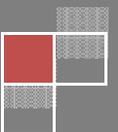




# 2015 WSHRM Spring Conference

**Are you minding your P's and Q's?  
Where does your data go?**

**Friday May 1, 2015  
Holiday Inn Madison at The American Center  
5109 W. Terrace Dr.  
Madison WI 53718**



## **Board Meeting**

**Thursday April 30, 2015 5:00 – 8:00 Holiday Inn Madison at the American Center**

## **Conference Agenda**

### **Friday May 1, 2015**

7:30 – 8:30	Registration and Breakfast
8:30 – 9:30	<i>Wisconsin Healthcare Quality and Cost Data – Who is Collecting What Information and Why?</i> – Cindy Helstad, PhD, RN, Senior Director of Research and Analytics, Wisconsin Medical Society
9:30 – 10:15	<i>Risk Management / Litigation Implications Arising Out of Mandated Reporting Requirements for Long-Term Care</i> – Brian Purtell, Attorney, DeWitt, Ross & Stevens, Pat Sullivan, Attorney Siesennop & Sullivan
10:15 – 10:30	Break
10:30 – 12:00	<i>Quality and Incident Reporting: The leakage of your company's data and sensitive information</i> – Brian Purtell, Attorney, DeWitt, Ross & Stevens, Patrick Sullivan, Attorney, Siesennop & Sullivan
12:00 – 1:00	Lunch
1:00 – 3:00	<i>Balancing PSO Protection, Transparency and State Reporting</i> – Becky Miller MHA, CPHQ, FACHE, CPPS, Kathy Wire, JD, MBA, CPHRM, Center for Patient Safety. Jefferson City, MO

## **Conference Sponsors**

**Corneille Law Group, LLC**  
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WSHRM would like to thank our generous sponsors. With their continued, generous support we are able to provide cost effective continuing educations credits.

## **Conference Objectives**

- Identify the current healthcare data landscape in Wisconsin and the nation.
- Understand the types and number of healthcare performance measures that are collected today.
- Identify primary uses of healthcare data by payer, clinicians, health systems and the public.

- Understand the mandated reporting requirements of long term care providers
- Explore the vulnerabilities reporting requirements may create for acute and long-term-care providers
- Identify existing statutes and strategies that may minimize the release and discoverability of sensitive information
- Contrast protections for safety and quality work under state and federal law.
- Integrate those protections with requirements and initiatives that demand disclosure of information so that both goals are met
- Develop systems and processes that promote safety and quality while utilizing and sharing as much information as possible with and across providers.

## **Speakers**

### **Cindy Peterson Helstad, PhD, RN**

Cindy P. Helstad, PhD, RN, is Senior Director of Research and Analytics at the Wisconsin Medical Society in Madison, Wisconsin. Her research and policy interests are in the areas of health care performance measurement and health system reform. Since joining the Society in 1998, Dr. Helstad has conducted and published outcomes research studies in adult asthma, pediatric asthma, low back pain and diabetes. Dr. Helstad's current interests involve analyzing episode of care measures using the Wisconsin Health Information Organization (WHIO) multi-payer claims database that was voluntarily created to address market-based desires for combining healthcare cost and utilization data with quality of care data.

Dr. Helstad is a member of the American Medical Association Physician Consortium for Performance Improvement (PCPI) and served on the Measures Implementation and Evaluation Advisory Committee until 2012. She has conducted feasibility of use and reliability studies of PCPI eye care and osteoporosis measures. She participates on the Statewide Value Committee Measure Advisors Group, WHA Quality Measures Team, Wisconsin Perinatal Quality Collaborative and has been a contributor to the Wisconsin Inpatient Quality Indicators Report since 2005. Dr. Helstad received her PhD in Industrial Engineering and BS-Nursing both from the University of Wisconsin-Madison.

### **Brian R. Purtell, JD**

Brian R. Purtell is a partner at the Madison office of DeWitt Ross & Stevens, S.C. His practice is almost exclusive to health care law, with a particular emphasis on the long term care sector. In his role as the Director of Legal Services for the Wisconsin Health Care Association (WHCA) and the Executive Director of the Wisconsin Center for Assisted Living (WiCAL), he is heavily involved in legislative and regulatory advocacy, compliance, risk management, and quality improvement for his clients and the associations' membership. Brian is a locally and nationally recognized voice and advocate for the provider community. He is a frequent and popular speaker on legal and regulatory issues providers and stakeholders. He has written many articles and publications and has been the Managing Editor of Continuum magazine. He is a 1993 graduate of the University of Pittsburgh School of Law and received his BA in 1989 from the University of Wisconsin.

### **Pat Sullivan, JD**

Pat Sullivan, a partner at Siesennop & Sullivan in Milwaukee, represents all manner of long-term care providers, including skilled nursing facilities, CBRFs, RCACs and managed care organizations, in civil lawsuits and litigation involving allegations of neglect and abuse of residents. He has defended multiple long-term care facilities in jury trials throughout Wisconsin and represented long-term care providers in alternative dispute resolution, including mediation and arbitration.

### **Rebecca (Becky) G. Miller, MHA, CPHQ, FACHE**

Becky Miller is the Executive Director of the Center for Patient Safety, a not for profit organization focused on reducing medical errors and improving the safety and quality of healthcare delivery. Ms. Miller's experience includes executive leadership in development and operations of the Center since its founding in 2005 in addition to experience in healthcare quality, compliance and claims, risk management, customer service and medical staff services; as well as national and statewide health policy.

Ms. Miller holds a Bachelor's Degree in Management and a Master's Degree from the Executive Program in Healthcare Administration from the University of Missouri-Columbia. She is a Fellow in the American College of Healthcare Executives, a Certified Professional in Healthcare Quality and a Certified Professional in Patient Safety, and has served as a member of various local, statewide and national organizations.

As Executive Director, Ms. Miller provides leadership for the Center's work that focuses on bringing together stakeholders with a mutual interest in identifying solutions to reduce harm within the healthcare delivery system. This work includes education and training, facilitating special projects and leading the Center as one of the nation's first ten federally-designated Patient Safety Organizations.

### **Kathy Wire, J.D., M.B.A., CPHRM, FASHRM**

Kathy Wire has been involved in risk management and safety for more than 30 years, including 20 years with large Midwestern health systems. She now serves the Center for Patient Safety as a legal consultant and its Project Manager for Long-Term Care and provides healthcare risk management consulting through her own firm. She is a certified civil mediator.

### **Accommodations**

Holiday Inn Madison at The American Center  
5109 Terrace Drive, Madison WI 53718  
Telephone: 608- 249-4220

WSHRM has reserved a block of rooms for \$109.00. You may call the front desk at 608-249 4220 for reservations or you may enter **WSH** into the main reservations area on the left side of the facility's website. [www.holidainn.com/madisonwi](http://www.holidainn.com/madisonwi)

### **Attire**

Business Casual is appropriate. Please dress in layers as the temperatures of the conference rooms may fluctuate.

### **Continuing Education Credits**

This activity will be submitted to the American Society for Healthcare Risk Management for CEU credit and to the Wisconsin Bar Association for CLE credit.

**2015 WSHRM Spring Conference Registration Form:**

**WSHRM Member \$65**

**Non-Member \$95**

Name: \_\_\_\_\_

Title: \_\_\_\_\_ CPHRM Certified ASHRM Member

Facility: \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Dietary Restrictions: \_\_\_\_\_

Make check payable to: WSHRM

Mail completed registration with payment to:

Patti Erickson, Director, Risk Management

Wheaton Franciscan – St. Joseph

5000 W Chambers St

Milwaukee WI 53210

If you have any questions please contact Patti at [patti.erickson@wfhc.org](mailto:patti.erickson@wfhc.org)

No refunds will be issued unless written cancellation notice is received by April 3, 2015.

If you wish to join WSHRM now to get the 2015 member rate for this conference, see the WSHRM Website at [www.wshrm.org](http://www.wshrm.org) for membership information or email Karen Whyms, WSHRM membership coordinator, at [Karen.whyms@aurora.org](mailto:Karen.whyms@aurora.org)