

**Spring Conference 2017**

# Emerging Trends in Healthcare

**Friday, April 28, 2017**

**Delafield Hotel**

415 Genesee Street, Delafield, WI

Ph: 262.262.1600

[www.thedelafieldhotel.com](http://www.thedelafieldhotel.com)



# Conference Agenda

## Thursday, April 27, 2017

**5:00-8:00 p.m.**            **WSHRM Board of Directors Meeting**  
*Cushing Room*

## Friday, April 28, 2017

**7:30-8:20 a.m.**            **Registration and Continental Breakfast**  
*Sponsored by Leib Knott Gaynor*

**8:20-8:30 a.m.**            **Opening Remarks**

**8:30-10:00 a.m.**            **Transgender Healthcare**  
*Kristin Keglovitz Baker, Howard Brown Health Center*  
*Sponsored by Gutlgass, Erickson, Bonville & Larson*

**10:00-10:15 a.m.**            **Break**  
*Sponsored by Otjen, Gendelman, Zitzer, Johnson & Weir, s.c.*

**10:15-11:15 a.m.**            **The Dark Art of Artificial Intelligence in Healthcare:  
Demystifying the Magic**  
*Christopher Austin, MD, GE Healthcare*

**11:15-11:45 a.m.**            **mHealth Roundup – Apps for Providers**  
*Rita Sieracki, Medical College of Wisconsin*

**11:45 a.m.**                    Three Door Prize Drawings – *Must be present to win*

**noon-1:00 p.m.**            **Lunch**  
*Sponsored by Hinshaw & Culbertson LLP*

**1:00-1:30 p.m.**            **MediSpas – Risk Considerations**  
*Laurette Salzman, Kim Hoppe, Michelle Kinneer*  
*Moderated by Shawna Bertalot*

**1:30-2:00 p.m.**            **DSPS Process & MediSpa Supervision Regulations**  
*Al Rohmeyer, Attorney Supervisor*  
*Wisconsin Department of Safety and Professional Services*

**2:00-2:15 p.m.**            **Break**  
*Sponsored by von Briesen & Roper, S.C.*

**2:15-3:15 p.m.**            **Opioids: A New Era**  
*Dr. Michael McNett, Aurora Healthcare*

**3:15-4:00 p.m.**            **Opioid CME Requirements & ePDMP**  
*John Rather, JD, Wisconsin Medical Society*

**4:00 p.m.**                    Two Door Prize Drawings – *Must be present to win*

# Conference Objectives

Attendees will learn:

1. Best practice guidelines for the specific healthcare treatment needs of transgender people.
2. What artificial intelligence (AI) in healthcare is, why it's suddenly on everyone's radar, and how it will disrupt healthcare (implications for payers, providers and patients).
3. Considerations for deciding whether or not to use a particular mHealth app, and how judicious use of mHealth apps can benefit medical practice.
4. Risk considerations of Medspa treatments.
5. The forces that brought about liberal opioid prescribing policies & subsequent consequences.
6. The clinical research supporting new Guidelines on Opioid Prescribing.
7. The changing regulatory climate about opioids, and increased prescribing enforcement.
8. Specific areas of high risk to prescribers of opioids (and possibly to their employers).
9. How to comply with the HOPE legislation requiring PDMP review.
10. The new Wisconsin CME and ePDMP requirements.

## Sponsors



LEIB KNOTT GAYNOR



## Accommodations

On a first-come, first-served basis, a room block will be held until April 7, 2017 at the special rate of \$169 plus tax. To make your reservation, contact the Delafield Hotel at 262-646-1600.

# Speaker Bios



**Christopher Austin, MD**, is GE Healthcare's Clinical Director of Imaging Analytics and Artificial Intelligence, where he leads GE's global partnerships to develop and integrate best in class deep learning imaging applications that transform the productivity and quality of traditional radiology workflows. Dr Austin trained in radiology at University College London Hospital in the UK, and has over 20 years of global clinical and industry experience in digital healthcare solutions. He holds a medical degree from the University of Glasgow, where he also trained in Internal Medicine. He also has a Master of Science in Epidemiology from the London School of Hygiene and Tropical Medicine. Dr Austin currently works out of GE's Seattle office.



**Kristin Keglovitz Baker** is Associate Medical Director of the Howard Brown Health Center in Chicago, one of the nation's largest LGBT organizations, which delivers healthcare and social services to 16,000 people a year. She graduated from Marquette University with a biochemistry degree, earned a master's degree in physician assistant studies and was selected to be a National Health Service Corps Scholar. In 2005, she joined Howard Brown Health Center, where her current role focuses on LGBT care, women's health, HIV medicine and other medical care for at-risk populations. She's been a lead investigator on numerous clinical research trials and is known as an industry pioneer, speaking at the local and national levels. In 2013, she participated in a summit at the White House on how to effectively engage the LGBT community in the Affordable Care Act.



**Kim Hoppe, RN, LNC, CPHRM**, is Senior Risk Specialist with Coverys. Kim is a registered nurse with more than 25 years of experience in hospitals, high risk obstetrics, home care, physician office practices, patient safety and risk management. She is a legal nurse consultant and has worked extensively with Wisconsin and Iowa attorneys in the area of medical malpractice claims.



**Michelle Kinneer**, Senior Risk and Patient Safety Consultant, joined MMIC as a senior risk and patient safety consultant in 2014. Michelle brings more than 20 years of experience as a Registered Nurse, licensed in Iowa and Illinois, and more than 10 years of experience in health care risk management. In her role, Michelle provides tailored services that promote patient safety and minimize risk for MMIC clients. Her expertise ranges from support and consultation to customized educational services and on-site assessments.





**Michael McNett, MD**, is Medical Director for Pain Management for Aurora's Greater Milwaukee South region. Dr. McNett is a national-level expert in the field of pain management, and has authored a self-help book for patients, as well as articles for magazines and clinical journals. He has worked with state representative John Nygren in crafting many of the HOPE laws, and with Attorney General Brad Schimel in developing the Dose of Reality campaign, and was principal author of the Medical Examining Board's Opioid Prescribing Guidelines.



**John Rather, JD**, is the chief legal officer of the Wisconsin Medical Society and its affiliated entities. John has been with the Society since 2012, prior to which he spent five years as a litigator and defense attorney.



**Al Rohmeyer, JD**, is Attorney Supervisor, Division of Legal Services and Compliance, at the Wisconsin Department of Safety and Professional Services.



**Laurette Salzman, MBA, CPHRM**, has been with ProAssurance Group companies since 2003, where she is a Senior Risk Resource Advisor. She obtained a masters degree in business administration from Upper Iowa University. Areas of expertise include clinic and hospital operations, quality and risk management, physician and staff education, risk assessments, development of risk management programs, and physician corporate compliance plans.



**Rita Sieracki, MLS**, is a reference librarian at the Medical College of Wisconsin where she has worked since 1989. She provides reference service and library instruction to medical students, faculty, residents and staff, and works closely with the obstetrics/gynecology and dermatology departments where she attends morning reports and grand rounds and provides attendees with information. Rita is also involved with the 3rd year medical student Transition to Clerkship program where medical students learn how to use recommended mobile apps.

## Door Prizes

### Attend and you may win 1 of 5 prizes!

- Fall conference 2017 registration (2)
  - WSHRM membership (1)
  - Fall conference 2017 one-night hotel stay at Grand Geneva (2).
- Credit card will be needed at check-in for any personal charges.

*Drawings at 11:45 a.m.  
and 4:00 p.m.  
Must be present to win.  
Attendees limited  
to one entry.*

# Registration

**Use this form to register by mail, or visit the WSHRM website to register and pay online.**

Name \_\_\_\_\_

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

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

A question I have for the Medi-Spa Panel is: \_\_\_\_\_

\_\_\_\_\_

***Approved for 5.75 ASHRM credits and 6.5 WI CLEs.***

Select one:  WSHRM Member: \$75  Non-member: \$125

Make check payable to WSHRM. Mail completed registration with payment to:

WSHRM  
10240 W. National Ave., #193  
West Allis, WI 53227-2029

Questions? Contact [Sheridan Ryan](#).

*No refunds will be issued unless written cancellation notice is received by April 3, 2017.*

If you wish to join WSHRM now to be eligible for the member rate for this conference, visit the WSHRM [website](#) for membership information or email WSHRM membership coordinator [Karen Whyms](#).