

CEO Report to the Hospital Authority Board

Open Session

Donna Katen-Bahensky

President and CEO

November 7, 2012

CEO Activities

- Regional Simulation Conference
- AHA Board of Trustees Meeting
- Breakfast with the CEO
- East Side Executive Committee Meeting
- UWHC Leadership Retreat
- Staff Forums/CEO Office Hours
- Channel 3 Editorial Board Meeting
- TJC VAD Exit Conference
- Watertown All Associates Assembly
- Governor's Organ Donor Recognition Reception

CEO Activities

- Neuroscience ICU Reunion
- Nursing Executive Council Retreat
- Health and Healing Retreat
- Merrill Lynch Gala Presentation
- 2nd Annual UW Health Start! Your Heart Bowling Event
- United Way Days of Caring
- Employee of the Month Badger Game
- Unity Agents Conference
- AFCH Advisory Board Meeting
- AFCH 5 Year Anniversary Celebration
- Epic CEO Conference

CEO Activities

- Environmental Services Week Events
- GE Comprehensive Research Agreement Signing Ceremony
- New Employee Orientation Administrator Welcome
- Wisconsin Oncology Nursing Event
- St. Mary's Centennial Gala
- JDRF Walk
- Madison Chamber of Commerce at UWHC
- Overture Board Meeting
- Madison CEO Breakfast

CEO Activities

- AHIMA Grace W. Myers Award-Chicago
- Sparkle of Hope
- AHA RPB5 Meeting
- Marsh Shapiro AFCH Fundraiser
- Hospital Leadership Conference
- Greater Madison Chamber of Commerce Annual Dinner
- Heart Walk
- UWHC Gift Distribution
- UW Health/WRMC Leadership Forum

CEO Activities

- Principal For a Day
- UW Health/SAH Leadership Forum
- OPO Gold Medal Award Reception
- Physician Leadership Development Program
- Madison College Centennial Gala

Updates and Announcements

- The UW Organ Procurement Organization has been named a gold level winner by the Health Resources and Services Administration
 - One of only 8 gold level winners in the country
- UWHC's Department of Environmental Services was named the National Environmental Services Department of the Year

Updates and Announcements

- UWHC will be one of the Hospitals featured in *Minority Nurse Magazine's* Take Pride Campaign! In its fall issue
 - The campaign recognizes UWHC's commitment to upholding diversity in the work environment
- Unity is up with new television and radio commercials
 - Ads will be running for 12 weeks through November 11-watch the tv ads on U-Connect
- Master Facility Plan Update

Updates and Announcements

- For the **sixth** straight year, UWHC has been named to the *Working Mother* 100 Best Companies to work for.
- Our Working Mother of the Year this year is Christine Williams, a transcription and record quality manager.



Updates and Announcements

- UWHC to participate in **Honoring Choices Wisconsin!** – Wisconsin Medical Society initiative for advocacy and education around advance care planning.
- UWHC has been named inaugural winner of the Grace W. Myers Award by the American Health Information Management Association.

Updates and Announcements

- For the 5th Straight Year UWHC has received a Supply Chain Excellence Award from UHC.



Updates and Announcements

- Strategic Plan Update
 - Current plan runs from 2010-2014
 - An update is needed since so many things have changed in health care since it was first written
 - Leadership of UWHC, UWMF and UWSMPH began meeting in late August to develop updates
 - The anticipated release date of the updated plan will be early next year
- The Commission on Accreditation of Rehabilitation Facilities (CARF) was completed last October 19

Updates and Announcements



Jan Bultema, Senior VP, Human Resources

- Named to the 2012 HR Honor Roll of *Human Resources Executive* magazine
- One of only four HR leaders receiving this nationwide honor
- This honor recognizes HR leaders who have made significant contributions to their organizations
- Congratulations, Jan!

Vice President, Finance

- **Robert O'Keefe**
- Spent 20 years with Aurora Health Care, Inc
- Former Audit Partner at KPMG Peat Marwick
- Officially assumed this new role on October 22



New Employee Discount

- Starting November 1 all UW Health prepared foods in the cafeteria and other food service areas will be discounted 10% for UW Health employees



FY 2012 External Recognition

- ***US News and World Report Hospital Rankings***
 - Ranked as the best hospital in Wisconsin
 - Ranked in the top 50 nationally in 7 specialties
 - Ranked high-performing in 5 additional specialties
 - Recognized as most connected
- ***US News and World Report Children's Hospital Rankings***
 - Ranked in the top 50 nationally in 7 specialties
- ***Working Mother Magazine***
 - For 6th consecutive year named among the “100 Best Companies” in the nation
 - Ranked as a top 12 “Best Companies for Hourly Workers”
 - Recognized as a top 10 “Best Companies for kids”

FY 2012 External Recognition

- ***Hospitals and Health Networks Magazine***
 - Named to the list of most wired hospitals
- ***Corporate Report Wisconsin***
 - Best Wisconsin Hospital/Medical Center
- **American Stroke Association- *Get with the Guidelines***
 - Silver Plus Performance Achievement Award
- ***Association for Healthcare Environment and Health Facilities Management Magazine***
 - Named the number 1 environmental services department in the country
- Recipient of the 2012 ASHP Foundation Award for Excellence in Medication Use Safety
- UHC Performance Excellence Award for Supply Chain Performance

FY 2012 Recruitment Highlights

- **Vice President of Facilities and Support Services**
- **UW Health Chief Information Officer**
- **Chief of Surgery for the AFCH**
- **Chief Medical Officer of UWHC**
- **Vice President of Nursing and Patient Care Services**
- **Chief of Cardiology**

FY 2012 Marketing Highlights

- Produced “UW Health-Remarkable” campaign for television that aired in 51 Wisconsin counties.
- Sent *Our UW Health* newsletter to over 1.4 million.
- Continued exclusive contract with UW Athletics.
- Distributed 15,900 quick reference guides to referring physicians
- Distributed 2,600 pediatric directories to referring sources
- Launched comprehensive advertising, media and Marketing campaign for AFCH called “*Sick Kids Can’t Wait*”.
- 5.53 million UWHealth.org website visits and 12.24 million page views, excluding internal traffic.
- 65,060 subscribers to the 14 available newsletters produced by UW Health.
- Launched Breast Center comprehensive marketing campaign

Community Benefit

- Organizations contributed to 193*
- Events/initiatives sponsored 260*
- Contributions to events/initiatives \$779,000*
- Employee charitable contributions \$403,327*
- WHA 2011 Community Benefits \$114.4 million

*UW Health Numbers

