

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.

Expand Your Playbook

Are you continuing to struggle with membership or leadership? Is your group doing the same things it has always done and seeing slightly reduced results each year? Is it time to start “tackling” your problems? Or are things going along well and growing? Are you “running” to daylight regularly?

Our health care groups continue to discover ways to deliver better care more efficiently. We as volunteers should strive to do the same – provide better service, more funding, more community involvement – with more efficient investment from our pool of labor and contributors.

It is time to EXPAND YOUR PLAYBOOK! Lakes and Southeastern District invite you to join us in Green Bay October 14 - 16 to learn new ways to recruit, motivate, and “quarterback” your team to success. Nationally-known leadership speaker, Ken Culp, will kick off the convention at 1 PM October 14 with his presentation “13 Challenges Facing Hospital Auxiliaries and Volunteer Services.” He will also offer a workshop “Developing Leaders and Leadership Skills: Planning for Success.” Other workshops will include strategic planning, public policy, previous WAVE winners, and newsletters.

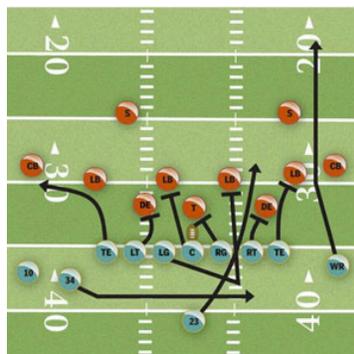
Wednesday, October 15 will also feature our first wearing of the Partners official team color – **PURPLE** – to highlight Alzheimer’s awareness.

We are recruiting cheerleaders to support our efforts through raffle ticket sales. Each organization should have received a packet of raffle tickets. There is a letter in the envelope covering the details. Please sell them all and ask for more! Please remember that they CANNOT be sent through the U.S. Mail! If you cannot transport them to convention or send them with someone else, please send them UPS or FedEx. Thank you. Each district is asked to contribute a basket of items for the raffle.

Our team training center will be at the KI Center, attached to the Hyatt in Green Bay. The registration covers the cost of each participant’s meals - \$150 for the full meeting and \$90 for a one-day registrant. The rooms are all two-room suites and will be \$110 per night for a double.

We hope that all of our athletes (that’s you!) will come to Expand Your Playbooks from October 14 - 16.

Peg Larson, Convention Chair
920-231-3005
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Nominating Committee

You have been thinking of this haven’t you? How a volunteer or yourself could join the Partners of WHA leadership team? While attending two Spring District meetings, I heard suggestions on who would be an excellent officer or a member on the Partners board. It is great to hear of potential leaders and I encouraged each person to submit the Confidential Personal Profile Sheet. We are looking for volunteers to be executive officers, board committee chairpersons, and committee members.

The Confidential Personal Profile Sheet is located in your Partners Leadership Handbook and online at www.partnersofwha.org. While online, click on Resource Center, select Forms and scroll down to the Confidential Personal Profile Sheet selection. Please submit the completed profile to me, as I am chairman of the committee. Members of the committee are Jude Bolterman, Northwest District; Jan Molaska, North Central District; and Bonnie Olson, ex-officio (non-voting) member. Nominations must be submitted by June 16, 2014 as this will allow time for the committee members to review and vote on nominees before their biographies are published in the August edition of *Reaching Out*.

Thank you and God bless.

Mark Schaefer, Immediate Past President
Nominating Committee Chairman
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Tribute to Tom

Our sympathies are extended to Sue Lynch, President of Partners of WHA, on the sudden passing of her husband, Tom, 66, Wednesday, March 19, 2014 in Florida. Tom was Sue's right-hand man with the same kindred spirit she inspires in everyone they meet. He supported Sue in whatever she chose to do and we thank him for that as she leads us as president. Sue and her two daughters, Kimberly and Kelly, are enduring a very difficult time right now, so Sue asked me to do her column. What better way than to pay tribute to this husband, dad, and friend to many, than to share some acolytes shared in condolences.

One said "such a wonderful laugh and Irish mischief will be happening in heaven now." Another said, "a loyal friend, a Patriot, a feisty Irishman, and a good heart...." "Treasure that wonderful partnership and memories," yet another. But the one that said "carry on!" - is so right. We'll miss him at functions!

Sue, Kimberly, and Kelly – you are in our thoughts and prayers – lead on – he would encourage that!

Kay Lyndahl, Reaching Out newsletter editor

Best of the Best Applications due by June 13

The Best of the Best Administrative Award is an opportunity for Partners of WHA volunteers to acknowledge on-site administrators, chief executive officers, executive directors, vice presidents, or chief financial officers of their local hospitals or medical centers who are strong advocates of their volunteer organizations. The nominee typically demonstrates a cooperative, supportive, enthusiastic, and well defined relationship with them. The Award is sponsored by the Partners of WHA. If you have submitted a nomination in the past and have not won, we encourage you to try again, adding new or additional information and closely following the directions in the application.

Specific award criteria and eligibility requirements are included in the Best of the Best Award applications. Packets were mailed to all Partners organizations in March, were available at all spring district meetings, and are available on the Partners of WHA website at www.partnersofwha.com.

The Best of the Best Committee will evaluate each nomination, and a decision will be made based on the information provided in the application. The name of the candidate, organization represented, and location remain anonymous throughout the selection process. The 2014 Best of the Best Committee members are Sherry Jelic, chair; Ms Laurie Oungst, 2013 recipient of the Best of the Best Award; Jude Bolterman; Mary Licht; and Sue Leibham.

Best of the Best entries must be returned to Sherry Jelic and postmarked on or before June 13, 2014. Organizations submitting a nomination will receive two (2) honor points toward their 2014 Honor Points Award.

For questions regarding the nomination please contact me.

*Sherry Jelic, 2014 Best of the Best Chair
608-235-9526; Email: sjelic@msn.com*

A Message from the President-Elect

Spring Tour???

Yes, we had a very interesting spring tour. We checked out a critical access hospital emergency room in Chilton, WI. The staff at Calumet Medical Center was excellent.



Bonnie Olson

Critical access hospitals are essential. Please be advocates to keep these hospitals in your communities. Thank you for all you did to make your state officers welcome in your district meetings. The Spring Tour District Notification Form helped us find our way in your beautiful cities. We knew where to go and how to get there.

The leadership procedure for the **treasurer report** is as follows: AFTER THE TREASURER'S REPORT, THE PRESIDING OFFICER SAYS, "ARE THERE ANY QUESTIONS? {pause} IF NOT, THE REPORT WILL BE FILED FOR AUDIT." **WRONG WORDS: "IS THERE A MOTION TO APPROVE THE REPORT OF THE TREASURER?"**

Will YOU recruit at least one new member to your local Partners of WHA organization?

KINDNESS

*"Three things in human life are important.
The first is to be kind.
The second is to be kind.
The third is to be kind." - Henry James
Today, I will do at least one kind thing for
someone else.*

I'm very interested in hearing your thoughts and suggestions about how we can make Partners of WHA, *Reaching Out* (our newsletter), and website even better. Please contact me.

*Bonnie R. Olson, President-Elect
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Successful Year Propelled By Advocacy Engagement

A “thank you” is in order to volunteers across the state who helped WHA make this past legislative session one of the most successful.

Did you know that WHA HEAT advocates—including hundreds of you—sent over 4,500 emails to their elected leaders on important issues?

Those emails and contacts, WHA’s aggressive lobbying efforts, and the commitment of our hospitals statewide resulted in enactment of multiple WHA-backed pieces of legislation!

Take a look at what we accomplished together:

- Enactment of “Jandre” legislation on physician informed consent. Signed by Governor Walker into law on December 13, 2013
- Enactment of “Mental Health Care Coordination” legislation. Signed by Governor Walker into law on April 8, 2014
- Enactment of “DHS 124” on updating hospital regulations. Signed by Governor Walker into law on April 8, 2014



“Jandre” bill signing ceremony, December 13, 2013. WHA’s Kyle O’Brien, Laura Leitch and Eric Borgerding directly behind Governor Walker.



Hospital leaders, WHA staff and key legislators stand behind Governor Walker as he signs “mental health care coordination” (left photo) and “DHS 124/Hospital Regulations” into law (right photo).



If you helped us advocate on these important pieces of legislation, thank you! If you did not, please consider doing so by joining the Wisconsin Hospital Association’s “HEAT” grassroots advocacy program. Log on to learn more at www.wha.org/heat-grassroots-advocacy.aspx. Contact WHA’s Jenny Boese at jboese@wha.org with questions.

Jenny Boese, WHA VP-External Relations & Member Advocacy

Meriter Now Affiliated with UnityPoint Health

On January 1, 2014 Meriter Health Services of Madison affiliation with UnityPoint Health based out of Des Moines, Iowa was finalized.

UnityPoint Health is one of the nation’s most integrated health systems. UnityPoint Health has more than 280 clinics, 32 hospitals in metropolitan and rural communities, and offers home care services. UnityPoint Health provides care throughout Iowa, Central and Western Illinois, and now South Central Wisconsin. Meriter will now be known as Meriter-UnityPoint Health.

Meriter-UnityPoint Health will continue its practice of providing the most efficient, high quality patient-centered health care to their patients and their families.

WAVE Award Application Deadline is June 13, 2014

The Wisconsin Award for Volunteer Excellence (WAVE) recognizes the great projects and services the volunteers do for our hospitals and communities. The applications for the WAVE award were mailed out to local presidents. If, for some reason, your organization did not receive the application, it can be found on the partnersofwha.org website. The WAVE committee is excited to read about all the wonderful projects happening in your hospitals and communities.

Please be sure to read through the brochure and nomination form CAREFULLY, as some of the rules may have changed slightly to mimic the updated national HAVE award.

After reviewing the brochure, please consider submitting an application in one of the four categories:

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

You may submit any project which was performed in the 2012 – 2013 year. Programs submitted in the past can be re-submitted as long as it had not previously won a WAVE award. Submissions should be mailed to the WHA office and must be postmarked on or before **June 13, 2014**. Winners will be contacted by the end of August. The awards will be presented October 16, 2014 at the Partners of WHA Annual Convention in Green Bay.

If you have any questions or concerns, please contact me. Now is the time to showcase your special programs/projects. Good luck and remember, a submitted application does count toward Honor Points!

Jan Molaska, 2014 WAVE Chair
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Public Policy Education Report

Neither rain, nor sleet, nor snow, nor ice deterred us from our “appointed rounds” on Spring Tour. In spite of the weather, we did make it to all the meetings and our Partners throughout the state turned out in large numbers to greet us, as well! Thank you to all the districts and to the hosts for outstanding meetings!

The End of the Year reports from the district public policy chairs were received on time. Sixty-one were received and six were not, which is the same as the previous year. If your local group does not have a PPE chair, then it is the president who is responsible for filling out the report and sending it on to the district PPE chair.

Overall we surpassed the “numbers” from 2013! Four hundred ninety one HEAT members were reported for 2013 (HEAT membership totals 2,400 overall and approximately 600 self-report as volunteers to WHA). You are encouraged to become members of HEAT and can do so by going to www.wha.org or by contacting Jenny Boese at jboese@wha.org.

Contacts with legislators for 2012 were 1,924 and for 2013 were 2,082. Advocacy Day attendees for 2013 totaled 900 and of that total, Partners numbered 445. This is an increase of 86 over the previous year. Partners showed unity by again wearing red, white, and blue!

The *Jandre* and the mental health bills were passed, thanks in part to all the efforts of the Partners who contacted their legislators. Well done, Partners!

Congress has already approved over \$4 billion in Medicare cuts to our Wisconsin hospitals. This madness has got to stop! Keep in contact with your legislators and ask them to reject arbitrary cuts to Medicare and Medicaid.

The President signed into law legislation to stave off cuts to Medicare Physician payments through March 31, 2015—a one-year “fix.”

Being an advocate for our hospitals is the one thing that Wisconsin Hospital Association asks of us as Partner volunteers. You are committed to your hospitals in the number of hours you volunteer and the large amount of dollars donated to them, as well. Now you just need to **advocate** for them!

Become a Health Care Advocate...a champion for your hospitals, your communities, your families, and for yourself!

Thank you for all you do for your hospitals, its patients, for the Partners organization, and for WHA. Your dedication and efforts make our hospitals better and our communities stronger.

One of the greatest accomplishments in life is standing up for what you believe is right!

Diane Westbrook, PPE Chair
W110399 880th Avenue, River Falls, WI 54022
Email: d-westbrook@sbcglobal.net



Diane Westbrook

Community Health Education Report



Gloria Sparacino

Alzheimer's disease can impact a person's mental and physical health and place a tremendous burden on family. Alzheimer's disease accounts for 50 to 80 percent of dementia cases.

"Sadly, there is no effective treatment or cure for Alzheimer's," says Cindy Carlsson, MD, UW

Health geriatrician and researcher for the Wisconsin Alzheimer's Disease Research Center. "Overall, it is the sixth leading cause of death in the U.S. and the fifth leading cause of death for people 65 years of age and older."

Today more than five million Americans are living with Alzheimer's disease, including an estimated 200,000 under the age of 65. By 2050, up to 16 million people will have the disease.

"Early treatment is important for "Alzheimer's disease" says Carlsson. "There is no cure, but research has determined certain medications might play a role in slowing the progression of some symptoms. Getting involved in clinical studies is the best way to help us find better ways to prevent and treat Alzheimer's."

JOINING A CLINICAL TRIAL—CARING FOR A PERSON WITH ALZHEIMER'S DISEASE GUIDE (Updated May 2013)

What is a Clinical Trial? It is a research study to find out whether new medications or other treatments are safe and effective. They take place at research centers and universities across the United States.

Joining a clinical trial is a way for you and the person with Alzheimer's to help find ways to prevent or treat Alzheimer's disease. But, you should keep in mind that clinical trials may have some risks. Researchers conducting the study are required by law to tell the patient and/or family members all the risks and benefits of taking part in the study. This is called informed consent process. Laws and rules about informed consent differ across states and research centers. So, be sure to look at the benefits and risks before you make the decision to join a clinical trial.

For more information about these trials, contact ADEAR Center Clinical Trials at 1-800-438-4380.

Gloria Sparacino, CHE Chair
8225 West Arthur, West Allis, WI 53219: 414-321-9958
Email: gsparacino@global.net

Strategic Planning Committee Report

The Strategic Planning Committee met in February to discuss our strengths and areas for improvement.

The main topic of discussion dealt with the ability of the organization to remain financially solvent. Over the past few years we have all dealt with inflation that resulted in increased costs at home. As we strive to maintain a high level of service to our members, Partners of WHA, Inc. faces those same challenges. The annual convention registration fee covers only the cost of food and beverages. The remaining convention costs need to be covered in other ways. Last year, each member hospital was asked for a donation to cover the cost of speakers, workshops and other related convention expenses. Those donations financed the remaining cost of convention. Our membership dues, along with the financial support of WHA, needs to cover the remaining expenses of the organization which increase each year. After much discussion, the committee voted to raise dues from \$1.00 to \$1.25 per member. We will continue to concentrate on evaluating ways to decrease expenses while increasing revenue.

Last spring, requests for proposals were mailed to eight convention sites in Wisconsin. After the information was returned and reviewed, only three of the eight came close to meeting our basic needs. Sue Lynch, Partners president, visited those sites and after board approval, signed a contract with the Radisson Paper Valley Hotel and Convention Center in Appleton for our 2016 convention. As our group grows it is becoming more and more difficult to find new space that is large enough for the annual meeting.

Leadership training will be the focus of the 2014 convention in Green Bay.

Shortly, updates in the Leadership Handbook will be available for you to download. Please let us know if you are having difficulty downloading this information.

We are happy to report that Aurora Medical Center in Kenosha has become a member of our organization. Sue Lynch has a goal of four new member organizations during her term of office. Please let your district chair or the president know of any membership issues or of an organization that could be a recruitment possibility.

Pat Freeders
Strategic Planning Chair
pat.freeders@gmail.com

Around the State

Osceola Medical Center Partners, Osceola:

At one of their meetings, there was a demonstration on tying many sizes and shapes of scarves. Members were asked to bring in their unused scarves to trade with someone, but not before learning new ways to tie and drape them first. What fun!

Auxiliary of Riverside Medical Center, Waupaca:

The "Prescription to Read" program began in 2013. Books were purchased locally for children ages six months to five years and given to the clinic for distribution during baby/child checks. Stickers were made and attached to the books as donated by the Auxiliary of RMC. This past year, the auxiliary received a grant for \$3,000 from the Community Foundation to purchase books for this year. Well done volunteers!

Oconomowoc Memorial Auxiliary and Volunteer Services, Oconomowoc:

An "Islands of New England" trip is being offered to their volunteers from September 26 – October 3, 2014 with a special group rate from \$2,319 to \$2,419. This land tour begins with a flight out of Chicago to Providence, Rhode Island and working its way down to Cape Cod. Beautiful fall colors!

Aurora Lakeland Medical Center Associates, Elkhorn:

The gift shop began offering all Aurora employees an Employee Shopping Card. The employee earns one point for every \$1.00 spent before tax. Purchases of \$.50 or more over the dollar amount will earn two points. There is a birthday discount on a one-time purchase made any time during the employee's birthday month. Add up points and get your reward. Great idea to encourage employee spending in the gift shop!

Colorful Food is Good for Your Health

Colorful food in fruits and vegetables are so important in your everyday diet! Think of it as your "rainbow diet."

First of all, **orange** and **yellow** play a big part in reducing the risk of heart disease and some cancers and also slows the progression of diabetes related to vision loss. The beta-carotene can be found in apricots, cantaloupe, carrots, mangoes, and sweet potatoes.

Red food reduces the risk of prostate, stomach, and lung cancer and heart disease, so eat sour cherries, pink grapefruit, sweet red peppers, tomatoes, and watermelon.

Blue and **purple** foods promote circulatory function and cuts the risk of stroke by inhibiting clot formation. These foods include plums, blackberries, red cabbage, eggplant, and purple grapes.

Dark green food lowers the risk of cataracts and macular degeneration. How about eating more avocados, broccoli, collard greens, cucumbers, spinach, and zucchini?

Light green and **white** foods protect the retina from oxidative damage and fights carcinogens. Broccoli sprouts, brussels sprouts, cabbage, cauliflower, and turnips are the foods to turn to when buying vegetables.

White foods on this "rainbow" can't be forgotten either, as they boost immunity, lower cholesterol, and control blood pressure. Therefore, eat garlic, leeks, onions, and shallots.

Now, fix a colorful plate and try to stay healthy!

Kay Lyndahl

From the Treasurer

The Partners of WHA dues notices were mailed to all local presidents April 1. Dues are one dollar per local member as shown on the local president's report that was due January 31. Dues must be paid by June 30 to be eligible for 2013 "Honor Points."

Ralph Spindler, Treasurer

Reaching Out Deadlines

<u>Issue</u>	<u>Deadline</u>
August 2014	Tues. July 15, 2014
November 2014	Sat., October 18, 2014
February 2015	Thurs., Jan. 15, 2015
May 2015	Wed., April 15, 2015

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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