in 2030. But specific

issue areas that will address the challenge are identified, and specific solutions are discussed. The issue themes include:

- The need to expand Wisconsin Graduate Medical Education Programs
- The need to increase the number of Wisconsin medical school graduates
- The need to focus on and address tuition and tuition-related debt
- The need to coordinate and advance changes in care delivery
- The need for an infrastructure that will advance identified strategies that address the challenge.

The report is a seminal document that for the first time in recent history documents an emerging crisis and presents a road map for necessary address.

Special thanks to: Sandy Anderson, CEO, St. Clare Hospital and Health Services, Baraboo; Mark Kehrberg, MD, chief medical officer, Affinity Health System, Appleton; Michael Kryda, MD, vice president, medical affairs, Ministry Health Care, Milwaukee; Tim Size, executive director, Rural Wisconsin Health Cooperative, Sauk City; and Bruce Van Cleave, MD, chief medical officer, Aurora Health Care, Milwaukee for serving as the workgroup and sounding board that grappled with the issues - and kudos to George Quinn, senior policy advisor, WHA and Charles Shabino, MD, senior medical advisor, WHA.

Steve Brenton, President, Wisconsin Hospital Association

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WHA's 2011 HEAT Report

Closing Out 2011, Looking Forward to 2012

2011 was quite a year politically in Wisconsin, but all the tumult did not deter HEAT advocates from positively engaging in the legislative process at the state and federal levels. The Wisconsin Hospital Association thanks you for your efforts on behalf of your hospital and hospitals statewide. To close out 2011, we wanted to give you a glimpse at some of our major grassroots efforts/initiatives and how your action made a difference.

- **Federal Deficit Legislative & Grassroots Campaign** – 2011 was wrought with policy proposals aimed at cutting hospital Medicare and Medicaid reimbursements in order to come up with trillions in federal deficit reduction. To combat these drastic cuts, WHA launched one of its most aggressive, sustained grassroots campaigns to date. All total, this campaign: generated over 2,100 emails to Members of Congress from two HEAT action alerts; placed dozens of letters/op-eds in papers across the state; spearheaded a "dear colleague" letter (led by Rep. Ron Kind) which garnered support from 68 other Members of Congress; led several Capitol Hill day trips with hospital representatives to Washington, DC; and coordinated high-level in-district meetings between hospital CEOs and key Members of Congress. While hospital advocates successfully pushed these cuts back in 2011, we will face these proposals again in 2012 and need your continued advocacy efforts. ***Make sure you respond to HEAT action alerts from WHA so your voice is heard!***



Hospital leaders travel to Washington, DC with WHA to fight against cuts to Medicare, Medicaid.

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WHA's 2011 HEAT Report...continued from page 3

- **Annual Advocacy Day** – this event has become one of the largest events in the State Capitol in Wisconsin. Due to hospitals' commitment, Advocacy Day topped out at 757 registrations in 2011, WHA's biggest ever. A full 450 of those individuals then went on to meet with their legislators in the State Capitol that afternoon. **2012 Advocacy Day is April 24 and registration is now open at: <http://www.wha.org/advocacy-day.aspx>.**

In 2011, WHA also led several Capitol Hill days in Washington, DC where dozens of hospital representatives were able to speak personally with Wisconsin Members of Congress against cuts to Medicare and Medicaid.

- **Hospitals Education & Advocacy Team (HEAT) Membership** – close to 700 new members joined the HEAT program in 2011, the largest surge in membership since the HEAT program began in 2005. HEAT membership is now at an all-time high of over 2,100. **Recruit other volunteers to join HEAT!**
- **Hospitals Host Legislators** – hospitals across the state hosted their legislators for meetings, tours, and “shadow days” throughout 2011. This year, 13 shadow days were held and at least 50 other face-to-face visits occurred.
- **Legislative Webinars** – in an effort to educate and prepare hospital CEOs, HEAT members, and others on important issues, WHA's 2011 legislative webinar schedule included: “Legislative Process 101,” “State Budget,” and “Grassroots 101.” Some 300 individuals attended these three webinars.

Your community hospital needs you to speak up with legislators. By working with WHA through our HEAT grassroots program and attending Advocacy Day for example, you are making an impact. Let's continue to do so in 2012!

If you have questions, please contact Jenny Boese at 608-268-1816 or jboese@wha.org.

Jenny Boese, Vice President, External Relations & Member Advocacy
Wisconsin Hospital Association

Hospital Gift Shop Names Across the State

Many of you probably have never heard what hospitals across the state have named their gift shops. Therefore, because I get most of the newsletters, I thought you might enjoy hearing what some are named:

- Gifts 'N More
- Lobby Shop
- The Pickett Fence
- Serendipity Gift Shop
- Timeless Treasures Gift Shop
- West End Gift Shoppe
- A Dream Come True Gift Shop
- The Lobby Shoppe
- Door Way Gift Shop
- Gift Box Boutique

Kay Lyndahl, WHA Reaching Out Editor



Larry Connors, COO, St. Mary's Hospital (Green Bay) and several physicians talk with Rep. Van Roy, right, during one of the 13 shadow days hosted by hospitals in 2011. Shadow days are designed to allow legislators to get a small glimpse of what it takes to run a hospital in today's health care environment.

Grandmas Know

I was out walking with my granddaughter. She picked up something off of the ground and started to put it in her mouth. I took the item away from her and I asked her not to do that.

“Why?” my granddaughter asked.

“Because it's been on the ground; you don't know where it's been, it's dirty, and probably has germs, and sometimes germs make little girls sick and not feel good,” I replied.

At this point, my granddaughter looked at me with total admiration and asked, “Grandma, how do you know all this stuff?? You are so smart.”

I was thinking quickly and said to her. “All grandmas know stuff. It's on the Grandma Test. You have to know it, or they don't let you be a grandma.”

We walked along in silence for 2 or 3 minutes, but she was evidently pondering this new information.

“Oh....I get it! She beamed, so if you don't pass the test you have to be the grandpa.”

“Exactly,” I replied with a big smile on my face.

Community Health Education Report

Did you set your goals for 2012? Did they include an exercise regime, proper nutrition, weight loss, and motivation to help yourself and others?

Our Community Health Education focus is on DIABETES again this year. Diabetes is everybody's problem. How bad is the epidemic? The number of people with type 2 diabetes has tripled in the past 20 years and the pace is accelerating.

What causes diabetes? Mostly your refrigerator and your couch!! Lack of movement contributes to weight gain. It also shuts down a key enzyme in muscle called lipoprotein lipase, which plays a role in blood-sugar regulation. Get up during a TV commercial, or put down the book and walk or dance around the house. Put simply, nothing influences whether you get type 2 diabetes as much as your weight. And if you have diabetes, nothing influences your taming of it as much as losing those extra pounds.

Here are some easy moves to do when you are sitting in your favorite chair or recliner:

Leg lifts: keep one foot on the ground; lift the other leg off the ground a few inches. Raise and lower the leg 10 to 20 times, then switch legs and repeat on the other side.

Shoulder shrugs: this exercise can help relieve tension due to our stressful living. Slowly lift your shoulders toward your ears, hold for a few seconds, and slowly lower them. Repeat 10 times.

These simple exercises that stretch and strengthen your muscles not only burn calories, they help you feel refreshed and limber throughout the day.

Blessings for good health in 2012!

Bonnie R. Olson, CHE Chair
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Bonnie Olson

Public Policy Education Report

A new year has begun and it promises to be an exciting one! The 57th quadrennial United States Presidential election will take place on Tuesday, November 6. Eighty six of the 99 state legislative chambers will hold elections on that day as well. These elections along with local elections give each of us the opportunity to exercise our freedom and the right to vote. Be an *informed* voter by learning all you can about each of the candidates and how they stand on the issues that will affect you, your hospital, and your community.



Diane Westbrook

End of Year Reports: The end of the year reports from the district Public Policy chairs are due to me by March 1 and are to include copies of each local PPE report.

Partners of WHA 2012 District Public Policy Chairs:

NORTHWEST:

Winnie Lee davelee@centurytel.net

WEST CENTRAL:

Kathy Lucken kathylucken@centurytel.net

WESTERN:

Patsy Pippin patsy_pippin@yahoo.com

NORTH CENTRAL:

Judy Gadke judith.gadke@ministryhealth.org

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Jan Christiansen jchristiansen14@wi.rr.com

LAKE MICHIGAN:

Sue Leibham kleibham1@sbcglobal.net

LAKE WINNEBAGO:

Edith Dehamer byart@at.net

Please welcome Edith Dehamer as the new PPE chair for the Lake Winnebago District!

Advocacy Day 2012

Remember to mark your calendars for WHA's Annual Advocacy Day on Tuesday, April 24, 2012. It will be held at the Monona Terrace in Madison. The keynote speaker this year is Pollster Kellyann Conway. Attendees will have the opportunity to travel to the Capitol to meet with their respective legislators following WHA legislative updates. Transportation will be provided to the Capitol. You can register for Advocacy Day by going online to www.wha.org. A record was set in 2011 for the largest Advocacy Day in WHA's history...let's break that record for 2012!! Remember to wear RED, WHITE, and BLUE!!

What makes volunteer advocacy messages so important? ... among other things, remember that:

1. You are a local constituent.
2. Policymakers and elected officials are most responsive to their constituents for giving them the opportunity to serve in office.

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Around the State

Osceola Medical Center, Osceola:

Partners of Osceola Medical Center (OMC) and the OMC Rehab Department teamed up to create a unique program called "The Silver Slipper Exchange" in October 2011. Seniors who had a history of or the potential for dangerous falls were invited to take part in the program, which consisted of them bringing in an old pair of slippers in exchange for a pair of new non-slip slippers. Approximately 70 seniors took part in the program. OMC doctors, nurses, Rehab personnel, and Partners volunteers manned the event. In addition to the slippers, seniors were treated to some additional foot care services, refreshments, and door prizes. Partners provided funding for this program and individual Partners provided the door prizes.

Aurora Health Care Volunteers, Milwaukee:

Dana Molumby retired as the president of the Gift Shop at the end of 2011. She has been the president for more than 20 years and had been a volunteer since October 1976. Under her leadership, more than one million dollars has been donated to the volunteers to be used for scholarships, special projects, and equipment that the hospital was unable to fund in their budgets. Dana has given 30,558 volunteer hours to the hospital through December 2011, and has the record of having volunteered the most hours of any of the hundreds of volunteers recorded. A retirement party was held January 19, 2012.

Aurora Lakeland Medical Center Volunteers, Elkhorn:

Christmas caroling was provided to patients and employees in December by volunteers, some employees, and several Barbershoppers for one day.

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

"Big bucks" were made by this volunteer organization for the Harvest Barn Dance with about \$52,000 being raised. Another \$2,517.99 was raised for their Fall Salad Bar Luncheon. That's giving a lot back to the hospital!

St. Mary's Superior Auxilians, Superior:

This organization had their first "Big Baked Bar Bake Sale" where oversized, tempting bars were pre-cut and placed for sale. Sales went fast and a great profit was made.

Public Policy Education Report...continued from page 7

3. You represent an important local institution. Your role as a volunteer carries weight!

What is our role in Public Policy Education in Wisconsin?

1. To keep updated on all the issues that have, will, or are happening in our state and the nation.
2. Pass/share the information on to the other volunteers in our local groups.
3. Form a good relationship with our respective legislators.

The Partners "Traveling Team" will be attending all eight district meetings in April and May. They are fun and educational, plus they afford us the opportunity to spend time getting to know you! My only hope is that we do not encounter snow like we did in 2011! Sue Lynch will be joining us this year too.

My last request is that if you are not already a member of HEAT, please consider joining by visiting www.wha.org/heat-grassroots-advocacy.aspx. The HEAT program has extensive advocacy resources that can help you as a volunteer deliver a powerful message to your legislators. As I have told you before, the majority of Americans never contact their legislators on issues. Don't let this happen to you!

Diane Westbrook, PPE Chair
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Reaching Out Deadlines

| Issue | Deadline |
|---------------|------------------------|
| May 2012 | Sun., April 15, 2012 |
| August 2012 | Sun., July 15, 2012 |
| November 2012 | Mon., October 19, 2012 |

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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