

Wisconsin Society for Healthcare Risk Management Virtual Spring Conference 2021

April 30, 2021



Getting Back to Basics



Getting Back to Basics

Friday, April 30, 2021

Agenda

- 7:45 – 8:00 a.m. Welcome & Opening Remarks
- 8:00 – 8:45 a.m. **What's Next? Information Blocking: Compliance and Enforcement**
Wakaba Tessier
Attorney – Husch Blackwell LLP
Kelsey Toledo
Attorney – Husch Blackwell LLP
- 8:45 – 9:45 a.m. **Clinical Documentation: Opportunities and Challenges**
Kim Hoppe, RN, LNC, CPHRM, CPPS
Senior Risk Specialist – Coverys
- 9:45 – 10:00 a.m. **Break**
- 10:00 – 11:00 a.m. **Liability for a Curbside Consult?: Understanding the Physician-Patient Relationship**
Sean M. Gaynor
Attorney - Leib Knott Gaynor, LLC
- 11:00 – 11:45 a.m. **Patient Relations in Action**
Irma Blazek
Patient Relations – Children's Wisconsin
Shandra Prescott
Patient Relations – Children's Wisconsin
Tim Wynne, BST, MAM
Patient Relations – Children's Wisconsin
- 11:45 – 12:15 p.m. **Break**
- 12:15 – 1:15 p.m. **Telemedicine: COVID-19 and Beyond**
Jennifer L. Knudson
Attorney – Neider & Boucher, S.C.
Laurette Salzman, MBA, CPHRM
Senior Risk Resource Advisor – ProAssurance
- 1:15 – 2:15 p.m. **Human Factors Engineering Assessment and Usability Testing as a Patient Safety Strategy**
A. Joy Rivera, PhD
Executive Director of Patient Safety and Patient Relations – Froedtert Hospital
- 2:15 – 2:30 p.m. **Break**
- 2:30 – 3:30 p.m. **Leveraging Technology to Enhance Patient Safety**
Betsy Winga, MD
VP/CMIO Medical Informatics – Advocate Aurora Health

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- 3:30 – 4:15 p.m. **Health Care Policy and Politics in a Fractured Capitol**
Mark Grapentine, JD
Chief Policy and Advocacy Officer – Wisconsin Medical Society
- 4:15 – 4:30 p.m. **Raffle and Closing Remarks** (*Must be present to win*)

Virtual Meeting Instructions

- You will receive the Zoom Meeting Link by email upon completing both the conference registration (through the WSHRM website or by mail) and the brief Zoom registration.

Reminders of Virtual Meeting Etiquette

Please...

- Please make sure that your name is correct under **Participant List**.
- Use the **Q&A** feature to submit questions for presenters.

You must be present during the sessions to claim certification of CEs.

This meeting has been approved for a total of 7.25 contact hours of Continuing Education Credit toward fulfillment of the requirements of ASHRM designations of FASHRM (Fellow) and DFASHRM (Distinguished Fellow) and towards CPHRM renewal.

The Wisconsin Board of Bar Examiners has approved this program for 8.5 continuing legal education (CLE) hours.

Objectives

What's Next? Information Blocking: Compliance and Enforcement

Learning Objectives:

- Under “information blocking”, understand what types of activities are prohibited under the federal regulations, what penalties and enforcement may look like, and how information blocking interplays with other state and federal privacy rules
- Learn how specific operational considerations can make compliance with the rule look different for different types of providers and actors
- Take away implementation strategies for ongoing compliance

Clinical Documentation: Opportunities and Challenges

Learning Objectives:

- Describe the purposes and essential elements of documentation
- Identify best practices to ensure accurate and defensible clinical documentation
- Recognize challenges using various medical record formats (EMR, paper and hybrid)
- Verbalize strategies for reducing risk and enhancing communication through documentation

Liability for a Curbside Consult?: Understanding the Physician-Patient Relationship

Learning Objectives:

- Understand the law on curbside consults and the physician-patient relationship
- Consider the impact of being on-call in regards to the physician-patient relationship
- Protect the open discourse amongst health care providers

Patient Relations in Action

Learning Objectives:

- Discuss patient relations role when communicating with families
- Use the LEAD model and Language of Caring
- Consider implementing an Appeals Review Committee within your organization

Telemedicine: COVID-19 and Beyond

Learning Objectives:

- Summarize the relevant federal and state regulations impacting telemedicine services
- Review common pitfalls, case scenarios, and other topics of interest
- Describe the importance of implementing and monitoring appropriate practice guidelines

Objectives

Human Factors Engineering Assessment and Usability Testing as a Patient Safety Strategy

Learning Objectives:

- Participants will understand the fundamentals of Human Factors Engineering
- Participants will gain knowledge of Usability Principles
- Participants will be able to identify artifacts, technology, or processes that could benefit from usability testing

Leveraging Technology to Enhance Patient Safety

Learning Objectives:

- Understand how Advocate Aurora Health (AAH) is battling alert fatigue
- Understand how AAH monitors, evaluates and respond to potential safety events within their electronic medical record
- Understand how AAH leveraged virtual health in the hospitals during Covid to enhance patient and team member safety

Health Care Policy and Politics in a Fractured Capitol

Learning Objectives:

- Know the latest “hot topic” issues in the state legislature and regulatory bodies
- Understand how political factions can dictate what’s proposed and what eventually becomes law/administrative rule
- Understand how physicians and others in the health care arena can influence health care policy while avoiding politics (mostly)

Speakers

Wakaba Tessier
Attorney – Husch Blackwell LLP

Wakaba focuses her practice on state and federal health privacy law, health information regulations and security issues. Healthcare clients rely on Wakaba for compliance strategies that optimize health data benefits while mitigating evolving risks. She regularly counsels clients on sensitive and highly regulated issues including health information confidentiality, mental health records, multistate recordkeeping and data transfer, and big data strategies for the creation and implementation of data warehouses. She regularly negotiates and manages healthcare transactions, including complex strategic alliances related to health information exchanges, clinical integrated networks, and acquisitions and mergers of various healthcare providers.



Kelsey Toledo
Attorney – Husch Blackwell LLP

Kelsey works closely with hospitals, health systems, cooperatives, health care associations, physician specialty groups, assisted living facilities, on a wide range of healthcare compliance issues including: state and federal health privacy law, such as HIPAA and Information Blocking, False Claims Act (FCA), Anti-Kickback Statute (AKS), Physician Self-Referral Law (Stark Law), Licensing, and Medicare and Medicaid enrollment and payment issues.

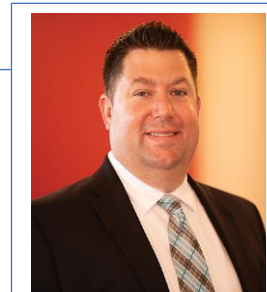


Kim Hoppe, RN, LNC, CPHRM, CPPS
Senior Risk Specialist – Coverys

Kim is a registered nurse with more than 30 years of experience in hospitals, high-risk obstetrics, home care, physician office practices, certified professional in patient safety and risk management and a legal nurse consultant. Kim is able to assist healthcare organizations in the prevention and/or mitigation of general and professional liability risks, proactive risk reduction strategies, effective risk treatment and performance improvement processes to enhance patient safety and patient outcomes.

Sean M. Gaynor
Attorney – Leib Knott Gaynor, LLC

Sean Gaynor is a shareholder in the Milwaukee law firm of Leib Knott Gaynor, LLC where he has focused the entirety of his twenty-one year practice on the defense of health and dental care providers in lawsuits, licensing matters and business related issues. In addition to his litigation practice, Sean has been a former President and Board Member of WSHRM and has written numerous articles and presented locally and nationally on issues involving medical legal matters.



Speakers



Irma Blazek

Patient Relations – Children’s Wisconsin

Irma moved to Wisconsin from California in 2004. She worked at Aurora Hospital from 2005-2007, and held the title of Medical Interpreter. Irma came to Children’s Wisconsin in 2007 and held the role of Spanish Interpreter in Language Services from 2007-2018. In 2018 Irma transitioned into her current role as a Patient Relations Representative. Irma’s first language is Spanish and she was born in Mexico.



Shandra Prescott

Patient Relations – Children’s Wisconsin

Shandra has been with Children’s Wisconsin for 24 years. Fourteen of those with Patient Relations. She started with Patient Relations as the Administrative Assistant supporting the Patient Representatives. Shortly thereafter, she was promoted to Parent Liaison. Shandra’s role as a Parent Liaison was to help families that were experiencing multiple service failures. She proactively made sure that as an organization, we prevented reoccurrence of similar mistakes while acting as a neutral ally for the family. After several years as a Parent Liaison, Shandra was promoted to her current role as a Patient Representative.

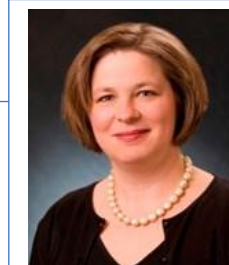


Tim Wynne, BST, MAM

Patient Relations – Children’s Wisconsin

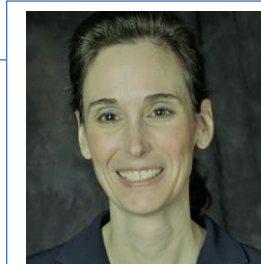
Tim has been a patient representative at Children’s Wisconsin for the last 15 years. He has had the privilege of working with families to help them file complaints and grievances. Tim also works with providers and nursing staff on providing responses to families when they have concerns about the care that has been provided to them. He has worked with a team of individuals in the past year to upgrade the grievance appeals process. This process has been working well to this point. One of Tim’s primary responsibilities is to edit all of the grievance letters before they are sent from the department. This year, Tim’s had the privilege of being a facilitator in “Language of Caring” and “Empathy” training.

Speakers



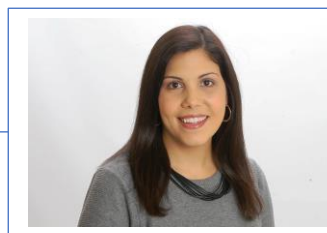
Jennifer L. Knudson
Attorney – Neider & Boucher, S.C.

Jennifer Knudson is an Attorney with the Madison law firm of Neider & Boucher, S.C., where she specializes in health law. Jennifer represents individual physicians, small-group physician practices, dentists, health care practitioners, and health care related organizations, providing counsel on their health care, corporate, and employment legal matters. She received her B.S.B. in Business from the University of Minnesota in 1994, and her J.D. from Marquette University Law School in 1998. In addition to working in private practice, Jennifer has served as in-house counsel for Assurant Health and the Medical College of Wisconsin. She is a member of the American Health Lawyers Association, American Bar Association, Dane County Bar Association, and the State Bar of Wisconsin where she formerly served on the Health Law Section's Board of Directors.



Laurette Salzman, MBA, CPHRM
Senior Risk Resource Advisor – ProAssurance

Laurette Salzman, MBA, CPHRM, is a Senior Risk Resource Advisor in the ProAssurance Madison, WI office. She obtained a master's degree in business administration from Upper Iowa University. Laurette has worked in hospital and clinic operations, training and education, and health care risk management. Laurette advises Risk Advisor line customers on professional liability issues, writes articles, develops education courses, and speaks at ProAssurance seminars for physicians, other health care providers, and practice administration professionals. She is a member of the American Society for Healthcare Risk Management and the Wisconsin Society for Healthcare Risk Management.



A. Joy Rivera, PhD
Executive Director of Patient Safety and Patient Relations – Froedtert Hospital

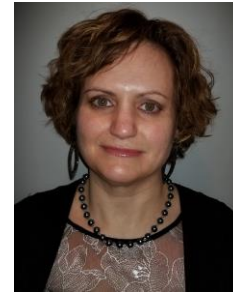
Dr. A. Joy Rivera, PhD, is the Executive Director of Patient Safety and Patient Relations at Froedtert Hospital in Milwaukee, WI. She is responsible for facilitating the transition from a retrospective, reactive model for patient safety to a prospective, proactive harm reducing patient safety program promoting progress toward the tenets of a High Reliability Organization. Dr. Rivera's expertise is in human factors engineering and socio-technical systems theory as applied to the domain of healthcare to improve the quality of care, and increase patient and employee safety. Her specific interests from both an operational and research perspective lie in understanding how healthcare professionals interact with one another to communicate, make decisions, work as teams, problem solve, and recover from system failures such as poorly designed technology. With this background, Dr. Rivera provides enterprise direction toward safety practices and process improvements that support the mitigation of health care errors and the factors attributed to them that contribute to unintended adverse patient outcomes.

Speakers

Betsy Winga, MD

VP/CMIO Medical Informatics – Advocate Aurora Health

Dr. Betsy Winga is VP/CMIO Medical Informatics and a practicing ob/gyn at Advocate Aurora Health (AAH). She has led the development and rollout of virtual health at AAH before and during the COVID-19 pandemic. This program has grown from limited, small pilot sites to the availability of complete virtual care for the patient in all settings - including outpatient medicine, urgent and emergency departments, in-patient care, and home care. She has worked closely with coding, compliance and legal leadership at AAH to ensure the complex regulations are followed and the patient has a safe experience, while also streamlining the process for the clinicians. She has also participated in the Patient Safety Committee where the focus is on optimizing the safety of the electronic medical record.



Mark Grapentine, JD

Chief Policy and Advocacy Officer – Wisconsin Medical Society

As Chief Policy and Advocacy Officer, Mark is responsible for representing and protecting the interests of more than 10,000 Wisconsin Medical Society members at the state and federal level. Mark is in his second stint with the Society, rejoining the organization in September 2020 after a year at the Wisconsin Hospital Association as their Vice President of Communications. His first period with the Society was from 2003 through August 2019, eventually as the Senior Vice President of Government Relations.

Before joining the Society in 2003, Mark was chief of staff to former State Senator Peggy Rosenzweig (2001-02) and coordinated the Senator's work on the powerful Joint Committee on Finance. Mark was also a Policy Advisor to former Governor Tommy G. Thompson (1998-2001), concentrating on Corrections and Justice issues. Prior to his service in the executive branch, Mark was a legislative assistant to former State Assembly Representative Scott Walker (1997-98), who represented Wauwatosa in the State Assembly.

Mark is a 1997 graduate of the University of Wisconsin Law School. He graduated from the University of Wisconsin in 1990, majoring in journalism and political science. In between degrees Mark was a television sports anchor and reporter at WKOW-TV, the ABC affiliate in Madison. He is married (Wendy Warren) and has two children: a son, Jordan (24) and a daughter, Lexey (21).



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No refunds will be issued unless written cancellation notice is received by April 20, 2021.