



FOR IMMEDIATE RELEASE

For further information please contact:
Katie Ostrander, (414) 270-3000, ext. 231

Business, Healthcare Partners Join Collaborative Board

MILWAUKEE (June 22, 2004) – The Wisconsin Collaborative for Healthcare Quality today added two new business members and 10 new healthcare provider members to its Board of Directors.

“The Collaborative’s purpose is to provide a forum for providers and business leaders to share and learn from each other to improve the quality of healthcare in Wisconsin. We expanded our board to allow for the broadest possible participation in this process,” said John Toussaint, MD, chairman of the Collaborative and president/CEO of Appleton-based ThedaCare. “We believe these new board members will bring additional insight and creativity to our organization.”

Business board members are:

- Christopher Queram, CEO of The Alliance
- Ron Dix, Senior Vice President—Administration/Human Resources and Secretary of BadgerMeter, Inc.

New healthcare provider board members are:

- Robert Lonergan, Senior Vice President, Advanced Healthcare
- Scott Nygaard, MD, President/CEO, Affinity Medical Group
- James Ketterhagen, MD, Vice President of Medical Affairs, Columbia/St. Mary’s
- Randy Linton, CEO, Luther Hospital and Midelfort Clinics
- Clyde Chumbley, MD, President/CEO, Medical Associates
- Terri Potter, President/CEO, Meriter Hospital
- Steve Ronstrom, Executive Vice President, Sacred Heart Hospital

--more--

*Focused on quality.
Creating value.*

Bellin Health
Green Bay

Dean Health System
Madison

Froedtert Hospital
Milwaukee

Gundersen Lutheran
La Crosse

Marshfield Clinic
Marshfield

Medical College of Wisconsin
Milwaukee

St. Marys Hospital Medical Center
Madison

Saint Joseph’s Hospital
Marshfield

ThedaCare
Appleton

- Carl Getto, MD, Senior Vice President of Medical Affairs, University of Wisconsin Hospital & Clinics
- Jeff Grossman, MD, President/CEO, University of Wisconsin Medical Foundation
- Charles Shabino, MD, CMO, Wausau Hospital

Founding healthcare provider board members are:

- John Toussaint, MD, CEO, ThedaCare (Chairman)
- Donald Logan, MD, Chief Medical Officer, Dean Health System (Vice Chairman)
- William D. Petasnick, President and CEO, Froedtert and Community Health (Executive Committee)
- Jeff Thompson, MD, President/CEO, Gundersen Lutheran (Executive Committee)
- George Kerwin, MD, CEO, Bellin Health
- Frederic Wesbrook, MD, CEO, Marshfield Clinic
- Richard Lofgren, MD, Senior Associate Dean for Clinical Affairs, Medical College of Wisconsin
- Gerald Lefert, President, St. Marys Hospital Medical Center
- Michael Kryda, MD, CEO, Saint Joseph's Hospital

In 2003, the Collaborative published its inaugural Performance & Progress Report, which includes quality and cost data for 42 initial measures. The measures are based on the Institute of Medicine's Six Aims for Improvement, including Timeliness, Efficiency, Patient-Centeredness, Effectiveness, Safety and Equity.

The Collaborative's Performance & Progress Report is the first:

- Developed in collaboration with healthcare providers, purchasers and consumers;
- Created with measures that span the continuum of care from doctor's office to hospital bed; and,
- Based on data audited and verified by an independent third party.

--more--

The Wisconsin Collaborative for Healthcare Quality is a group of multi-specialty physician groups, hospitals, health plans, employers and labor organizations from geographically diverse areas of the state that have come together to develop and share best practices and quality outcomes. The Collaborative was founded in 2003 on the principle that by focusing on improving quality, better care for patients and more rational costs will result.

New healthcare providers are: Advanced Healthcare, Milwaukee; Affinity Health System, Oshkosh; Columbia/St. Mary's, Milwaukee; Community Memorial Hospital, Menomonee Falls; Luther Midelfort—Mayo Health System; Medical Associates, Menomonee Falls; Meriter Hospital and Physicians Plus Insurance Corporation, Madison; Sacred Heart Hospital, Eau Claire; University of Wisconsin Hospital and Clinics, Madison; University of Wisconsin Medical Foundation, Madison; and Wausau Hospital, Wausau.

Founding healthcare providers of the Collaborative include: Bellin Health, Green Bay; Dean Health System, Madison; Froedtert Hospital, Milwaukee, Gundersen Lutheran, LaCrosse; Marshfield Clinic, Marshfield; the Medical College of Wisconsin, Milwaukee; St. Marys Hospital Medical Center, Madison; Saint Joseph's Hospital, Marshfield; and ThedaCare, Appleton.

Business partners include The Alliance, Appleton Ideas, Badger Meter, DaimlerChrysler, Schneider National, Sentry Insurance, Serigraph, Inc., The Trane Company, United Auto Workers and Wisconsin Manufacturers and Commerce.

###