



# Wisconsin Public Health & Health Policy Institute **Annual Report 2003**

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*Improving the health of the people of Wisconsin through partnerships*



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# **Wisconsin Public Health & Health Policy Institute 2003 Annual Report**





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# Director's Report

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**O**n January 1, 2004 the Wisconsin Public Health and Health Policy Institute completed our second calendar year in operation. We remain focused on stimulating, creating and communicating useful research and analysis and translating research into practice from our base within the academic environment of a major research university.

It was a year characterized by outreach activity including our well-attended Bi-Annual Conference, the successful production of four Health Policy Forums, and the exciting launch of our first annual Wisconsin County Health Rankings. Further, we have taken positive steps to more fully engage the expertise of our board of advisors, affiliates and constituents in our choices of research direction, topic selection and priorities.

The Institute continues to network into an ever-widening list of public health and health policy organizational collaborations, partnerships and committees. At the same time we continue to see steady progress in the necessary planning, organizing of human resources, data acquisition and background research required to fully realize products from our core research initiatives.

To measure our success we ask ourselves each year how well, in the day-to-day world of public health practice and health policy development, did we translate useful information? We answer the success question through feedback from our board; customer surveys; attendance at our meetings and forums; requests for our work and expertise; and our ability to support translation and practical research activity used by our constituency.

Progress in all of these areas was strongly encouraging. We had significantly increased attendance at the conference, a high (90%+ of those invited) response rate at our forums, and we have already distributed more than 2500 of our Health Rankings reports in addition to a very satisfactory press response from around the state. There has been much new state level activity following our forums on health care costs and obesity. The quality purchasing forum paper was also presented to the National Conference of State Legislators and to a state wide health care quality organization.

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The Institute has accomplished the three goals it had established for 2003:

- **Monitor and Enhance State Health Status:** The Institute has developed methods for monitoring and maintaining the state's current health status, providing information to advance Wisconsin towards becoming the "healthiest state" in the nation.
- **Serve as Health Policy Resource and Liaison:** The Institute served as a primary liaison between the Population Health Sciences Department, the UW Medical School and the State of Wisconsin's Department of Health and Family Services.
- **Conduct Policy Analysis and Outreach:** Through the Wisconsin Health Policy Forums and statewide conference, the Institute provided policymakers with original policy analysis and options for important statewide health related issues.

Our progress during 2003 could not have been achieved without the ongoing contributions of the members of our Community Advisory Board and our Executive Committee. We are grateful for their continued commitment and dedication.

Patrick Remington, MD MPH, Director

David Kindig, MD PhD, Co-Director

# Mission Statement

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**T**he mission of the Institute is to stimulate, create, and communicate useful research and analysis and to translate research into practice.

The Institute is a focal point for University faculty, staff, and students interested in using their skills and experience to answer “real world” questions. We undertake applied research and serve as a bridge between the University and practitioners and policymakers through extensive outreach and education and through affiliated programs.

**We strive to:**

- Address a broad range of real world problems of topical importance to government, business, providers and the public.
- Promote partnerships of inquiry between researchers and users of research, breaking down barriers between the academic community and public and private sector policymakers.
- Lead the development of interdisciplinary public health and health policy research at the UW-Madison and other academic settings in the state.
- Provide outreach and continuing education for practitioners and opportunities for applied learning for graduate, professional and medical students.
- Make useful contributions to public health and health policy decisions that improve the health of the public in the state.
- Maintain the highest level of relevance, rigor and objectivity.



# Community Advisory Board – 2003

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**Stephen Braunginn**

President/ CEO  
Urban League of Greater  
Madison

**Steve Brenton**

President  
Wisconsin Hospital  
Association

**Tim Cullen**

Vice President  
Cobalt Corporation

**Seth Foldy**

Commissioner of Health  
City of Milwaukee

**Carol Graham**

Public Health Advocate  
City of Milwaukee

**Neil Heinen**

Editor  
WISC-TV/ channel 3000

**Mary Ann Lippert**

Former State Representative  
Wisconsin State Legislature

**Doug Mormann**

Health Officer  
La Crosse County Health  
Dept.

**Helene Nelson**

Secretary  
Department of Health &  
Family Services

**Greg Nycz**

Director of Health Policy  
Marshfield Med. Res.  
Foundation

**John Patchett**

Chief Executive Officer  
Wisconsin Medical Society

**Christopher Queram**

Chief Executive Officer  
The Alliance

**David Riemer**

Administrator  
Executive Budget and  
Finance  
State Department of  
Administration

**Judy Robson**

Senator  
Wisconsin State Senate

**Peggy Rosenzweig**

Regent  
University of Wisconsin  
System

**Tim Size**

Executive Director  
Rural Wisconsin Health  
Cooperative

**Gregg Underheim**

Representative  
Wisconsin State Assembly

# UW Executive Committee – 2003

**Betty Chewning**

Associate Professor  
HS-Pharmacy

**Byron Crouse**

Associate Dean  
Medical School

**Gloria Johnson-Powell**

Associate Dean  
Medical School

**Marty Kanarek**

Professor  
Population Health Sciences

**David A. Kindig**

Emeritus Professor  
Population Health Sciences

**Ron Laessig**

Director  
State Laboratory of Hygiene

**Mark Linzer**

Professor  
HS-Medical School

**D. Paul Moberg**

Director  
Center for Health Policy &  
Program Evaluation, (CHPPE)

**John Mullahy**

Professor  
Population Health Sciences

**Javier Nieto**

Professor and Chair  
Population Health Sciences

**Linda Reivitz**

Faculty Associate  
School of Nursing

**Patrick Remington**

Professor  
Population Health Sciences

**Roberta Riportella-Muller**

Associate Professor  
School of Human Ecology

**Susan Skochelak**

Associate Dean  
Medical School

**Nick Turkal**

Associate Professor  
Sinai Samaritan Medical Center

**Bobbi Wolfe**

Professor  
Population Health Sciences

**Susan Zahner**

Assistant Professor  
School of Nursing

# Goals for 2004

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In order to fulfill the Institute's mission in 2004, Institute staff and its Advisory Board have established the following goals:

- 1. Contribute Applied Research and Analysis:** The Institute will advance its core research initiatives including: community health rankings, trends in public health indices, health disparities assessment, regional variation in quality of health care, access to health care and cost, and financing of health care.
- 2. Strengthen Outreach Initiatives:** The Institute will disseminate information through such channels as Health Rankings, Weekly Seminars, Issue Briefs, State Forums, Technical Reports, electronic web based resources and targeted meetings with public and private public health / health policy stakeholders. The Institute will continue to assist in the planning of the new MPH program to be offered through the Department of Population Health Sciences and assist with the ongoing implementation of the Blue Cross / Blue Shield Wisconsin Partnership Fund for a Healthy Future.
- 3. Strengthen Community Partnerships:** The Institute will contribute its expertise to the Department of Health and Family Services, other university departments and institutes, government, industry and private non-profit community organizations. The Institute will maintain and strengthen its research partnerships with Center for Health Policy and Program Evaluation, state HMO and provider organizations and the Employer's Health Care Alliance Cooperative.

# Goal 1:

## Contribute Applied Research and Analysis

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The Institute continues to act on the advice of its Community Advisory Board for setting priorities and direction for its applied research efforts. From these recommendations, the Institute pursues initiatives in the following areas:

- Health disparities
- Public health assessment
- Access to health care
- Health care quality
- Cost and financing of health care

The following broadly describe our progress in these areas during 2003:

**Health disparities:** Performed extensive consulting on methods, data analysis, graphical and table production, writing and editing of drafts of the report, as part of our consulting work on the Department of Health and Family Service's soon to be released Minority Health Report.

**Public health assessment:** Provided ongoing consultation, served on a range of state and regional committees and provided targeted technical advice for the public health community. In addition we contributed leadership and staff time and expertise to the developing MPH program.

**Access to health care:** Examined multiple facets of access to health care in Wisconsin, with an emphasis on: i) health insurance coverage associated with economic fluctuations, ii) access and financing of care in special populations including urban and reservation-based Indian populations, and iii) assessment of geographic variation in access and utilization in Wisconsin.

**Health care quality:** Assessed regional variation in the quality of health care in Wisconsin including a) diabetes and cardiovascular HEDIS measures of care among HMOs, b) ongoing evaluation of performance objectives development across local public health departments, and c) assessment of diabetes care in providers connected with the self-insured market.

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**Cost and financing of health care:** Conducted ongoing monitoring and analysis of federal and state policy. Provided opening testimony to the Assembly Health Committee on Health Care Containment. Published an Issue Brief on containing Wisconsin Health Care Costs. As part of the Wisconsin Health Policy Forums, the Institute wrote a major review and policy analysis on health care costs collaborating in the legislative seminar series with the Family Impact Seminars. Sponsored a Forum on Quality Measurement for Health Care Purchasing.

## Core Research Activities

- **Wisconsin Community Health Rankings.** These reports contrast county level indices of population health and its determinants to stimulate discussion within the Wisconsin health policy and public health communities.
- **Trends in public health indices** from 1990-2000 in Wisconsin. Currently conducting retrospective review of progress toward Wisconsin's Public Health Agenda Year 2000 objectives to provide a baseline for future evaluation of progress toward 2010 objectives.
- **Health Disparities assessment:** Ongoing examination of geographical and temporal variations in associations among mortality, race and educational attainment using Wisconsin death certificate data. Methods for characterizing disparities in Wisconsin populations are also under study.
- **Quality Assessment:** Continuing data collection and analysis of the state HMO Diabetes Quality Initiative; Analysis of self-insured population health services; and evaluation and measurement of state Local Public Health Department performance objectives.

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## Applied Research

Ongoing analysis of population health data, including the following:

- HEDIS data from 18 HMOs in the state, as part of the “Wisconsin Diabetes Quality Improvement Project”.
- Diabetes related care analysis of a sample of the self-insured market.
- Health of Racial and Ethnic Populations in Wisconsin: Epidemiological consultation and expert analysis provided to the Office of Minority Health (DHFS) on methods, analysis and content of soon to be released Minority Health Report.

## Applied Research (Issue Briefs)

Information was broadly disseminated through periodic *Issue Briefs* including:

- **“An Ounce of Prevention: What Can Policymakers Do About the Obesity Epidemic?”** Austin, Newsom Vol. 4, Number 5, 2003.
- **“Should we Keep Wisconsin’s Physician Office Visit Data System?”** Newsom, Kindig, Remington, Vol. 4, Number 4, April 2003.
- **“Tobacco Taxes: Implications for Public Health.”** Ceraso, Vol. 4, Number 3, 2003.
- **“Considering Health Inequality.”** Asada, Kindig, Vol. 4, Number 2, 2003.
- **“Health Insurance Coverage among Wisconsin’s Dairy Farmers.”** Foltz, Roth, Barham, Vol. 4, Number 1, 2003.

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## State Health Policy Forums

- Newsom and Friedsam, State Policy Options: Health Costs and Financing, **Health Policy Forums Issue Briefing paper**, Vol. 1, Number 1, 2003.
- Austin and Newsom, An Ounce of Prevention: What can Policymaker Do About the Obesity Epidemic? **Health Policy Forums Issue Briefing paper**, Vol. 1, Number 2, 2003.
- Frey, Remington, Austin & Newsom (Ed) Wisconsin State Health Plan: Lessons Learned from Monitoring the Year 2000 Plan, **Health Policy Forums Issue Briefing paper**, Vol. 1, Number 3, 2003.
- Newsom and Kindig, Quality Measurement for Health Care Purchasing. **Health Policy Forums Issue Briefing paper**, Vol. 1, Number 4, 2003.

## Other Research Publications and Presentations

- Dawson K., Newsom, RS "The Wisconsin Diabetes Quality Improvement Project: Year 3," Presented at **CDC Conference**, St. Louis, May 2003.
- Newsom, RS, Dawson, K "The Wisconsin Diabetes Quality Improvement Project: Annual Report," prepared for the **Wisconsin Division of Public Health**, June 2003.
- Siomos, EE, Newsom, RS "The Wisconsin Collaborative Diabetes Quality Improvement Project - 2003," Distributed to the **Wisconsin Collaborative Diabetes Quality Improvement Project** and the Wisconsin Division of Public Health.
- Dranger EA, Remington P, Peppard PE. "Progress in reducing mortality among Wisconsin residents, 1980-2000: Rates decline but Black-White disparities increase." **Wisconsin Medical Journal** 2003; 102(8): 22-26.
- Newburn VH, Remington PL, Peppard PE. "Use of smoking during pregnancy data to guide community planning and evaluation efforts in tobacco control." **Tobacco Control** 2003; 12(2):161-167.
- Erickson J, Remington PL, Peppard PE. "Trends in bariatric surgery in Wisconsin." **Wisconsin Medical Journal**. (accepted pending minor revisions)
- Park H, Remington P, Peppard P, Trentham-Dietz A. "Korea smoking. Long-term trends in smoking prevalence among successive cohorts." **Tobacco Control**. (under review)

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- Peppard PE, Kindig D, Remington P, Dranger E, Riemer A. "Wisconsin Community Health Report Cards—2003." Verbal and Poster Presentations. **Wisconsin Public Health and Health Policy Institute Biennial Meeting**, Madison, WI, October 2003.
  - Peppard, PE "**Department of Health and Family Services Minority Health Report**" Analyzed data, produced tables, wrote, edited, provided analytic support and revised major portions of the report.
  - Peppard PE, Kindig DA, Remington PL, Riemer A, Dranger E. "Wisconsin County Health Report Cards 2003." **Wisconsin Public Health and Health Policy Institute Working Paper**, Vol. 3(1): 2003.
  - Friedsam D, Haug G, Rust M, Lake A. "Tribal Benefits Counseling Program: Expanding Health Care Opportunities for Tribal Members." **Am J Public Health** 2003; 93: 1634-1636.
  - Friedsam, D. "Medicaid Coverage and Expenditures." **Milwaukee Business Journal. Letter.** March 14, 2003.
  - Friedsam, D. "Broaden Risk So Others Aren't Frozen Out." **Wisconsin State Journal. Letter.** July 27, 2003.
  - Newsom and Kindig, "Quality Measurement for Health Care Purchasing" Presented to the **National Conference of State Legislators (NCSL)** by the Director of Measurers for the LeapFrog Group. Washington, DC, and distributed to the Wisconsin Healthcare Purchasers for Quality.
  - Newsom, RS **Local Public Health Department, Objectives Evaluation, Final Report** (contract 155090) to State of Wisconsin, DHFS, Division of Public Health and Institute Technical Report.
  - Newsom, RS **The Wisconsin Collaborative Diabetes Quality Improvement Project: Year 4, Final Report**, State of Wisconsin, DHFS, Division of Public Health and Institute Technical Report.
  - Siomos, EE, Newsom, RS Remington, PA **The Wisconsin Collaborative Diabetes Quality Improvement Project 2003**. Summary Report to the HMO collaborators of the Wisconsin Collaborative Diabetes Quality Improvement Project.



# Goal 2:

## Strengthen Outreach Initiatives

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### Continuing and New Outreach and Education

- Plan, conduct and produce the **Wisconsin Health Policy Forums**. <http://www.medsch.wisc.edu/pophealth/StateForums/>
- Planned, managed, and conducted **Institute biennial conference** "*Health and Health Care in Wisconsin: How Much? What Works? Who Pays? Who Decides?*"
- Co-sponsored with the Population Health Sciences Department, the **Monday Seminar Series** (approx. 18 per year) for UW Madison faculty, graduate students and the policy community. Sponsored monthly **Wednesday Seminars** (8 per year).
- Produced regular **Issue Briefs** (two pages, mailed to approximately 2,400 state stakeholders, also available on the website). The briefs are multiple authored and normally include at least one non-Institute contributor.
- Produced the monthly **E-News**, an electronic newsletter with public health and health policy related news relating to or engaging Wisconsin citizens, researchers and policy makers. The publication has accompanying web links to the primary resources, and is received by approximately 1800 stakeholders.
- Developed and maintained the following websites: **Policy Internet Portal** (with Duke Univ.), The Institute **home web site**, and the **Wisconsin Health Policy Forums** web site.
- The Institute serves on and provides expert assistance to the **Wisconsin Community Health Needs Resource Committee**, **UnitedHealth State Health Report Card Expert Committee**, **Institute - BHI Collaboration Committee**, and the **Wisconsin Public Health Association Annual Meeting**.
- The Institute continued to contribute to the development of the new MPH program at the **Department of Population Health Sciences**.
- Provided consultation and lead staff support for **Wisconsin Medical Society health care reform task force**.
- Provided consultation and committee work to **UW System Economic Development Summit and Health Care Work Group**.

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## Grant Applications

In 2003, the Institute staff applied for new or renewal grants from several sources including the Division of Public Health, the Robert Wood Johnson Foundation, the Baldwin Wisconsin Idea Endowment Fund, the American Association of Medical Colleges, the Health and Society Research Competition, the Center for Disease Control, Native American Research Centers for Health and the National Institute of Health. Two projects continue on multi-year contracts, one has been renewed, one was favorably reviewed but not awarded this year and the rest were not awarded. These grants represent an important part of the Institutes applied research program:

- **Diabetes Collaborative Quality Improvement** project, State of Wisconsin -DPH, approx. \$28,000, renewed.
- **State Forums Partnership Program**, RWJF, \$250,000 - 3 years, began 7/1/02 and ongoing.
- Collaborated with Great Lakes Inter-Tribal Council for **NIH funding of the Native American Research Centers for Health** (NARCH) program. Attained approval of grant funding (\$600,000/year for four years) for Great Lakes Inter-Tribal Council with UW as sub-contractor.
- With DHFS arranged for two different RWJF & CDC **Nutrition grants** that will allow Population Health Sciences to hire up to 4 different professionals, who will work at the state. The grant, one of which is still on hold, will provide a PA for the Institute and pay 5% of the departmental chairs salary for at least 18 months.
- **National Institute Health RO1**, *Wisconsin Physical Activity Trial*. (not funded)
- **UW-Madison Health and Society Research Competition 2003-2004**, *Spatial and Temporal Variation in Mortality Disparities Related to Race and Educational Attainment in Wisconsin*. (not funded)
- **“Wisconsin Public Health-Medicine Education Center,”** Division of Medical Education AAMC, \$80,000, (Accepted but not funded in 2003). Also submitted to **Ira and Ineva Reilly Baldwin Wisconsin Idea Endowment fund** (not funded)

# Goal 3:

## Strengthen Community Partnerships

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### Service and Consulting Activities

Institute staff expertise is regularly solicited by outside individuals and organizations. In 2003 this service component of our efforts were engaged by the:

- **Medical Society Taskforce on Health Care Reform.**
- **Wisconsin Longitudinal Survey: Access to Care Project.**
- **Alliance Employer Health Care Cooperative and Alliance Foundation.**
- **Wisconsin Tobacco Monitoring and Evaluation Program.**
- **Departments of Population Health Sciences, Department of Sociology and School of Medicine** through providing field placement, mentoring and employment for their graduate students.
- **WI Division of Public Health.** Diabetes Quality Improvement Project and the Performance Objectives Evaluation and Measurement (POEM) project
- **Alliance Employers Health Care Cooperative.** Successfully acquired data under the new data use agreement for research on their proprietary database.
- **Family Impact Seminars.** Produced a collaborative publication with the Health Policy Forums for the **State Policymaker Seminar / Forum** held January 15, 2003. "Rising Health Care Costs: Employer Purchasing Pools and Other Policy Options."
- **HAN (Health Alert Network).** Arranged for "Rankings & Score Cards" pieces to be accessible in custom "population health" categories for a teleconference and ongoing downloading by Local Public Health Department officials.

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## American Indian Partnership Programs

- Continued leadership of the **UW Native American Health Work Group**, including hosting monthly meeting of campus-based researchers and program managers.
- Continued to manage UW's role as partner with Great Lakes Inter-Tribal Council in the NIH-funded **Native American Research Center for Health**.
- Initiated, lead, and oversaw planning and organization of first **UW American Indian Health and Science Symposium**, which attracted over 100 American Indian students to campus from throughout the state.
- Initiated media contacts and coverage of Wisconsin's American Indian health system and health status, which resulted in development and airing of a **documentary piece on Wisconsin Public Television**.
- Arranged and managed **evaluation of Lac du Flambeau RWJF-funded project** on application of evidence-based medicine. Consulted with program managers and evaluators on content and process for evaluation and reporting.

# Institute Staff

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## Credits:

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