

Advisory Board Meeting
University of Wisconsin Population Health Institute
Wednesday, November 29
5:00-7:00
Country Springs Inn, Waukesha

Members present:

Bevan Baker
Curt Gielow
Kevin Hayden
MaryAnn Lippert
Rep. Terry Moulton
Helene Nelson
Greg Nycz
David Riemer
Peggy Rosenzweig
Tim Size
Arvid Tillmar

Members Absent:

Steve Brenton
Nancy Kaufman
Chris Queram
Senator Judy Robson
Ayaz Samadani

Staff Present:

Patrick Remington
D. Paul Moberg
David Kindig
Bridget Booske
Marion Ceraso
Donna Friedsam
Judy Knutson
Tom Oliver
Robert Rancourt

The meeting was called to order at 5:05. Minutes from the previous meeting were distributed and approved. The minutes will be posted: www.pophealth.wisc.edu/uwphi.

Director's Report and Program Updates:

Pat Remington announced that the 2007 Wisconsin County Health Rankings were released in mid-November and that the Institute has been awarded a grant by the Robert Wood Johnson Foundation (RWJF) to explore ways to use the Rankings to stimulate community health improvement. Board members discussed some of the Rankings results and suggested that the Institute's work in this area could be publicized further. In another call for proposals, RWJF had also selected the Institute to submit a full proposal to evaluate the BadgerCare Plus program.

Donna Friedsam reported on the activities of the Health Policy unit, including work with the eHealth Board, the Evidence-Based Health Policy project, a new Issue Brief on consumer engagement, and a planned spring colloquium on pay for performance. Kevin Hayden commended the Institute's work on e-health.

Marion Ceraso reported on the activities of the Outreach program including the Population Health Fellowship and the Healthy Leadership Institute. The Fellowship program plays a critical role in training the next generation of public health fellows but is still struggling to find fellows to place in rural settings.

A general discussion about the need for greater publicity and recognition of the Institute's activities – specific staff members are well-known as individuals but the Institute is not necessarily appreciated as an entity. It is also not clear whether recognition is needed at a national level as well as at a state level.

***Action Item:** The Institute leadership should develop a public relations plan and examine relationships within the University of Wisconsin and the state.*

Pat Remington introduced Tom Oliver, a new faculty member in the Department of Population Health Sciences, who will work with the Institute on health policy issues.

Member Updates:

Dick Tillmar reported on a variety of wellness initiatives including efforts to make Milwaukee a “Well City USA”.

Curt Gielow reported that Concordia University of Mequon is considering starting a practice-oriented pharmacy program. Tim Size observed that this initiative would be helpful since only 6 percent of UW pharmacy graduates go into rural areas. Additional discussion addressed the role of pharmacists and the possibility of integrating population health into the pharmacy curriculum – UWSMPH has added a 1 credit course in population health and epidemiology for medical students.

MaryAnn Lippert reported that Marshfield’s participation in a pay for performance project with the Centers for Medicare & Medicaid Services has yielded an increase in the quality of diabetic care and significant savings to the Medicare program. In its second year, the project will focus on coronary artery disease and congestive heart failure, and its third year, they will focus on six measures of preventive care. The defined population includes Medicare recipients who receive at least 80 percent of their care from the Marshfield physician group practice.

It was announced that Kevin Hayden will be the 2008 recipient of the UWSMPH Population Health Sciences Distinguished Alumni Award.

New Business:

The Board gave positive feedback on Day 1 of the Institute’s conference and offered suggestions for Day 2. It was noted that some of the breakout sessions were rather rushed with 3 speakers in each session. Public health and policy makers were well-represented in the audience but there was less engagement with the health care system.

Dave Kindig gave an update on the Making Wisconsin the Healthiest State project, describing phase II of the project and the gathering of evidence about programs and policies to address 18 different risk factors/determinants. He handed out copies of a draft of a new report “Opportunities to Make Wisconsin the Healthiest State” which summarized Wisconsin’s performance in these 18 areas in comparison to the US average, the worst state, the best state, and also to Minnesota. The board provided positive feedback on the draft and its user-friendly display of information, as well as making a few specific suggestions for improvement.

Donna Friedsam provided a handout about the California Health Benefits Review Program and asked the board’s advice as to whether this is the type of activity that the Institute might consider. Kevin Hayden asked about its added value beyond the analysis already conducted by the Fiscal Bureau – the value added would address medical effectiveness and public health impact.

The meeting adjourned at 7:00.

Handouts for this meeting:

Agenda

Advisor Board member list

Minutes of June 2007 meeting

UWPHI in the Media

Program Updates

Tom Oliver bio

BadgerCare Plus Evaluation Plan

2007 *Wisconsin County Health Rankings*

Draft of new report: "*Identifying Opportunities to Make Wisconsin the Healthiest State*"

Healthiest State Phase II Topics

Healthiest State Program and Policy Worksheet Example: Smoking