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LA FOLLETTE FORUM HEALTH POLICY CONFERENCE PROGRAM

March 2, 2020
Madison, WI

RESEARCH · POLICY · PRACTICE



Robert M. La Follette
School of Public Affairs
UNIVERSITY OF WISCONSIN-MADISON

WELCOME

The La Follette School of Public Affairs at the University of Wisconsin–Madison is truly honored to present its inaugural La Follette Forum.

Our primary objective for the La Follette Forum is to bring together policymakers, community leaders, and researchers in thoughtful and respectful conversation around evidence-informed solutions that improve the lives of people in our communities.

We are thrilled to have you join us, and we look forward to seeing the impact of your collaborative efforts in the months and years ahead!

Susan Webb Yackee

*Director, La Follette School of Public Affairs
Professor of Political Science and Public Affairs*

FIND US ONLINE:

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LA FOLLETTE FORUM: HEALTH POLICY ADVISORY COMMITTEE

The La Follette School thanks the 2020 Forum Advisory Committee members who dedicated their valuable time and expertise to the development of today's conference.

Sam Austin, *Policy Advisor, Office of the Secretary, Wisconsin Department of Health Services*

Eric Borgerding, *President & CEO, Wisconsin Hospital Association; Member, La Follette School Board of Visitors*

Jason Fletcher, *Professor, La Follette School of Public Affairs, UW–Madison*

Donna Friedsam, *Distinguished Researcher & Health Policy Programs Director, Institute for Research on Poverty, UW–Madison*

Mike Hamerlik, *President & CEO, WPS Health Solutions; member, La Follette School Board of Visitors*

Lindsay Jacobs, *Assistant Professor, La Follette School of Public Affairs, UW–Madison*

John Mullahy, *Professor, Department of Population Health Sciences, UW–Madison*

Gail Nahwahquaw, *Director, Tribal Affairs Office, Wisconsin Department of Health Services*

Chris Rasch, *Director of Government & Community Relations, Sixteenth Street Community Health Centers*

Wes Sparkman, *Director, Tamara D. Grigsby Office for Equity and Inclusion, Dane County*

John Vander Meer, *President & CEO, Wisconsin Health Care Association*

8:30–9:15 a.m. **REGISTRATION & CONTINENTAL BREAKFAST**

9:15–9:30 a.m. **WELCOME & OPENING REMARKS**, Susan Webb Yackee, Director, La Follette School of Public Affairs; Professor of Political Science and Public Affairs, UW–Madison

9:30–10:15 a.m. **KEYNOTE BY DREW ALTMAN**, President & CEO, Henry J. Kaiser Family Foundation, Introduction by former Wisconsin Governor Jim Doyle
Madison Ballroom

10:15–10:30 a.m. **BREAK**

10:30–NOON **BREAKOUT SESSION 1**

- Healthcare Coverage and Access: Medicaid, the Affordable Care Act, and Patient Awareness
 - Caring for an Aging Population: Quality, Workforce, and the Patient Experience
 - Consumer-Driven Healthcare: Impacts and Engaging Patients and Families
-

NOON–1:15 p.m. **LUNCH & NETWORKING**
Madison Ballroom

1:15–2:45 p.m. **BREAKOUT SESSION 2**

- Personalized Medicine: Innovation, Implications, and Access
 - Societal Determinants of Health: New Models of Partnerships in Housing
 - Strategies for Rural Communities: Collaborations to Strengthen Health
-

2:45–3:00 p.m. **BREAK**

3:00–4:00 p.m. **CLOSING KEYNOTE BY MIA KEEYS**, Director, Health Equity Policy & Advocacy, Center for Health Equity, American Medical Association, Introduction by Linda Vakunta, Deputy Mayor, City of Madison, Wisconsin
Madison Ballroom

4:00–5:15 p.m. **RECEPTION & NETWORKING**
Grand Terrace

NETWORKING

One of the primary goals of the La Follette Forum: Health Policy is to bring together researchers, policymakers, practitioners, and community leaders for engaging in conversation about innovative solutions to health policy challenges to improve the lives of Wisconsin's residents. Throughout the day-long conference, participants will have several networking opportunities, including lunch and a closing reception.

Participants also are encouraged to make connections during or after the conference with fellow attendees, using the list of names and contact information.



**FOLLOW THE LA FOLLETTE FORUM:
HEALTH POLICY ON SOCIAL MEDIA
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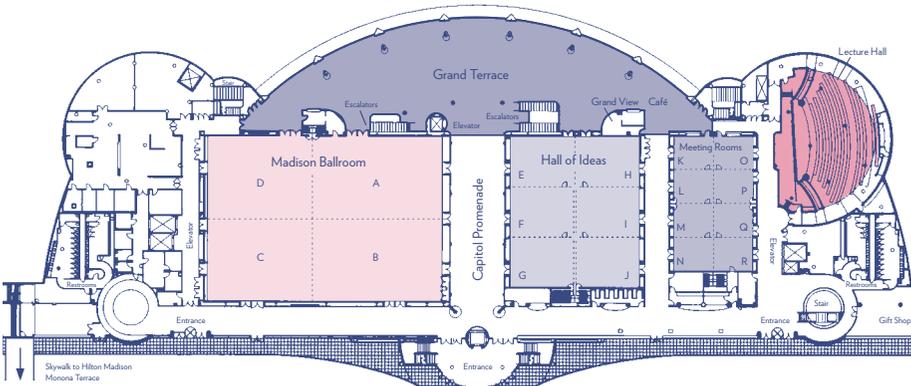
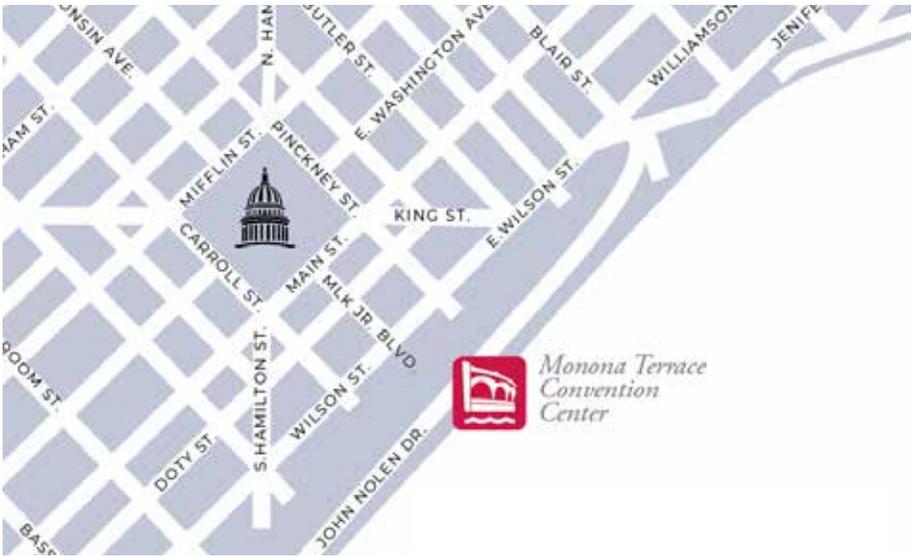
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ORGANIZATION: _____

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LEVEL 4 — MEETING ROOMS

KEYNOTES

Madison Ballroom

LUNCH

Madison Ballroom

CONNECTING TO WIFI
 The guest wifi network is “monona-guest”
 On mononaterrace.com, select “Free Service”

THE EQUITY IMPACT OF HEALTH POLICY IN ACTION AND INACTION

Introduction by Linda Vakunta, Deputy Mayor, City of Madison, Wisconsin

Mia Keays, *Director of Health Equity Policy & Advocacy, American Medical Association*



Mia Keays joined the American Medical Association (AMA) in September 2019, after serving as policy director of Congresswoman Robin Kelly’s Congressional Black Caucus (CBC) Health Braintrust, the premier health policy arm of the CBC.

Previously, Mia was a Kaiser Family Foundation Barbara Jordan Health Policy Scholar; a fellow for the City of Philadelphia in the Deputy Mayor’s Office for Health and Opportunity; an HIV/AIDS researcher in South Africa; and a U.S. Fulbright Fellow to Indonesia, where she worked on education and public health initiatives on behalf of youth and their families.

In April 2017, the National Minority Quality Forum recognized Mia as a 40 Under 40 Leader in Minority Health. The Institute of Medicine of the National Academy of Sciences also features her children’s book on health equity—*Cole Blue, Full of Valor*—in its national archives, *Visualizing Health Equity*.

Mia earned a master’s degree in medical sociology from Vanderbilt University, and she is a doctoral student at The Milken Institute School of Public Health at The George Washington University.

“ FAVORITE QUOTE

Healthcare Coverage and Access: Medicaid, the Affordable Care Act, and Patient Awareness

The state of Wisconsin has maintained one of the lowest uninsured rates in the nation, and yet, many people in our state lack affordable access to healthcare services. This panel will discuss strategies to increase patient knowledge and improve access.

MODERATOR

Tim Stumm, *Editor, Wisconsin Health News*

Tim Stumm is the founding editor of Wisconsin Health News and Health News Illinois. He has written for numerous publications, including the Wisconsin State Journal, the Oregonian, and the Central Oregonian. Before moving back to his home state of Wisconsin, he was the editor-in-chief of Oregon Health News. He also previously served as a policy advisor and deputy press secretary for Governor Jim Doyle. Tim lives on Madison's near east side with his wife, Eleanore, a nurse practitioner, and three young children.

PANELISTS

Tito Izard, *Physician and President/CEO of Milwaukee Health Services*

Tito Izard was appointed president and CEO of Milwaukee Health Services—a federally qualified health center—in 2011. Milwaukee Health Services, located a few miles from where Izard grew up, provides a range of primary healthcare services (including physician, dental, behavioral, benefit determination, and pharmacy) to more than 30,000 low-income and underinsured people in Milwaukee County. A family medicine physician, Izard graduated from the Milwaukee Public Schools system and Marquette University. He received his medical degree from the University of Wisconsin–Madison's School of Medicine and Public Health in 1996. He has been recognized nationally for his model of recruitment and retention of providers committed to working with disparate populations. Milwaukee Health Services employs more underrepresented minority physicians and practitioners than any other medical practice in the state.

Gwyn Pauley, *Lecturer, Department of Economics, UW-Madison*

In addition to her teaching, Gwyn Pauley is affiliated with the Center for Demography of Health and Aging and the Medicaid Evaluation, Research, and Technical Assistance unit in the Institute for Research on Poverty at the University of Wisconsin–Madison. Before joining UW–Madison, she was a post-doctoral fellow in the Schaeffer Center for Health Policy & Economics at the University of Southern California after receiving her PhD in economics in 2015 from Johns Hopkins University. Pauley's research focuses on policies to promote outcomes for vulnerable populations, and her work has been published in *Health Affairs*, *Medical Care Research and Review*, and *Journal of Human Resources*.

**Kirsten Johnson, Health Officer/
Director, Washington Ozaukee Public
Health Department**

For more than nine years, Kirsten Johnson has served as director and health officer for two counties in southeastern Wisconsin – from 2010 to 2015 for Ozaukee County and since 2015 for the combined Washington Ozaukee Public Health Department. Previously, she served in the Peace Corps and worked for Aurora Health Care and the Medical College of Wisconsin. She received her bachelor’s degree from the University of Wisconsin–Madison and her master’s degree in public health from Tulane University School of Public Health and Tropical Medicine. From August 2018 to September 2019, Johnson was a Robert Wood Johnson Foundation health policy fellow at the National Academy of Medicine.

**Mia Keeyes, Director of Health Equity Policy
and Advocacy, American Medical Association**

Mia Keeyes joined the American Medical Association in September 2019, after serving as policy director of Congresswoman Robin Kelly’s Congressional Black Caucus (CBC) Health Braintrust, the premier health policy arm of the CBC. Previously, Keeyes was a Kaiser Family Foundation Barbara Jordan Health Policy Scholar; a fellow for the City of Philadelphia in the Deputy Mayor’s Office for Health and Opportunity; an HIV/AIDS researcher in South Africa; and a U.S. Fulbright Fellow to Indonesia, where she worked on education and public health initiatives on behalf of youth and their families. Keeyes earned a master’s degree in medical sociology from Vanderbilt University, and she is a doctoral student at The Milken Institute School of Public Health at The George Washington University.



Tim Stumm,
*Editor, Wisconsin
Health News*



Tito Izard,
*Physician and
President/CEO of
Milwaukee Health
Services*



Gwyn Pauley,
*Lecturer,
Department of
Economics,
UW–Madison*



Kirsten Johnson,
*Health Officer/
Director, Washington
Ozaukee Public
Health Department*



Mia Keeyes,
*Director of Health
Equity Policy and
Advocacy, American
Medical Association*

Caring for an Aging Population: Quality, Workforce, and the Patient Experience

The “silver tsunami”—a growing population of older people with increasing healthcare needs—is upon us. Demographic and workforce trends also forewarn shortages in the healthcare workforce. This panel will discuss strategies to meet the healthcare needs of our aging population, while maintaining and improving Wisconsin’s high-quality care environment.

MODERATOR

John Vander Meer, *President & CEO, Wisconsin Health Care Association/Wisconsin Center for Assisted Living*

John J. Vander Meer is the president and CEO of the Wisconsin Health Care Association and the Wisconsin Center for Assisted Living—a trade association representing skilled nursing and assisted living facilities in Wisconsin. With nearly 25 years of experience in media and legislative relations, John earned a master’s degree in public affairs from UW–Madison’s La Follette School of Public Affairs and graduated with a double major in history and media studies from Calvin College. During his career, John has worked as a newspaper reporter covering healthcare and other issues, served as the communications and public policy coordinator for the Wisconsin Department of Justice, and worked for several Wisconsin state legislators, including chief of staff to an Assembly member and committee clerk of the Assembly Colleges and Universities Committee.

PANELISTS

Lindsay Jacobs, *Assistant Professor, La Follette School of Public Affairs*

Lindsay Jacobs joined the La Follette School faculty in January 2018 after working as an economist at the Federal Reserve Board of Governors in Washington, DC. Her research is concerned with the health, household savings, and labor supply decisions of older populations. Jacobs teaches courses on aging and public policy, microeconomic policy analysis, and analytic tools for public policy. She earned a PhD in economics from the University of Wisconsin–Madison. She enjoys long walks outside in any weather with her husband and three children.

Deb Kolste, *Representative, Wisconsin State Legislature*

Wisconsin Representative Deb Kolste was born in O’Neill, Nebraska, and was co-valedictorian of Kimball County High School. She graduated from the University of Nebraska in 1975 with a degree in medical technology. Deb and her husband, Rex, started and operated a successful medical clinic in Colby, Kansas, before moving to Janesville in 1992. She worked as a medical technologist at Mercy Health Systems and currently manages a family farm, a grain operation, in Colby. Deb is a long-time volunteer at HealthNet, which serves people without access to health insurance. She is ranking member on the Assembly Committees on Health, Substance Abuse, and Transportation, as well as the Governor’s Task Force on Caregiving. She has three children and three beautiful grandchildren.

**Christina Liggins, Service Specialist,
Oneida Elder Services**

Christina Liggins serves as the primary point of contact for Oneida Nation elders in need of support, such as Meals on Wheels, Native American Family Caregiver Program, Loan Closet, and minor home repairs. She works with tribal outreach workers to ensure each elder requesting services has an up-to-date assessment. She also coordinates services provided by outside vendors. If her office does not provide a service, she determines who does and makes connections on behalf of the elder. She also tenaciously follows up with each vendor to ensure the service is completed and with each elder to ensure their needs are taken care of. Prior to this position, Christina worked for 30 years at a casino in customer service. In both positions, she has lived by the rule to never say, “That’s not my job.”

**Theresa Pichelmeyer, President and CEO,
Valley VNA Senior Services**

Theresa Pichelmeyer is president and CEO for Valley VNA Health System, which provides in-home supportive care services and operates independent and assisted living facilities in Neenah, Wisconsin. She is a member of the Fox Valley Advance Care Planning Partnership and an adjunct instructor in the University of Wisconsin–Oshkosh’s College of Nursing. From 1976 to 2007, Pichelmeyer served as a registered nurse in the intensive care unit at ThedaCare for 15 years and as vice president of patient services for 15 years.



John Vander Meer,
*President & CEO,
Wisconsin Health
Care Association/
Wisconsin Center
for Assisted Living*



Lindsay Jacobs,
*Assistant Professor,
La Follette School of
Public Affairs*



Deb Kolste,
*Representative,
Wisconsin State
Legislature*



Christina Liggins,
*Service Specialist,
Oneida Elder
Services*



Theresa Pichelmeyer,
*President and CEO,
Valley VNA Senior
Services*

Consumer-Driven Healthcare: Impacts and Engaging Patients and Families

Increased patient cost-sharing has been a growing trend for decades. Yet, many patients struggle to understand or anticipate these financial obligations. This panel will discuss the impacts of consumer-driven healthcare models, as well as strategies to engage patients and increase their understanding of healthcare coverage and responsibilities.

MODERATOR

Karen Timberlake

Principal, Michael Best Strategies

Karen Timberlake is a principal at Michael Best Strategies, a full-service government affairs and business consulting group. Karen works with clients in a variety of industries, including healthcare, to identify and advance strategic objectives, focusing especially on building successful relationships with state government and with industry partners. She previously served as director of the University of Wisconsin Population Health Institute and as director of the Partnership for Healthcare Payment Reform. In both roles, she gained an appreciation for the conventional wisdom about what's wrong with healthcare in the United States and where various interest groups have it right or are missing the mark on what to do about it.

PANELISTS

Michele Erikson, *Executive Director, Wisconsin Literacy, Inc.*

Michele Erikson began working in health literacy in 2005 by directing small community-based projects with local literacy agencies to improve health understanding. In 2010, Wisconsin Health Literacy, a division of Wisconsin Literacy, Inc., launched under her leadership. Wisconsin Health Literacy, a coalition providing support and leadership to more than 70 local literacy agencies, focuses on improving health outcomes and reducing healthcare costs by educating providers and patients on more effective ways to communicate. The organization is leading a seven-year project to adopt patient-centered prescription medication labels in Wisconsin. Michelle received her bachelor's degree in political science and French from Beloit College and has been involved with adult literacy for 35 years.

Eileen Mallow, *Director, Office of Strategic Health Policy, Wisconsin Department of Employee Trust Funds*

Eileen Mallow has led the Office of Strategic Health Policy at the Wisconsin Department of Employee Trust Funds (ETF) since April 2018, taking over after two years as deputy director. At ETF, Eileen is responsible for policy development and implementation of health, life, and long-term care insurance programs for employees of state agencies, the University of Wisconsin System, the UW Hospital & Clinics Authority, and participating local government employers. Previously, Eileen worked for the Wisconsin Office of the Commissioner of Insurance, including 11 years as assistant deputy commissioner, and as compliance manager and privacy officer at Physicians Plus Insurance Corporation for seven years. She has a bachelor's degree in zoology from the University of Wisconsin-Madison.

David Pate, *Chair and Associate Professor of Social Work, UW-Milwaukee*

In addition to his role at the University of Wisconsin-Milwaukee, David Pate is an affiliate of the Institute for Research on Poverty and Collaborative Center for Health Equity at the University of Wisconsin-Madison. His research focuses on low-income African American men, fatherhood, and child support. He studies how black men are affected by the social welfare system and the challenges that impede their ability to attain economic security. His research projects involve the use of qualitative research methods to examine life course events of non-custodial African American men. This includes their ability to be gainfully employed, engage with their children, and sustain a good quality of life.

Justin Sydnor, *Leslie P. Schultz Professor in Risk Management and Insurance, Wisconsin School of Business*

An associate professor at the Wisconsin School of Business, Justin Sydnor also serves as director of the University of Wisconsin Behavioral Research Insights Through Experiments (BRITE) Lab and associate director of the University of Wisconsin-Madison's Center for Financial Security. He received his PhD in economics from the University of California, Berkeley, with a concentration in behavioral economics. His research has been published in leading academic journals on the topics of behavioral economics, consumer decision-making in insurance markets, and health-behavioral change.



Karen Timberlake,
Principal, Michael Best Strategies



Michele Erikson,
Executive Director, Wisconsin Literacy, Inc.



Eileen Mallow,
Director, Office of Strategic Health Policy, Wisconsin Department of Employee Trust Funds



David Pate,
Chair and Associate Professor of social work, UW-Milwaukee



Justin Sydnor,
Leslie P. Schultz Professor in Risk Management and Insurance, Wisconsin School of Business

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Consumer-Driven Healthcare: Impacts and Engaging Patients and Families

Increased patient cost-sharing has been a growing trend for decades. Yet, many patients struggle to understand or anticipate these financial obligations. This panel will discuss the impacts of consumer-driven healthcare models, as well as strategies to engage patients and increase their understanding of healthcare coverage and responsibilities.

 MY TAKEAWAY

Personalized Medicine: Innovation, Implications, and Access

Healthcare technology and innovation continue to make exponential strides, with the potential for care to become increasingly more customized to individual patients. This panel will discuss recent developments and future trends in the field, as well as the impacts on caregiving, patients, and families.

MODERATOR

Tom Still, *President, Wisconsin Technology Council*

Tom Still leads the Wisconsin Technology Council, a nonprofit, bipartisan science and technology policy advisory board to the governor and Legislature. Its programs include the Tech Council Investor Networks, the Tech Council Innovation Network, the Governor's Business Plan Contest, and regular events that connect entrepreneurs, investors, researchers, and others with a stake in the tech-based economy. A former associate editor of the Wisconsin State Journal in Madison, Tom writes a syndicated column that appears regularly in more than 24 publications. He also is a senior lecturer in UW-Madison's Department of Life Sciences Communication and the co-author of *Hands-On Environmentalism*, published by Encounter Books.

PANELISTS

Stephen Meyn, *Director, Center for Human Genomics and Precision Medicine, University of Wisconsin-Madison*

The first director of the UW Center for Human Genomics and Precision Medicine, Stephen Meyn joined the School of Medicine and Public Health in January 2018. He previously served as a professor of medical genetics and pediatrics at the University of Toronto and a member of its Institute of Medical Sciences. In Toronto, Stephen served as head of the Hospital for Sick Children's Program in Genetics and Genome Biology, and he co-led the hospital's Cancer Genetics Program and Genome Clinic Project, which pioneered the use of diagnostic and predictive whole genome sequencing in children. He received his undergraduate degree from Princeton University and his medical degree and PhD from New York University. After completing his pediatrics residency at the University of California, San Francisco, he undertook fellowship training in medical genetics at the National Institutes of Health.

Lauren Schmitz, *Assistant Professor, La Follette School of Public Affairs*

Lauren Schmitz's research utilizes social, genomic, and epigenomic data from population-based longitudinal studies to examine how inequalities in the social environment shape disparities in health and socioeconomic attainment across the life course. In 2017, she received a K99/R00 Pathway to Independence Award from the National Institute on Aging (NIA) to examine social determinants of epigenetic processes related to aging and neurodegenerative disease. Her research has been supported by the NIA, the National Science Foundation, the Social Security Administration, the Russell Sage Foundation, and the March of Dimes. She earned her PhD in economics from the New School for Social Research and recently received a master's degree in human genetics from the University of Michigan.

Kristine Seymour, *Partner, Michael Best Strategies*

Kristine Seymour leads the Healthcare Business and Community Solutions team at Michael Best Strategies. Kristine assists provider organizations with their transition to value-based reimbursement and creation of a sustainable population health management protocol to improve efficiency and patient delivery. She also works closely with health-care start-up and early-stage healthcare clients to build revenue and optimize business strategy. A former Humana executive, Kristine has experience in the payer, provider, and integrated health system arenas, which allows her to partner with clients to differentiate their products and services in a highly competitive marketplace.

Dale Kooyenga, *Senator, Wisconsin State Legislature*

Dale Kooyenga is a certified public accountant who represents the 5th District in the Wisconsin State Senate, which includes parts of Milwaukee and Waukesha counties. He served in the State Assembly from 2011 to 2019. In 2005, Dale enlisted in the U.S. Army alongside his two brothers and served in Iraq, receiving a Bronze Star. He remains a member of the U.S. Army Reserve, where he serves as a major. Originally from Oak Lawn, Illinois, Dale received his bachelor's degree from Lakeland College and his master's degree in business administration from Marquette University. He lives in Brookfield with his wife, Jennifer, and their four children.



Tom Still,
President, Wisconsin Technology Council



Stephen Meyn,
Director, Center for Human Genomics and Precision Medicine, University of Wisconsin-Madison



Lauren Schmitz,
Assistant Professor, La Follette School of Public Affairs



Kristine Seymour,
Partner, Michael Best Strategies



Dale Kooyenga,
Senator, Wisconsin State Legislature

Societal Determinants of Health: New Models of Partnerships in Housing

Across the healthcare continuum, there is growing awareness that education, safety, environment, employment, and other societal circumstances significantly impact a person's health status. This panel will focus on one such determinant – housing – and will describe the intersection with population health and the impact of innovative programs to address housing and homelessness.

MODERATOR

Rosamaria Martinez, *Vice President of Community Health Initiatives, Sixteenth Street Community Health Centers*

Since 2013, Rosamaria Martinez has served in several capacities at Sixteenth Street Community Health Centers (SSCHC). As vice president of community health initiatives, she provides strategic guidance, direction, and ongoing support to SSCHC's Environmental Health, Healthy Choices, HIV, Parenting Resource Center, Social Services, and Women, Infants, and Children Nutrition programs. She serves on the Board of Directors for Milwaukee's Harbor District and is on the Board of Visitors for the University of Wisconsin–Madison's Division of Extension. Rosamaria is fluent in Spanish and grew up in the community served by SSCHC. She has a master's degree in business administration and bachelor's degree in dietetics.

PANELISTS

Marah Curtis, *Vilas Distinguished Achievement Professor, UW–Madison School of Social Work*

Marah Curtis' research focuses on how differences in housing conditions, benefit policies, and contextual factors affect the health and wellbeing of families. It also focuses on how policies designed to improve the quality and stability of housing, or that regularize income are effective in doing so as well as meeting broader goals such as decreasing economic hardship. Her funded projects include Creating Conditions to Improve Housing and Health, Wisconsin Partnership Program, with community partner Community Advocates and Co-Principal Investigator Geoffrey Swain, and Enhancing Wisconsin Pregnancy Risk Assessment Monitoring System (PRAMS) to Measure Housing as a Pathway of Racial Disparities in Health Outcomes with co-PI Sheri Johnson and the Wisconsin Department of Health Services.

Nina Gregerson, *Health Education Coordinator, Public Health Madison & Dane County*

Nina Gregerson is a health education coordinator for Public Health Madison and Dane County (PHMDC). In her seven years at PHMDC, Nina has worked on tobacco and nicotine prevention efforts, housing insecurity, and PHMDC's 2020 Community Health Needs Assessment and Community Health Improvement Plan. She has extensive knowledge and skills in systems, policy, and environmental change strategies; community engagement; and health equity. She received her undergraduate degree in community health education from the University of Wisconsin–La Crosse in 2013 and her master's degree in public health from UW–Madison in 2016. She also maintains a master certified health education specialist (MCHES) certificate.

Christina Orr, *Assistant Medical Center Director, Milwaukee VA Medical Center*

Christina Orr began her career with the U.S. Department of Veterans Affairs as a physical therapist at the Hunter Holmes VA Medical Center in Richmond, Virginia, before taking a position at the Milwaukee VA Medical Center in 2006. Since then, she has held several roles, including acute care physical therapist, medical center ergonomist, and health system specialist/executive assistant to the deputy and assistant directors. She currently serves as assistant medical center director. Christina is active in the American College of Health Care Executives, the American Physical Therapy Association, the Wisconsin Association of Physical Therapy, and several other professional organizations. She earned a bachelor's degree in biology and a doctorate in physical therapy from Hampton University.

Ellen Sexton, *CEO, UnitedHealthcare Community Plan of Wisconsin*

As CEO of UnitedHealthcare Community Plan of Wisconsin, Ellen Sexton is accountable for directing the clinical, member services, and operations of the health plan that serves 190,000 Medicaid members. Her team provides case management, care coordination, benefits support, member advocacy, and high-performing health provider networks for healthcare delivery. Driving new solutions, tackling social determinants of health, and high community engagement are major focus areas of Ellen's team to better serve Wisconsin's Medicaid population. Ellen has more than 20 years of success across the manufacturing, airline, and health industries. She received her bachelor of business administration degree in accounting and finance (with honors) from the University of Wisconsin-Madison and her master of business administration degree in finance and strategy from the University of Pittsburgh, where she graduated first in her class.



Rosamaria Martinez,
Vice President of Community Health Initiatives, Sixteenth Street Community Health Centers



Marah Curtis,
Vilas Distinguished Achievement Professor, UW-Madison School of Social Work



Nina Gregerson,
Health Education Coordinator, Public Health Madison & Dane County



Christina Orr,
Assistant Medical Center Director, Milwaukee VA Medical Center



Ellen Sexton,
CEO, UnitedHealthcare Community Plan of Wisconsin

Strategies for Rural Communities: Collaborations to Strengthen Health

Rural communities often have distinct healthcare needs compared to urban counterparts, sometimes exacerbated by demographic and societal trends. This panel will identify key issues in rural healthcare and will discuss the promise of collaborations to improve the health of people in Wisconsin's rural communities.

MODERATOR

Tim Size, *Executive Director, Rural Wisconsin Health Cooperative*

Tim Size is the founding executive director of the Rural Wisconsin Health Cooperative. Created in 1979, it has grown into a collaborative of 43 rural hospitals and local health systems with the twin mission of shared services and advocacy. Tim has a bachelor's degree in biomedical engineering from Duke University, a master's degree in business administration from the University of Chicago, and an honorary doctorate from the Medical College of Wisconsin. He is president of the Wisconsin Council on Medical Education and Workforce, vice chair of the Wisconsin Health & Facilities Authority, and immediate past president of the Wisconsin Academy of Sciences, Arts and Letters. He has served twice on the U.S. Department of Health and Human Services National Advisory Committee on Rural Health and Human Services and as the president of the National Rural Health Association, where he continues on its Foundation Board.

PANELISTS

John Eich, *Director, Wisconsin Office of Rural Health, UW-Madison*

John Eich leads Wisconsin's Office of Rural Health, which works to improve the access to, and quality of, rural healthcare in the state. His experience and skills are primarily in program planning and evaluation, systems analysis and design, and community development. He previously directed a county health council in southern New Mexico, which assessed county health and wellness needs, built and maintained community coalitions to address them, and advocated for the county on a regional and statewide basis. During his tenure, the council was selected as a model council for the state and recognized for its leadership in developing evaluation and data assessment tools. John grew up in rural Wisconsin.

Jeff Smith, *Senator, Wisconsin State Legislature*

Jeff Smith of Brunswick represents the 31st Senate District, which includes nine counties in rural, western Wisconsin. He serves as the ranking member of the Senate Committee on Agriculture, Revenue & Financial Institutions. He also serves on the Ethics and Rural Issues Committee; Government Operations, Technology & Consumer Protections Committee; and Sporting Heritage, Mining and Forestry Committee. Before he was elected in 2018, Jeff served in the State Assembly during the 2007 and 2009 legislative sessions. He was previously a small-business owner and served on the Brunswick Town Board as chair for six years. Jeff and his wife, Sue, live on their farm in the Town of Brunswick, caring for horses, chickens, dogs, cats, a llama, and their land.

Laura Waldvogel, *President and CEO, Family Health La Clinica*

For more than 20 years, Laura Waldvogel has held several senior and executive-level leadership positions in various community agencies. She has served as president and CEO of Family Health La Clinica (FHLC) in Wautoma since 2015. Laura also has extensive experience as a professional counselor and holds a master's degree in education (community counseling) and is a licensed professional counselor. At FHLC, Laura has made it a high priority to strengthen current and create new collaborations with other service area community organizations and has dramatically expanded access to essential medical, dental, and behavioral health/recovery services in FHLC's service area and for Wisconsin's migrant and seasonal agricultural workers.

Jennifer Kowalkowski, *PhD Student, University of Wisconsin-Madison School of Nursing*

A registered nurse, Jennifer Kowalkowski grew up on a small, family-owned dairy farm in Wisconsin. She is a PhD student in UW-Madison's School of Nursing, using a socio-ecologic framework to investigate health and wellbeing among rural populations, including influential factors like educational preparation of registered nurses and workforce issues. Her program of research focuses on reducing rural health disparities through community capacity development and community-based, culturally relevant strategies that reflect local values. Kowalkowski received her bachelor's degree in nursing, master's degree in public health, and master's degree in nursing from UW-Madison.



Tim Size,
Executive Director, Rural Wisconsin Health Cooperative



John Eich,
Director, Wisconsin Office of Rural Health, UW-Madison



Jeff Smith,
Senator, Wisconsin State Legislature



Laura Waldvogel,
President and CEO, Family Health La Clinica



Jennifer Kowalkowski,
PhD Student, University of Wisconsin-Madison School of Nursing

ABOUT THE LA FOLLETTE FORUM

Today's conference was made possible by the generous support of the Kohl Initiative, funded by former U.S. Sen. Herb Kohl. The Kohl Initiative focuses on three La Follette School priorities: expanding its public outreach mission, advancing the training of future public leaders, and supporting influential research by faculty and students.

Announced in May 2019, the Kohl Initiative demonstrates Sen. Kohl's deep commitment to public service and his ethos of civility in public debate and policymaking. The \$10 million gift from Herb Kohl Philanthropies extends the reach of that legacy. To date, it is the largest donation in La Follette School history.



In 2016, Sen. Kohl's \$1.5 million donation to the La Follette School launched the Herb Kohl Public Service Research Competition, which has provided financial support for collaborative faculty-student research that informs critical public policy and governance debates. Community outreach is a key component of the research competition.

ABOUT THE LA FOLLETTE SCHOOL OF PUBLIC AFFAIRS

Founded in 1967 as the Center for the Study of Public Policy and Administration, the La Follette School of Public Affairs is a highly ranked program that offers domestic and international master's degrees in public management and policy analysis. Students are admitted in comparatively small numbers that encourage collaboration with faculty, staff, and peers. The School's faculty have international reputations in their academic disciplines, and they have spent the greater part of their careers working on problems of public policy and governance.



With more than 2,400 alumni, the La Follette School also offers dual- and double-degree programs in urban planning, law, neuroscience, and public health as well as a certificate program in energy analysis and policy. La Follette School alumni work in the public, private, and nonprofit sectors and serve their communities in various capacities.

With support from the Kohl Initiative, the La Follette School launched its Undergraduate Certificate in Public Policy program in 2019. The certificate program allows undergraduate students to apply a policy perspective to their major course of study and bolsters their skills for success in the workforce or in their graduate school coursework.

PLANNING COMMITTEE

The La Follette School thanks our Planning Committee for their outstanding efforts to produce today's conference.

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