

IMPROVING WISCONSIN'S HEALTH: Prevention, Policy and Priorities for Research



November 29 & 30, 2007

The Country Springs Hotel • Waukesha, Wisconsin

WHO SHOULD ATTEND?

This conference is designed for public health and health care practitioners, researchers, policymakers, health care and business leaders, and others interested in successful models for addressing health priorities in Wisconsin.

OBJECTIVES

At the conclusion of this activity, participants will be able to:

- Identify current sources of and ways to communicate population health data.
- Describe successful models for evidence-based health promotion and disease and injury prevention.
- Understand the essential contribution of health policy for improving population health.

GENERAL INFORMATION

DATES: Thursday, November 29 and Friday, November 30, 2007

PLACE: The Country Springs Hotel
2810 Golf Rd., Waukesha, WI 53187-2269

PHONE: (262) 547-0201 or (800) 247-6640

WEBSITE: www.countryspringshotel.com

CONFERENCE FEES

The conference fee of \$ 75.00 (\$100.00 if received after October 30, 2007) and \$50 for students (photocopy of student ID required) includes the cost of tuition, materials, breakfasts, breaks, lunches, and a nonrefundable registration fee of \$25.

Should you cancel your registration up to 72 hours prior to the conference, you will be refunded the entire conference fee except the \$25 registration fee. No refunds will be made after that time.

FOUR EASY WAYS TO REGISTER

By Mail: Return your completed registration form and payment.

By Phone: (608) 262-1397. Please call and give your billing information or pay by MasterCard, VISA, or American Express.

By Fax: 1-800-741-7416 (in Madison fax 265-3163).

Online: www.ocpd.wisc.edu
Click on Course Catalog and scroll to conference name.

CONFIRMATIONS

All registrations are confirmed in writing. If you do not receive a confirmation, please call (608) 262-1397.

DIRECTIONS & PARKING INFORMATION

Directions and parking information will be sent with your registration confirmation.

HOUSING

A block of rooms has been reserved at The Country Springs Hotel, 2810 Golf Rd., Waukesha, WI 53187-2269, (262) 547-0201 or (800) 247-6640.

The special conference rate for Wednesday and Thursday, November 28 and 29, 2007 is \$72/single or \$82/double plus tax. Please mention UW Population Health Institute to the hotel staff to receive the special rate.

The block of rooms will be released to the general public after October 30, 2007. For more information on The Country Springs Hotel visit www.countryspringshotel.com.

FOR FURTHER INFORMATION

For conference information please contact Joyce Hart, Office of Continuing Professional Development, University of Wisconsin School of Medicine and Public Health, 750 Highland Ave., Madison, WI 53705; (608) 265-8070; jhart3@wisc.edu.

CREDIT

ACCREDITATION STATEMENT

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of the University of Wisconsin School of Medicine and Public Health, University of Wisconsin Population Health Institute, Medical College of Wisconsin, Center for Urban Population Health, Wisconsin Hospital Association and Delta Dental of Wisconsin. The University of Wisconsin School of Medicine and Public Health is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

CREDIT DESIGNATION STATEMENT

The University of Wisconsin School of Medicine and Public Health designates this educational activity for a maximum of 9.5 *AMA PRA Category 1 Credits*[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

OTHER CREDIT

Application has been made to the National Commission for Health Education Credentialing, Inc. (NCHCE) for 9.5 CHES Category I continuing education contact hours (CECH).

CONTINUING EDUCATION UNITS

The University of Wisconsin-Madison, as a member of the University Continuing Education Association (UCEA), authorizes this program for .95 continuing education units (CEUs) or 9.5 hours.

POLICY ON FACULTY AND SPONSOR DISCLOSURE

As a sponsor accredited by the ACCME, it is the policy of the University of Wisconsin School of Medicine and Public Health to require the disclosure of the existence of any significant financial interest or any other relationship a faculty member or a sponsor has with either the commercial supporter(s) of this activity or the manufacturer(s) of any commercial product(s) discussed in an educational presentation. Detailed disclosure will be made in the course handout material.

CONFERENCE COMPLETION REPORT

A conference completion report will be mailed 4-6 weeks after the conference.

*The University of Wisconsin provides equal opportunities in employment and programming, including Title IX requirements.
The University of Wisconsin School of Medicine and Public Health fully complies with the legal requirements of the ADA and the rules and regulations thereof.
If any participant in this educational activity is in need of accommodations, please notify Joyce Hart at (608) 265-8070.*

Jointly sponsored by: University of Wisconsin Population Health Institute • University of Wisconsin School of Medicine and Public Health, Office of Continuing and Professional Development in Medicine and Public Health • Medical College of Wisconsin • Center for Urban Population Health • Wisconsin Hospital Association • Delta Dental of Wisconsin

Thursday, November 29, 2007

AM

- 7:30 BREAKFAST BUFFET & REGISTRATION
- 8:15 Welcome and Overview
- 8:30 Plenary Session and Keynote

The Primacy of Prevention and the Power of Policy



*Stephen Teret, JD, MPH
Director, Center for Law and the Public's Health
Johns Hopkins Bloomberg
School of Public Health*

- 9:45 BREAK

- 10:00 Break Out Sessions

Applications of Public Health Data for State and Local Decision Making

*Kathleen Blair, MS
Epidemiologist
Milwaukee Health Department*

*Brinnon Garrett-Mandel, MPH, MBA
Supervisor, Public Health for Madison and Dane County*

*Barbara Theis, RN, PHN
Health Officer,
Juneau County Health Department*

Successful Initiatives in Injury Prevention: Models from Wisconsin and Beyond

*Stephen W. Hargarten, MD, MPH
Professor and Chairman, Emergency Medicine;
Director, Injury Research Center, Medical College of Wisconsin*

*Suzanne Brixey, MD
Assistant Professor, General Pediatrics
Medical College of Wisconsin*

*Cathy Ellis, RN, BSN
Public Health Nurse
Manitowoc County Health Department*

*Brenda L. Rooney, PhD, MPH
Medical Director, Community & Preventive Care Services, Gundersen Lutheran Health System, La Crosse, WI; Chair, Population Health Committee of the La Crosse Medical Health Science Consortium.*

Improving Population Health through Better Access to Healthcare: Models from Oral Health

*Frederick C. Eichmiller, DDS
Vice President and Science Officer
Delta Dental of Wisconsin*

*Christopher Okunseri, BDS, MSc, DDPHROCSE, FFDROCSE
Diplomate of the American Board of Dental Public Health, Assistant Professor and Director of Dental Public Health Programs, Marquette University School of Dentistry*

*A. Charles Post, DDS
Pediatric Dentist, Children's Hospital of Wisconsin, Milwaukee, WI*

- 11:30 LUNCH

PM

- 12:15 POSTER SESSION & DESSERT
- 1:15 Break Out Sessions

Communicating Public Health Information Effectively: Applying the Data We Have

*Steve Busalacchi
Steve Busalacchi Communications, LLC*

*Patrick Remington, MD, MPH
Director, UW Population Health Institute;
Professor of Population Health Sciences,
University of Wisconsin School of Medicine and Public Health*

*Renie Schapiro, MPH
Curriculum Manager, Innovations in Medical Education, University of Wisconsin School of Medicine and Public Health*

Worksite and Primary Care Initiatives in Health Promotion and Disease Prevention

*Rich Brown, MD, MPH
University of Wisconsin School of Medicine and Public Health, Department of Family Medicine*

*Arvid (Dick) Tillmar
Board Member, The Wellness Council of Wisconsin;
Partner, Diversified Insurance Services*

*Deborah Seyler, MBA
Executive Director, The Wellness Council of Wisconsin*

Can Pay-for-Performance Promote Pay-for-Prevention?

*Susan Turney, MD
CEO/EVP, Wisconsin Medical Society*

*Nancy Nankivil Bennett
Director of Strategic Health Policy, Wisconsin Department of Employee Trust Funds*

- 2:45 BREAK
- 3:00 Plenary Panel Discussion

Health Care Reform in Wisconsin: Current Status and Implications for the Future

*Kevin Hayden, MS
Secretary, Wisconsin Department of Health and Family Services
Reactor Panel*

- 4:30 Summation & Closing

Friday, November 30, 2007

AM

- 7:30 BREAKFAST
- 8:15 Welcome and Overview
- 8:30 Plenary Panel Discussion

Making Wisconsin the Healthiest State: As Milwaukee Goes, So Goes Wisconsin



*The Honorable
Tom Barrett
Mayor of Milwaukee*

*Patrick Remington, MD, MPH
Director, UW Population Health Institute;
Professor of Population Health Sciences,
University of Wisconsin School of Medicine and Public Health*

- 9:45 BREAK
- 10:00 Facilitated Plenary Dialogue

Setting the Priorities for Population Health Research in Wisconsin

*Helene Nelson
Former Secretary, Wisconsin Department of Health and Family Services 2003-2006*

*Maureen Smith, MD, MPH, PhD
Associate Professor of Population Health Sciences, University of Wisconsin School of Medicine and Public Health*

Reactor Panel

- 12:00 LUNCH – Closing Plenary Speaker

Next Steps Toward Making Wisconsin the Healthiest State

*David Kindig, MD, PhD
Emeritus Professor of Population Health Sciences and Emeritus Vice-Chancellor of Health Sciences, University of Wisconsin School of Medicine and Public Health*



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Please complete steps 1-4 below in BLOCK letters. All steps are required.

STEP 1. Participant Information:

Name _____
First MI Last

Academic Degree for Credit & Name Badge:

MD; PhD; MPH; Other _____

Company Name _____

Work Address _____

City, State, Zip _____

Day Phone () _____

Where you can be reached from 9:00 am – 5:00 pm

Fax () _____

Where you can be reached from 9:00 am – 5:00 pm

E-mail Address _____

Vegetarian entrée requested

STEP 2. Confirmation - Send my confirmation to:

Work Address (as provided in Step 1) -or-

Home Address – Please complete the following:

Home Address _____

City, State, Zip _____

STEP 3. Registration Fee (check one):

\$75 Early Bird Fee (if received by October 30, 2007)

\$100 (after October 30, 2007)

\$50 Student Fee (must include photocopy of student ID)

Payment Method (Check One):

P.O. or check enclosed (payable to University of Wisconsin)

Please bill my company

Credit card: ___ MasterCard; ___ VISA; ___ American Express

Cardholder's Name _____

Card Number _____

Exp. Date _____

STEP 4. Send your Registration Form to:

Kathy Kneebone, The Pyle Center, 702 Langdon Street, Madison, WI 53706 or FAX (800) 741-7416 (in Madison, FAX 265-3163)

You may also register online at www.ocpd.wisc.edu/Course_Catalog/ or via phone at (608) 262-1397.