

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

We Shook up the Nation's Capitol



Mark Schaefer

Well we did not actually “shake” up the Capitol, although we did press home to our federal senators and representatives the importance of their support of our community health care facilities. Partners of WHA President-Elect Sue Lynch gives a big hello to everyone from the Capitol. Sheree and I had an opportunity to visit with Sue after the American Hospital Association annual meeting. She misses everyone in Wisconsin and is looking ahead to returning to Wisconsin at the conclusion of this year. She has fantastic access to our legislators in DC and throughout the USA; she makes a point to remind them that hospitals are stalwarts in each city, town, village, and community.

Did you benefit from the spring district meetings and Advocacy Day? The state team heard truly innovative and passionate ideas from you regarding your volunteer organizations recruiting, advocacy, fundraising, and serving your residents' health care needs. I heard several times while in DC about other state's volunteer organizations and about how they just “await” direction on how to complete functions. We all know that in Wisconsin, you take the lead and innovate without the need of “direction.”

For the year 2011, we will focus on a number of topics including:

- **Recruiting.** This includes both volunteer and health volunteer organizations. You will see information regarding leadership within these areas and the district chairs will be on the search, with your help, for new hospital and health facilities and volunteer organizations to join Partners of WHA.
- **Advocacy.** You have already had a direct impact on this, by your participation in spring district meeting breakout sessions and attending Advocacy Day.
- **Convention.** Continuing successes in growing and enhancing our annual convention and meeting. This year, the meeting will be held in Eau Claire, and in 2012 it will be held in Madison. Please note Sue Lynch's article regarding the benefits of attending.

Take pleasure in this wonderful spring and summer weather. God Bless!

Mark D. Schaefer, President
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A Message From the President-Elect

Happy Spring to Everyone!

I was so delighted to have a day with our president, Mark Schaefer, who was visiting Washington, D.C. for the AHA/SAL meetings, to talk about his plans for the next several



Sue Lynch

months as we begin to plan for our Convention in Eau Claire. Carolyn Ward will be the chairman and she has done a super job already getting the ball rolling for this convention. Having served as a chairman myself, I know first hand all the hard work and dedication one puts into making these events a success—so Carolyn, let me thank you now for all the work you are doing to help prepare for us to come in October. If you have never been to a Partners convention, I invite you to do so—and if you have attended, I hope you will enjoy the programs and speakers we have planned for this year's event. I would like to stress the importance of attending this convention by reminding everyone that it is the only time we have each year to come to gather and share ideas and celebrate our successes as Partners. Not only are the workshops informational but the friendships that you develop will last a lifetime. Networking is the key and at the end of the day we are all on the same team helping in our hospitals as

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volunteers.

This year, we will again host the silent auction, raffles (with one of the items being \$200 cash), District baskets with a value of \$100, and of course, the 50/50 drawing which always draws a lot of fun and excitement.

You will have more free time this year to visit the display area and see what other hospitals are doing to help raise funds for their organizations or highlighting a service they provide to their community. This has always been a favorite of mine to review! Let's toot our horns!!!!

Vendors will be a part of our convention. Bring cash, checks, and credit cards.

Now, mark your calendars for October 4-6, 2011, Eau Claire, The Plaza, and watch the web site for your registration materials.

Sue Lynch, President-Elect
608-792-5131

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Best of the Best Award Applications Due Soon

Applications for the Best of the Best Award were mailed to local volunteer organization's presidents on April 1. Forms are also available for downloading at www.partnersofwha.org.

This award is to honor those individuals in hospitals and medical centers who demonstrate a cooperative, supportive, enthusiastic, and well-defined relationship with their volunteer organization.

If you have nominated your administrator on previous occasions and have not won, we encourage you to add new and relevant information to the form and resubmit it again. Often organizations submit their administrator multiple times before winning.

Before completing the nomination form, carefully review and follow the directions listed on the form. Nominations submitted that do not follow those rules will be eliminated from the process.

The winning organization will be notified by the end of August. The award will be presented at the Partners Convention in Eau Claire in October.

Forms must be postmarked no later than **June 24, 2011** and should be mailed to me.

Pat Freeders, Best of the Best Chair
5849 Park Hill Circle
Fitchburg, WI 53711
608-271-9310
Email: jfreeders@charter.net

WAVE Awards Deadline is June 24

WAVE Award Applications have been mailed and will be due June 24, 2011.

Spring is here and now is the time to work on submitting an application for the 2011 Wisconsin Award for Volunteer Excellence (WAVE) Award. This is the 9th year of recognizing the great projects and services our volunteers do for our hospitals and communities.

After reviewing the application, please consider submitting in categories for:

1. Community Service
2. In-Service Hospital Volunteer Program
3. Fundraising Program
4. Community Outreach and/or Collaboration

The application has been sent to each president of the local hospital volunteer organizations and it can also be downloaded from our web site at www.partnersofwha.org. Please have it post marked on or before June 24, 2011.

You can also apply to the American Hospital Association's Hospital Award for Volunteer Excellence (HAVE). This is awarded at the annual AHA meeting in Washington D.C. in the spring.

This year, the winners of HAVE awards were:

- **Community Service:** "Hope Clinic and Pharmacy" – Danville, KY
- **In-Service Hospital Volunteer Program:** "Angels of the ER" – Santa Monica, CA
- **Fundraising Program:** "Women's Board of Montgomery General Hospital" – Olney, MD
- **Community Outreach and/or Collaboration:** "Cards & Cocoa" – Bloomington, IL

If you have any questions on the WAVE Award, feel free to contact me. If you are interested in the HAVE Award winning projects, I have more details.

Sheree Schaefer, 2011 WAVE Chair
715-551-2832
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WHA President's Report

Happy Birthday...CheckPoint!!!

Seven years ago next week, the WHA unveiled our CheckPoint initiative (www.WiCheckPoint.org), thus becoming the first state in the nation to embrace voluntary, hospital-specific, public reporting of clinical quality and safety performance measures. The statewide effort was led by former WHA Board Chairs Ken Buser and Chuck Shabino, MD, under the able direction of former staff member Dana Richardson. The initiative was and continues to be enthusiastically supported by WHA members across the state of Wisconsin.

Today, 128 Wisconsin hospitals, including 60 Critical Access Hospitals, report over 100 process and outcomes measures (see below). Importantly, the longevity of CheckPoint has enabled us to track improvement over time for publicly reported measures. Documented improvements have been consistent and universal. The axiom, "if you measure it and report it you will improve it" is certainly true.

Measure Category	Measure Count	Measure Examples
CMS/Core Measures	27	Heart Attack, Heart Failure, Pneumonia, SCIP
Perinatal/Birth Measures	25	Facilities, Education, Delivery Rates
Surgical Infection Prevention	22	Hip Surgery, Colon Surgery, CABG
Mortality Rates	15	Illness and Procedure Related Rates
Patient Satisfaction	10	Clean Room, Recommend Hospital
Error Prevention Project	4	Site Marking, Procedure Verification

WHA's Board-directed strategy is to align with (and in many cases lead) identified national improvement priorities. During the second quarter of 2011, new stroke measures will be reported and in early 2012, new CheckPoint reporting will include hospital acquired conditions (HAC), hospital acquired infections (HAI), and readmission rates. And WHA's Quality Center (www.whaqualitycenter.org) has emerged as a "go to" hub for statewide health care improvement activity, thus assisting members to identify best practices and excel at aligning with anticipated pay-for-performance initiatives.

Much has happened in the past seven years including: the emergence of CMS' *HospitalCompare* Web site; the ongoing commitment of larger hospitals, health systems, and physician clinics to supporting the Wisconsin Collaborative for Healthcare Quality's (WCHQ) ambulatory-focused public reporting efforts; the Wisconsin Health Information Organization's (WHIO) all claims data repository; and cutting-edge efforts by the Wisconsin Medical Society to help physicians understand, using WHIO data, the variation in resources used in similar episodes of care.

As an organization representing members that are increasingly organized as integrated delivery providers, WHA has placed a strong emphasis on working with physician leaders, many of whom are active in WCHQ. Our plan is to harmonize and partner with like-minded organizations to maximize efficiencies and advance common goals going forward.

Special recognition to WHA's Chief Quality Officer, Kelly Court, and her fine staff—Jill Hanson, Stephanie Sobczak, and Geoff McAlister—for their outstanding work.

Steve Brenton, President, Wisconsin Hospital Association

The value of a man should be seen in what he gives and not in what he is able to receive.

~ Albert Einstein

Our plan is to harmonize and partner with like-minded organizations to maximize efficiencies and advance common goals going forward.

Convention 2012 Dates Changed

Due to some scheduling difficulties, the 2012 convention that will be held at the Marriot in Madison has been changed to October 16 – 18, 2012. Board meetings will be held October 15. Mark your calendars ahead if you have a 2012 calendar!

Strategic Planning Committee Met in March

The Strategic Planning Committee met in Madison in March and started by doing a SWOT analysis of the organization. Committee members present included Mark Schaefer, president; Susan Stariha, Strategic Planning Committee chair; Dorothy Revnew, Partners secretary; Ralph Spindler, Partners treasurer; Bonnie Olson, Partners Community Health Education (CHE) chair; Diane Westbrook, Partners Public Policy Education (PPE) chair, Jennifer Frank, WHA liaison; and Jean Heniff, member.

Our organizational strengths (S) were identified as leadership, financial stability, convention planning, partnership with WHA, and Advocacy.

Weaknesses (W) identified included communication, recruitment/retention, and unfilled leadership positions at all levels and division.

Opportunities (O) identified included improving communications through the job descriptions (i.e. local presidents need to ensure that local officers, PPE, and CHE chairs have access to and understand their job descriptions); improved retention through district chairs, (i.e. district chairs to note and follow up with locals not participating in district meetings, state convention, etc.); and recruitment opportunities to include WHA member hospitals with volunteer organizations not currently members of Partners.

Threats (T) include financial stability of hospitals and the current economy.

Based on the SWOT analysis, goals set include:

1. Increase convention attendance by 5% during each of the next two years
2. Increase member attendance at Advocacy Day by 7% by 2012.
3. Partners president and district chairs will meet with six prospective member organizations and will successfully recruit two new groups within the next two years.

Other issues addressed include:

1. **Convention expense reimbursement:** Convention expenses (registration, mileage, hotel, and banquet) will be paid for the following:
 - All Voting Board Members – President, President-Elect, Secretary, Treasurer, CHE Chair, PPE Chair, District Chairs, and Strategic Planning Chair
 - Best of the Best Chair, WAVE Award Chair, Convention Chair and Chair-Elect, Parliamentarian, Newsletter Editor, Resource Center Director, and WHA staff (currently paid as 'in-kind' by WHA)

Registration only will be paid for past presidents. This does not include the banquet fee, hotel, or mileage.

Mileage will be paid to convention committee members when planning meetings are required. Teleconferences are strongly encouraged. Host districts and local organizations may consider covering additional expenses for convention committee chairs/members. Convention expenses are paid for the current district chair. Expenses will be paid for the incoming

chair-elect to attend the spring board meeting immediately prior to their installation as district chair.

2. **Web site:** Additional work will be on-going.
3. **New Leadership Manual:** Page 28 is NOT part of by-laws.

As you can see, we had a lot of issues to discuss during our meeting times. We have some ambitious goals but they are attainable!

Sue Stariha, Strategic Planning Chair
715-651-0243

Email: starsue_99@yahoo.com

Partners Web Site Continues to Grow

District chairs were informed at the Spring Partners Board meeting of recent minor changes to the Handbook. They will be sharing that information with all local presidents.

Reminder to all newsletter editors: Please send me your newsletter via email, if possible, and it will then be posted on the Partner's Web site. This pertains to both local and district newsletters. Also send photos of interest from your district meetings and local events. These will be posted online in our picture gallery. Make sure all identification accompanies the photos.

Web sites for you to check out:

www.fundraisingweb.org - Fundraising ideas from 1,200+ fundraising companies

www.fundraising-ideas.org - Free ideas for fundraising of all sizes and types

www.cindyjonesassociates.com - Sign-up for the free gift shop management newsletter. Receive tips, information, and more on managing your gift shop.

Ann Bergmann, Web Site Coordinator

PARTNERS OF WHA, INC. 2011 PROPOSED AMENDMENTS TO BYLAWS AND POLICIES AND PROCEDURES

Amendments to the Partners of WHA, Inc. Bylaws and Policies and Procedures approved at the Partners 2010 Spring Board Meeting.

ARTICLE III MEMBERSHIP – Section 2. a.

Correct to read:

- a. Application for membership shall be made to the President or Secretary in writing on form provided and the applicant organization shall become a member on approval of the Executive Committee and payment of dues.

Rationale: The word “institutional” was deleted from the term “institutional member.” Partners does not have an “institutional member” designation.

ARTICLE VII FUNDS

Insert the following phrase, “a yearly audit” to the last sentence to read: “Regular books of account will be kept by the Treasurer, and the officers are authorized to employ such services as may be necessary to keep the books of Partners and prepare necessary tax returns, yearly audits and other documentation as a result of Partners activity.”

Rationale: A yearly audit was added as a good fiscal policy for an organization’s financial activities.

ARTICLE XI COMMITTEES – Section 3. (d)

Correct to read:

- d. A Strategic Planning Committee shall be composed of the President, President-Elect, Treasurer, the Community Health Education Chair, the Public Policy Chair and WHA representatives. The remaining members are appointed by the President and/or Strategic Planning Committee Chair, not to exceed a total of ten (10) members.

Rationale: The Treasurer was added for input on the financial effect of the committee’s proposals.

POLICIES AND PROCEDURES – Mileage, Food and Lodging Paragraph 3.

Correct to read:

3. That members of the Board of Directors shall be paid auto mileage of forty-five cents (\$0.45) per mile and lodging expenses, if applicable, for attendance at Partners of WHA, Inc. sanctioned meetings.

The reasonable expense of no more than twenty-five dollars (\$25.00) per meal shall be reimbursed for the night prior to a meeting.

Rationale: Maximum payments for expenses were increased as a result of inflation.

POLICIES AND PROCEDURES – Visit From Members To Districts Paragraph 21.B.

Correct Paragraph 21. B.

- B. While on Spring Tour, the state Board will pay for dinner costs for only the District Chair(s), the District Chair-Elect(s) if being installed at the district meeting the following day, and the host President. (The cost of other guests will be borne by the District.) The District will pay registration and luncheon costs for State officers participating in the meeting (four individuals).

Rationale: The Chair-Elect was added when being installed as Chair on the following day to facilitate a smooth transfer to the position of Chair.

Amendments to the Partners of WHA, Inc. Bylaws approved at the Partners 2011 Spring Board Meeting.

ARTICLE III MEMBERSHIP – Section 1. Paragraph b.

- b. An individual may apply to join Partners as a district member at large.

Omit the entire paragraph.

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Amendments to the Partners of WHA, Inc. Bylaws approved at the Partners 2011 Spring Board Meeting... continued from page 1

Rationale: The “Members-At-Large” classification no longer exists.

ARTICLE III MEMBERSHIP – Section 2. Paragraph b.

b. Members-At-Large are entitled to one (1) voting delegate at the annual meeting.

Omit the entire paragraph.

Rationale: The “Members-At-Large” classification no longer exists.

ARTICLE VIII ANNUAL MEETING – Section 1.

Correct to read:

Section 1. The Annual meeting of the Partners shall be held in the fall unless otherwise directed by the Board of Directors.
The time and place shall be determined by the President.

Rationale: The time and place being determined by the Executive Committee was changed to be determined by the President, allowing the President to determine the time and place of the meeting simplifying the procedure of rescheduling meetings when necessary.

ARTICLE VIII ANNUAL MEETING – Section 2.

Correct to read:

Section 2. Delegates. Each member organization shall be entitled to two (2) voting delegates at the Annual meeting.

Rationale: The reference to “Members-At-Large” is omitted. The “Members-At-Large” classification no longer exists.

ARTICLE XI COMMITTEES – Section 4.

Correct to read:

Section 4. The Chairpersons of the Standing Committees, if not designated above, shall be appointed by the President and shall perform those duties assigned to them by the President. They shall serve on the Board of Directors as voting members.

Rationale: The duties of Standing Committees assigned to them by the Executive Committee was changed to duties assigned them by the President, simplifying the procedure of assigning duties.

POLICIES AND PROCEDURES - Paragraph 7. A. & B.

Correct to read:

- A. Best of the Best award chairperson and chairperson-elect be appointed before the state convention, that award information be exchanged at the convention or time convenient for both incoming and retiring chairpersons.
- B. WAVE award chairperson and chairperson-elect be appointed before the state convention, that award information be exchanged at the convention or time convenient for both incoming and retiring chairpersons.

Rationale: The chairperson-elect was added to both committees to facilitate a smooth transfer of information for future year awards.

POLICIES AND PROCEDURES - Paragraph 8. B.

Correct to read:

B. Displays at the Annual Meeting shall be approved by the President and Convention Chairperson.

Rationale: The Executive Committee was removed from the approval process and the Convention Chairperson was replaced by the Convention Committee to simplify the approval of displays.

The bylaw amendments will be voted on at the Partners Annual Meeting and Convention in October 2011.

Public Policy Education Report

As the Partners of WHA Public Policy Education (PPE) chair, I along with the district PPE chairs and local PPE chairs are responsible for the education of all our members on public policy as it affects our respective Hospitals.

We accomplish this by several methods including:

- Writing articles on public policy in the state, district, and local newsletters.
- Encouraging members to make contact with their respective legislators.
- Reading and sharing *The Valued Voice* newsletter from WHA.
- Giving oral reports on issues that affect our hospitals.
- Encouraging members to attend WHA's Advocacy Day each spring.
- To increase legislative knowledge and interest among all of our members.
- Encouraging members to engage in the legislative issues facing hospitals.



Diane Westbrook

PUBLIC POLICY SUMMARY REPORT FOR 2010

Local PPE chairs reporting - 60

Number of local organizations reporting - 60

Number of local organizations not reporting - 14

Number of local PPE chairs serving on hospital Board - 3

Number of administrators meeting regularly with local board - 33

Number of administrators meeting regularly with general membership - 37

Number of local PPE chairmen who communicate regarding public policy with:

Local board - 44

General membership - 49

Administration - 29

Number of contacts made with legislators (state and federal) - 2,308

Phone - 597, Hotline - 86, Letter - 135, In Person - 421,

Postcard - 27, Email - 942, Standing Calling Committees - 15

Public policy chairs write articles for:

Hospital newsletter - 18

Local newsletter - 45

Public policy chairs who receive and read the WHA *Valued Voice* newsletter:

Read *The Valued Voice* - 51

Share *The Valued Voice* - 34

The Valued Voice from WHA is available online at www.wha.org.

Issues: Physicians dropping Medicare patients, health care reform and it's affect on hospitals, Medicaid dollars, re-allocation of health care dollars, shadow program, transparency,

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Community Health Education Report

This year's Community Health Project will focus on DIABETES. Why diabetes? Diabetes is a very expensive disease. About 24 million Americans, 1 in 10 adults, have diabetes. Six million don't know they have it.



Bonnie Olson

The objective is to find out some important facts you need to know to manage diabetes, including:

- the causes and types of diabetes
- risk factors
- monitors
- the impact of diabetes on every body part and system
- how to avoid complications of diabetes
- the role of diet and exercise in controlling diabetes

These are good web sites:

The American Diabetes Association:

www.diabetes.org

The Center for Disease Control and Prevention:

www.cdc.gov/diabetes

National Diabetes Information Clearinghouse:

www.diabetes.niddk.nih.gov

The Diabetes Action Research & Education:

www.diabetesaction.org

National Institutes of Health Foundation:

www.nlm.nih.gov/medlineplus/diabetes.html

Please have a diabetes educator speak at your volunteer meetings. If you are a CHE chair for your district or local volunteer group, write an article on diabetes for your newsletter.

Maintain a healthy outlook. If life hands you lemons, make lemonade, but with a sugar substitute!

For now, in keeping with overall health, eat a balanced diet, plenty of vegetables and fruits, and exercise regularly.

Bonnie Rose Olson, CHE Chair
E 2257 Jaybee Drive, Eau Claire, WI 54701-9644
715 834-1320 (home), 715-379-6797 (cell)
NEW E-mail Address: bhatlady@gmail.com

STOP DIABETES NOW! For more information, visit www.Stopdiabetes.com or call 1-800-DIABETES.

Around the State

Volunteer Partners of Sacred Heart Hospital, Eau Claire:

On Christmas Eve, volunteers handed out to all hospital patients an Angel pocket token, like “worry stones” so they have something to hold in their hands for comfort in times of stress. This gift was from the volunteers!

Auxiliary of Riverside Medical Center, Waupaca:

Every child that is admitted to the Pediatric Department receives a homemade fleece blanket made by volunteers that they can take home with them. This has been well received by both the patient and parents.

Partners of Moundview Memorial Hospital:

Strange – 1/11/11 was a freaky day – we all merge on 111. To prove it, take the last two digits of your year of birth and add them to the age you’ll be this year. Are you freaked out now? This was submitted by Mary Polivka.

Partners of Stoughton Hospital, Stoughton:

The Dancing with the Stoughton Stars was held March 12 in the local high school auditorium. Six couples competed. Tickets were sold for \$15. Approximately \$35,000 was made from sponsorships, ticket sales, and gifts-in-kind. Arthur Murray instructors helped the couples learn dance steps and they were judged by three judges. All proceeds will benefit Stoughton Hospital’s Medical Imaging “Picture Archiving Communications System” (PACS).

Editor’s Note

I want to thank all of you who have sent their newsletters directly to me at my Florida address for the past six months. I get those in a timely manner. To those who send me their newsletters to my Wisconsin address, most of them are forwarded. However, for further convenience, I’m giving you my Florida address as the Wisconsin address is always on the last page of every issue of Reaching Out. From November 1 to May 1, I am at 2418 Kensington Greens Drive, Sun City Center, FL 33573. Thanks!

Kay Lyndahl

Public Policy Education Report... continued from page 7

BadgerCare funding, quality improvement, voter ID bill, and elections. A total of 70 issues were discussed at the local level in 2010.

HEAT Members - 211 (down 10 from 2009)!



JOIN HEAT TODAY!!

HEAT is a grassroots advocacy program that provides its members with information, insight, strategy, and assistance needed to bring “heat and light” to legislative issues that impact the hospitals and communities we serve.

Please contact Jenny Boese at WHA to join or to get further information at jboese@wha.org or call Jenny at 608-274-1820.

Let’s continue to make our voices heard throughout 2011!

Diane Westbrook, PPE Chair
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Reaching Out Deadlines

Issue	Deadline
August 2011	Fri., July 15, 2011
November 2011	Sat., October 15, 2011
February 2012	Sun., January 15, 2012
May 2012	Sun., April 15, 2012
August 2012	Sun., July 15, 2012
November 2012	Mon., October 15, 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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