



Annual Spring Banquet to be Held April 20

This year's annual Health Care Administration/CHASE Spring Banquet "Reaching New Heights" is scheduled for Thursday, April 20, at the Plaza Hotel & Suites in Eau Claire. Robyn I. Stone, Dr.P.H., a noted researcher and internationally recognized authority on long-term care and aging policy, will present the keynote address. Dr. Stone is the executive director of the Institute for the Future of Aging Services at the American Association of Homes and Services for the Aging in Washington, D.C.

In addition to Dr. Stone's keynote presentation, the third annual practicum open house will begin at 5 p.m. at the Plaza Hotel. Similar

to a job or internship fair, the practicum open house gives students of the health care administration program an opportunity to become familiar with the practicum sites and organizations that will be available to them during their final year as students and as they venture into the workplace. Following the open house, social hour will begin at 6 p.m. with the banquet beginning at 7 p.m.

Please mark your calendars as your presence is very important at this event. Our students look forward each year to the opportunity to interact with graduates of the program and professionals in the field.



Dr. Robyn Stone, Dr.P.H., is the executive director of the Institute for the Future of Aging Services at the American Association of Homes and Services for the Aging.

Aging Summit VI

'Person-Directed Care Across the Continuum: Making Choices Available to Seniors and Families'

As the number of people with chronic care conditions increases, we are seeing creative new options that allow individuals to meet both their health care and quality of life needs. The 'continuum of care' is ever expanding in terms of the settings and programs through which care can be provided, such as home and community based services, adult family homes, assisted living and nursing facilities. Recent trends also have supported further changes in the way services are provided, in that individuals are more able than ever to play a pivotal decision-making role in choosing options that will work best for them.

On April 4, the documentary "Almost Home" will air again nationwide on PBS. It's a touching story of one Wisconsin community trying to make a difference, shucking the institutional trappings of traditional nursing homes in favor of a retirement community, Saint John's On the Lake, a place where we could all imagine ourselves feeling truly "at home." John George is the young, hip manager of the Milwaukee nursing home and the lead visionary of Saint John's culture change movement. Despite dissension and resistance that threatens to derail his culture change mission, John has stayed focused on creating a place that reverses the negative memories he carries with him from childhood visits to the nursing home where his mom worked. We are pleased to have

him with us as our keynote speaker for this year's Aging Summit.

The 2006 Aging Summit "Person-Directed Care across the Continuum: Making choices available to seniors and families" will be held Friday, May 19, at the Plaza Hotel & Suites in Eau Claire. Health care and health and aging services professionals, providers of senior and long-term care services, community leaders, and all those interested and concerned with health, aging and person-directed care are encouraged to attend. Sponsors for the sixth annual Aging Summit are the Center for Health and Aging Services Excellence, the Advisors on Gerontological Education, AgeAdvantAge, Inc., AARP Wisconsin, Community Health Partnership and Northern Area Agency on Aging. For more information or to register, please contact UW-Eau Claire Continuing Education at (715) 836-3636 or www.uwec.edu/ce.



John George, administrator of Saint John's on the Lake, Milwaukee, will present the keynote address for the 2006 Aging Summit.



letter from faculty

CULTURE CHANGE: a perspective



Jennifer Johs-Artisensi

CULTURE CHANGE. It's a phrase that has become trendy in the field of long-term care in recent years. But what does it really mean, or more importantly, what CAN it really mean?

When most in LTC hear about "culture change" they think of the grassroots movement that began nearly a decade ago, encouraging institutions to explore new models of living and providing care; to change nursing homes to personal communities, where caregivers pay attention to residents' individual wants and desires, and how they can help them find meaning, value and joy. Culture change is achieved through the adoption of a new set of philosophies and procedures at all levels of an organization so everyone can work to enhance the care-recipient and care-giver experience and environment. It has been shown to create positive experiences for healthcare recipients resulting in improved health outcomes, satisfaction and quality of life, as well as increase employee satisfaction, performance and retention and reduce healthcare costs.

Over time, this concept of "culture change" has gained a foothold in the nursing home industry, and like many trends in healthcare and long-term care, Wisconsin and others in the upper Midwest have been leaders in implementing such change. The rest of the country will have a chance to see for themselves what "culture change" can be when "Almost Home" airs on PBS April 4.

What I find most inspiring about this film is my hope that this can be the catalyst which is needed to inspire an even larger "culture change" in our society as a whole, but especially within the field of health and aging services. It was my passion for person-focused care and my experiences

working with patients, residents and families whose wants and desires clearly were NOT being focused on that drew me to the field of health and aging services. I saw a largely unmet need, and had ideas about what types of changes could be made to traditional models to improve care and outcomes. The challenge came with finding a way to effect that change within the constructs of a fragmented and disjointed system.

Our current systems, policies and procedures were not designed to support a person-focused approach to care, but now, more than ever, we must find a way to bring stakeholders together to collaborate to change the "Culture of Long Term Care." We cannot be pitted against one another; instead, we need to create a culture of collaboration where all the stakeholders can work together to create a shared vision of the future, where there is a place for innovation in a person-directed approach. The groundwork has already been laid. The "Almost Home" film is airing this spring; in February leaders across the Midwest gathered at a Quality Summit to strategize for the future of long-term care; our upcoming Aging Summit VI on May 19; a joint WI BQA-Provider conference Aug. 30; and the Wisconsin Coalition for Person-Focused Care are just a few examples of many collaborations already in place.

I'd like to challenge everyone in the field of long-term care, providers, administrators, direct care workers, regulators, educators, residents, and families to embrace the broader definition of what culture change could mean. It is not a destination we are headed for, but rather an ongoing spirit of collaboration where the well-being of each person we serve is our common denominator.

Jennifer Johs-Artisensi, CHASE Associate Director,
Assistant Professor of Public Health Professions

Calendar of Events

Thursday, April 20
CHASE/Health Care Administration Spring Banquet and Open House "Reaching New Heights"
Open House, 5 p.m.
Social Hour, 6 p.m.
Banquet, 7 p.m.
The Plaza Hotel & Suites, Eau Claire, Wis.

Friday, May 19
Aging Summit VI
"Person-Directed Care Across the Continuum: Making Choices Available to Seniors and Families"
8:30 a.m.-3:30 p.m., The Plaza Hotel & Suites, Eau Claire, Wis.

Oct. 4, 5 and 6
Health and Aging Services Administration Graduate Certificate Program
Module 1: Quality Service with business partner Pathway Health Services, Inc.
Saint Bede's Center, Eau Claire Wis.

Sharing Strategies to Improve Health Care in the Chippewa Valley

On Sept. 30, 2005, more than 70 UW-Eau Claire students, staff and local community health care professionals gathered at the Best Western Trail Lodge in Eau Claire for "Sharing Strategies to Improve Health Care in the Chippewa Valley," a collaborative event between the Center for Health and Aging Services Excellence at UW-Eau Claire, the Center for Performance Excellence at Chippewa Valley Technical College and the Northwest Wisconsin Manufacturing Outreach Center at UW-Stout.

The program highlighted the best performance practices of health care organizations across a spectrum of settings in the Chippewa Valley to facilitate a climate of sharing, learning and encouraging each other to continue to strive for excellence. The panelists discussed best practices currently under way within their organizations. Panelists included Randall Linton, MD, President/CEO of Luther Midelfort-Mayo Health System based in Eau Claire,

who spoke on "The Baldrige National Quality Program-What Has It Meant for Us?" Marge McFarlane, Safety Coordinator and Mark Mason, Institutional Improvement Coordinator, both of Sacred Heart Hospital covered "The Nuts and Bolts of Six Sigma Projects." Jim Deignan, licensed administrator of Dove Healthcare and CEO of several related health care companies in the Chippewa Valley, discussed "Lessons Learned When Shifting your Organizational Orientation to a Customer Focus." Jeanie Lubinsky, CFO of Red Cedar Medical Center covered "A Lean Plan for Success in Healthcare." Featured luncheon speaker was John Gustafson, Examiner for Wisconsin Forward Award.

The forum was just one of the efforts being offered by CHASE aimed at serving as a greater resource to UW-Eau Claire students, faculty and the regional health care community.

Students represent UW-Eau Claire at conference

This past fall, CHASE sponsored three health care administration students, Alan Barr, Shaun Servais and Alesha Gillitzer, to represent UW-Eau Claire's health care administration program at the American College of Health Care Administrators Winter Marketplace in Las Vegas. As representatives of UW-Eau Claire, they attended sessions dealing with current trends and issues in long-term care and learned from professionals in the industry.



Alesha Gillitzer



Allan Barr



Shaun Servais

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CHASE news is edited by Meredith Wolf and published semi-annually. Questions or comments, contact Meredith at (715) 836-3543 or wolfm@uwec.edu.



Support the CHASE Advancement Fund

The Center for Health and Aging Services Excellence welcomes and invites your support. Private gifts and grants from individuals, organizations and foundations are welcome as CHASE pursues its goals to enhance learning opportunities for UW-Eau Claire health care administration students. Additionally, this fund encourages an applied research agenda, markets the health and aging services field as a noble profession, promotes alternative regional educational programs for adult learners, and bridges the gap between associations and university programs.

Your contribution to the CHASE Advancement Fund will be gratefully accepted by the UW-Eau Claire Foundation. You will receive a receipt for tax purposes and be recognized in the Foundation's annual honor roll of donors. Most important, your gift will enable the department to continue to build upon its reputation for excellence and to provide future generations the same quality education you received.

Please use this form to send in your contribution and know that you are making a difference in the future of health and aging services.

UW-Eau Claire Foundation Inc.
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