



ADVANCING A HEALTHIER WISCONSIN

MEDICAL COLLEGE OF WISCONSIN
Consortium on Public and Community Health
&
UW SCHOOL OF MEDICINE AND PUBLIC HEALTH
Oversight and Advisory Committee



University of Wisconsin
SCHOOL OF MEDICINE
AND PUBLIC HEALTH

MINUTES OF THE MEETING OF THE
JOINT BOARDS OF DIRECTORS

June 21, 2006

12:00p.m. - 2:00 p.m.

MCW Health Research Center, Rooms 1210 & 1230,
Milwaukee, WI 53226

DIRECTORS PRESENT:

Philip Farrell, Nancy Miller-Korth, Greg Nycz, June Martin Perry, Pat Remington, Susan Reisch, Peter Remington, Randy Lambrecht, Peggy Hintzman, Terry Brandenburg, Paula Lucey, Tasha Jenkins, Michael Dunn, Michael Bolger, Cheryl Maurana.

Absent: Doug Mormann, Meg Gaines, Susan Goelzer, Doug Campbell.

OTHERS PRESENT: Sarah Beversdorf, Peter Layde, Christina Ellis, Bobbie McDowell, Tonya Paulson, Cathy Frey, Ellen Servais, Eileen Smith, Alicia Witten, Jean Moreland, Amy Murphy.

I. Welcome and Call to Order

Mike Bolger, President of the Medical College of Wisconsin, welcomed the UW School of Medicine and Public Health Oversight and Advisory Committee (OAC) to the Medical College of Wisconsin, adding that Wisconsin is fortunate to have two medical schools committed to this process of improving the health of our residents.

Phil Farrell, Dean of the UW School of Medicine and Public Health called the meeting to order at 12:10 pm with a presentation of materials about the UW School of Medicine and Public Health and the Wisconsin Partnership Program.

Randy Lambrecht, Chairman of the MCW Consortium for Public and Community Health also presented materials about MCW's Advancing a Healthier Wisconsin endowment and introduced Amy Murphy who will be the new Director of the Healthier Wisconsin Partnership Program.

II. Program Updates

A. Dean Farrell provided an overview of the 2005 activities of the Wisconsin Partnership Fund for a Healthy Future which included funding by the Oversight and Advisory Committee of \$5.5 million and by the Medical Education and Research Committee of \$13.3 million. The OAC initiatives during this reporting period included the Community Academic Partnership Fund – planning and implementation grants, and Public Health Education and Training initiatives. All of the activities build on the Wisconsin Idea and are important to the transformation of the school into an integrated School of Medicine and Public Health. A graphical representation of the distribution of the 2005 Community-Academic Partnership Fund Grants by target population age, ethnicity, area, and health priorities was reviewed.

Dean Farrell also reported the Healthy Wisconsin Leadership Institute was successfully launched and is an important outcome of the partnership between the two schools.

Dean Farrell reviewed the Medical Education and Research Committee (MERC) Awards for 2004-2005 (65% component), indicating 1/3 of the funding was for strategic initiatives and 2/3 were earmarked for MERC focus areas. Several of the funded projects were presented and discussed.

Dean Dunn inquired about the Wisconsin Academy of Rural Medicine and whether students are placed in a specific track. Dean Farrell noted that the selection of students is based on the likelihood of their practicing in rural areas.

B. Randy Lambrecht provided a power point presentation on the activities of Advancing a Healthier Wisconsin's (AHW) three complementary components: Healthier Wisconsin Partnership Program (HWPP), Research, and Education, as well as the program evaluation component noting the total funds committed through AHW amounted to \$22.4 million. The three interconnected components have embraced the meaning of public health as defined and strive to advance the health of the public. A graphical representation of HWPP's first two funding cycles was presented, including the geographic distribution, health risk areas, targeted populations, specific areas of disease prevention, and areas of broad transformation.

Greg Nycz stated he was impressed by the overlap and that it may be helpful to combine the efforts of MCW and UW.

Dean Dunn continued the presentation with an overview of the Research and Education projects and funding, noting the interrelatedness of the projects. Graphical representations of the focus areas for the Research and Education projects were reviewed. Several of the funded projects were presented and discussed.

III. Healthy Wisconsin Leadership Institute

Peter Layde and Patrick Remington introduced the Healthy Wisconsin Leadership Institute a collaborative initiative between MCW and the UW SMPH. The Institute's emphasis is on collaborative efforts, coalitions and partnerships. The curriculum is based on core competency sets of the concept and skills of Collaborative Leadership. Other components of the program were discussed including: events, educational activities, workshops and the use of web-based education.

Pat Remington summarized the Leadership Institute as a close collaborative relationship, addressing a large, unmet need for continuing education in a non-traditional, distance based, one-day format.

Greg Nycz commended the accomplishments of the Institute and inquired into the possibility of demand outstripping supply.

Peter Layde acknowledged the stewardship of these resources as very important. A collaborative program will likely yield better results; however, the partnership needs to continue to assure a balance between effectiveness and efficiency.

Cheryl Maurana suggested each group should carefully consider its own investment and further discussions should occur at a subsequent joint meeting.

Nancy Miller-Korth inquired whether evaluation methods have been discussed. Pat Remington responded that an evaluation of the Fellowship program had just occurred and that some accumulation of experiences needed to occur before a proper evaluation could exist.

IV. Measuring Overall Program Impact

Cathy Frey described the evaluation planning activities currently underway by the Wisconsin Partnership Program. A joint MERC/OAC workgroup will develop an evaluation plan to inform the Program on progress and areas for improvement and to help in the development of the next Five-Year Plan. She noted the final dissemination plan for this process should be available in the fall with implementation immediately following. The Program is also using a web-based public survey along with evaluation of final and progress reports of grants to assess the implementation of the Community-Academic Partnership Fund. She suggested that data consistency between the two programs would improve the ability to measure and communicate the statewide impact of funded programs.

Cheryl Maurana described the two-pronged evaluation process MCW is undertaking as a tool for identifying lessons learned and initial outcomes for all three Advancing a Healthier Wisconsin endowment programs: Healthier Wisconsin Partnership Program, Research for a Healthier Tomorrow and Educational Leadership for Health. The evaluation places emphasis on the process and outcomes of each program as a whole, the individual funded projects, and initiatives. The Principles of Stewardship will be used to provide an evaluation framework for each of the components of the fund.

Cheryl Maurana noted the lessons learned from the process will guide the next round of projects and next Five-Year Plan. The evaluation includes measuring impact of partnerships, implementation processes, transformation efforts and initial outcomes. This process evaluation: incorporated input from faculty to develop strategies for future funding cycles; tracked publications that result from the use of these monies; track the amount of funding leveraged in the areas of focus; and, documented the number of equipment users.

V. Possible Areas of Collaboration & Open Discussion

Dean Farrell led a discussion to identify areas of further collaboration, opportunities or challenges.

- Nancy Miller-Korth recommended revisiting the definitions of data points that are used to measure collective impact, noting the programs are two distinct groups that have common points that WUHF and state-wide stakeholders would find very helpful.
- Peggy Hintzman requested consistency of definitions and methodology be implemented given the broad interest expressed in looking at impact in terms of the

state health plan.

- Cheryl Maurana suggested the collective identification of a small number of priority areas that can be closely measured for broad impact.
- Dean Farrell offered that a combined description of program processes and distribution to the state would be very worthwhile, for example through a joint working group established to identify collaboration points.
- Terry Brandenburg suggested beginning the process now of making key decisions based on experiences gained thus far and the impact they will have on the next Five-Year Plan.
- Mike Bolger expressed how impressed he is with the collaboration among staffs and suggested empowering the staffs to take the lead on identifying collaborative areas.
- Dean Farrell noted that would be the ideal situation, stating that there is an expectation that we present an assessment of the state's current health and health needs as we move to next Five-Year Plan.
- Dean Dunn expressed concern that statistically measuring change in Wisconsin's health status in a five-year span of time will be challenging, though both programs are committed to excellent tracking and measurement.
- Randy Lambrecht suggested both boards work through staff to identify the joint indicators that need to be defined, and based on their recommendations, share the responsibility of measuring, evaluating, and disseminating them.
- Paula Lucey suggested a joint assessment between the two Boards and the State might be worthwhile to alleviate competing numbers and unify information.
- Pat Remington noted the key aspect is having faculty with an understanding of prevention. He suggested that an academic paper on faculty engagement and models of success could investigate faculty incentives other than payment.
- Cathy Frey noted the amount of program knowledge generated is accumulating, and that finding a way to disseminate that information would be a great accomplishment.
- Greg Nycz offered that a scientific look at the outcomes might be good given this level of investment and he supported having staff lead this initiative.

V. Adjourn

Dean Farrell stated the value in the meeting and commented that staff are knowledgeable, committed, and working collaboratively now and increasingly in the future. He added continued enthusiasm for the next joint meeting to discuss these same topics and how reports will be disseminated.

Mike Bolger expressed his appreciation to Dean Farrell for his significant and fruitful efforts to develop and implement the purpose and objectives of program.

There being no further business, the meeting adjourned at 2:05 p.m.