

**Wisconsin Public Health and Health Policy Institute  
Advisory Board Meeting  
October 8, 2004  
Minutes**

**Participants:**

Board Members: Carol Graham, Greg Nycz, Chris Queram, David Riemer, Tim Size, Eric Stanchfield, Susan Tierney, Gregg Underheim, Susan Wood

Staff: Pat Remington, David Kindig, David Austin, Marion Ceraso, Donna Friedsam, Angie Kempf, Paul Moberg, Robert Stone Newsom, Paul Peppard

The meeting began with introductions of participants.

Minutes of the May 21 Board meeting were approved.

The Director's Report on activity from June through September 2004 was next reviewed. Highlights included the merger of the Center for Health Policy and Program Evaluation with the Institute effective July 1; new funding for Tobacco Training and Technical Assistance and for Fetal Alcohol Syndrome Prevention ; and proposals prepared for the Blue Cross/Blue Shield program (Wisconsin Partnership Fund).

A proposed name change for the Institute was also discussed. Carol Graham vocalized a primary concern that use of the term "population health" may diminish the focus on policy. The resolution was to propose a revised tag-line—"Translating research into policy and practice."

Member updates were solicited.

- Chris Queram discussed the May symposium on quality-based health care funded by AHRQ and announced upcoming webcasts on the topic. Greg Nycz mentioned that standards of evidence used by AHRQ are very strict for inclusion in its recommended strategies.
- David Riemer discussed his current work: The "Wisconsin Health Project" with the goals of expanding access to care and controlling costs. The project includes a website for individuals to determine which benefits programs they may qualify for.
- Tim Size reported two new grants. One is a Blue Cross planning grant to organize community input regarding rural medical school needs. The second is an AHRQ planning grant on information technology for rural providers.

Dave Kindig, Angie Kempf and Paul Peppard presented their paper "How Fast Can Wisconsin Become Healthier." The focus of the discussion was on goal setting and the implications of selecting from alternative target levels for the goals. Dave pointed out that setting goals does not address how to achieve them. Greg Nycz highlighted

alternatives of aiming high to rally people and make a commitment (e.g., “eliminate disparities”) versus picking realistic and achievable goals. Carol Graham suggested that some of the goals in the state health plan have not been sufficiently defined as to be measurable. Tim Size mentioned that there are consequences of choosing certain goals rather than others. Pat Remington suggested that any goal should have a corresponding measure, but that whether the target should be high or achievable was not clear. Donna Friedsam differentiated visions, goals and objectives; suggesting that tracking objectives is a way to monitor progress toward the goals/vision. David Riemer pointed out that goal setting process varies with the context, setting and sense of crisis. The underlying consideration should be “continuous process improvement.”

The meeting adjourned at 1:00 pm.