New CHASE partnership with Extendicare established

CHASE is pleased to announce its latest partnership with Extendicare Corporation based in Milwaukee. We are very appreciative of their $30,000 gift to assist CHASE in moving forward with the following initiatives:

- To expand and improve the Health Care Administration program at UW-Eau Claire.
- To further support undergraduate research activities.
- To contribute to the development of the graduate certificate program in Health and Aging Services Administration.

Extendicare is one of the largest operators of long-term care facilities in North America. Through its subsidiaries, Extendicare operates 262 facilities in the United States and Canada, with capacity for 26,800 residents, providing medical specialty services such as subacute care and therapeutic therapy services in the United States, and offers home health care services in Canada. Extendicare and the UW-Eau Claire Health Care Administration program have enjoyed a long-standing relationship over the years with a variety of practicum sites, along with a number of other staff and alumni connections.

CHASE NEWS is edited by Dr. Doug Olson and Dr. Jennifer Johs-Artsensi and is published semi-annually.

Seminar on fund-raising approaches to be offered in July

CHASE and UW-Eau Claire have solidified plans to offer a two-day seminar on fund-raising approaches for health care organizations. July 23 and 24 in Eau Claire. The featured presenters include guest faculty from the world-renowned Center for Philanthropy at Indiana University. This seminar will be offered as a benefit to the approximately 40 UW-Eau Claire Health Care Administration practicum sites spread across Wisconsin and Minnesota for a nominal registration fee. Additional participants will be invited to attend, as space is available.

The event is sponsored by the UW-Eau Claire Foundation, the UW-Eau Claire Center of Excellence for Faculty and Undergraduate Student Research Collaboration, the chair for Long-term Care at the University of Minnesota and CHASE. For additional information, contact Dr. Olson, olson4ou@uwec.edu, or Dr. Johs-Artsensi, johsarjl@uwce.edu.

HCA students with Gao Fei Doyle (r) during the “Day in the Park” in September 2002. The event was held in conjunction with the annual Alzheimers Walk at Carson Park.

Spring Banquet set for April 10

This year’s annual Health Care Administration Spring Banquet “Lighting the Way: Developing Future Leadership for Long-term Care” is scheduled for Thursday, April 10. Make sure it’s on your calendar! Our featured keynote speaker is Larry Minnix, President of the American Association of Homes and Services for the Aged.

The banquet will be held at the Park Inn & Suites in Eau Claire, and invitations will be mailed in March. The Health Care Administration student organization and the banquet planning committee are working to make this special evening a night to remember. We are pleased to acknowledge the pre-banquet sponsors including:

- Dove Healthcare
- Heyde Companies
- Mifflin Ulrich Bertelson LLC
- Grace Lutheran Foundation/American Lutheran Homes
- Cornell Care Center/Oakwood Villa
- Claremont Nursing and Rehabilitation
- Lakeside Nursing and Rehabilitation
- Grandview Care Center
- Pathway Health Services
- The Chair for Long-term Care and Aging at the University of Minnesota
- Orbovich & Gartner

We are looking forward to an evening of well-deserved recognition, stimulating remarks, good conversation and fun. Your presence is very important and we look forward to you and your guest(s) joining us for another great event.

We also are planning a breakfast forum panel on the morning following the banquet, April 11, with key representatives from both trade associations and the CHASE oversight group. They will announce and discuss a new initiative to address the challenges of recruiting and retaining bright, young individuals into the health and aging services administration profession.

Calendar of Events

Wednesday, March 26 Joint Aging Lecture Series “Quality Management Systems in Long-term Care” 12:15 – 1:15 p.m. Student Union, Ballroom B UW-Stout

Thursday, April 10 HCA/CHASE Spring Banquet “Lighting the Way: Developing Future Leadership for Long-term Care” Park Inn & Suites, Eau Claire

Friday, April 11 Spring Banquet Breakfast Forum “Exploring Future Leadership Growth and Retention Strategies” Park Inn & Suites, Eau Claire

Wednesday, April 23 Joint Aging Lecture Series “Vocational Rehabilitation Issues With the Elderly Population” 12:15 – 1:15 p.m. Haas Fine Arts Center, Phillips Recital Hall, UW-Eau Claire

Friday, May 16 3rd Annual Aging Summit “Taking Charge of the Crisis in Aging Services: Expanding the Availability and Affordability of Health Care, Transportation and Housing” Ramada Inn, Eau Claire

Wed.-Thurs., July 23-24 CHASE Seminar “Practical Fund-raising Approaches for Health Care Organizations” Eau Claire
Certificate program in Health and Aging Services Administration to be introduced

The collective leadership of CHASE has been instrumental in driving the development of a new certification program. There are a number of people in healthcare or related fields who might consider a mid-career move to a noble profession in health and aging services, yet cannot or do not want to leave their jobs to become full-time students in the traditional educational setting to obtain the necessary certification.

The certificate program in Health and Aging Services Administration will focus on a set of modules and will combine formal, theory-based education through the traditional university setting with elements from an administrator-in-training model where students can apply classroom instruction in a real-world setting. This innovative model relies on partnerships built on mutual respect between UW-Eau Claire and field experts, utilizing practitioners, consultants and vendors in the field, noted for their best practices knowledge.

The core set of modules is slated to include education in the areas of “money” (financial management), “people” (human resources), and “care” (quality initiatives and systems). The program also will feature a leadership forum that will include marketing and innovation. We currently are finalizing some of our identified partnerships and look forward to obtaining further feedback from the CHASE oversight group and UW-Eau Claire later this spring. We are planning to pilot the new certificate program next fall.

Undergraduate research and faculty development news

Wallace Apland, a senior Health Care Administration major, is working with Dr. Johs-Artisensi on a project designed to identify “Best Practices” associated with the relocation of residents when nursing homes are closed.

Freshman Laura Weiss, also a Health Care Administration major, and Greg Meyer, a Nursing student, are assisting Dr. Doug Olson and Dr. Mary Zweigart-Stauffacher, Nursing Systems, with data collection and analysis for a project intended to better define the role of the directors of nursing in long-term care. Larson Allen Companies also is supporting this research, which surveyed nursing directors across both Minnesota and Wisconsin.

Doug Olson received a Teaching Scholar award this year from UW-Eau Claire to help enhance the distance learning approaches and capacity for practicum students, preceptors and faculty communication and interaction using a variety of resources and tools.

Jennifer Johs-Artisensi was selected as a Geriatric Educational Fellow sponsored by the Minnesota Area Geriatric Education Center, and is participating in the program this spring.

Introducing the Alumni Leadership Cabinet

The newly formed Alumni Leadership Cabinet has been helpful to get the word out about the new Center for Health and Aging Services Excellence initiative. The group listed below has endorsed a fund-raising effort to assist in achieving the goals of CHASE and has personally pledged their own financial support to advance the activities and initiatives of CHASE.

Doug Beardsley ’82
Duane Floyd ’80
Scott Gordon ’83
Don Hsu ’85
Rebecca Hsu ’87
Margie Ignansky ’88
Brian Kallio ’92
Duane Larson ’92
Kevin Larson ’88
Cindy Morris ’86
Jackie Pavelski ’81
Mike Schanke ’85
Stacy Suchla ’98
Craig Ubbelohde ’82

You can learn more about this important effort and wonderful opportunity by contacting Marcia Van Beek (vnbemr@uwec.edu), UW-Eau Claire Foundation, or Dr. Doug Olson (olsondu@uwec.edu), Health Care Administration program.

Western Wisconsin Regional Geriatric Education Center update

The WWRGEC continues to be involved in multiple initiatives this spring. Major events include the continuing Joint Aging Lecture Series between UW-Eau Claire and UW-Stout. Upcoming presentations include:

* Quality Management Systems in Long-term Care
  Wednesday, April 23
  12:15 – 1:15 p.m.
  Student Union, Ballroom B
  UW-Stout

* Vocational Rehabilitation Issues with the Elderly Population*
  Wednesday, April 23
  12:15 – 1:15 p.m.
  Haas Fine Arts Center
  Phillips Recital Hall
  UW-Eau Claire

The WWRGEC also is pleased to announce plans for the 3rd Annual Aging Summit, “Taking Charge of the Crisis in Aging Services: Expanding the Availability and Affordability of Health Care, Transportation and Housing,” May 16 in Eau Claire. This year’s summit will focus on bringing together providers, consumers and legislators to educate those in policy-making positions about the crises in health and aging services providers and consumers are facing, as well as to identify governmental barriers and potential solutions to improve access and affordability of services in the future. For additional information about the Aging Summit, contact Dr. Johs-Artisensi at (715) 836-3589 or johsarjl@uwec.edu.

The center’s planning group continues to explore the possibility of strengthening its relationship with CHASE. More integration between these two groups would allow for better leveraging of resources, such as sharing resources to hire a coordinator to support the organizations’ various academic and community outreach activities and to serve as a clearinghouse and linkage for applied research activities.

CHASE Board Members

We would like to recognize the Board of Advisers for the Center for Health and Aging Services Excellence.

Robert Armitage, Leadership Consultant and the former President, Board of Social Ministry, Stillwater, Minn.
Randy Krentz, Vice President, Kindred Health Care, Milwaukee
Dick Rau, President, Clement Manor Health Center, Greenfield
David Green, President, Evergreen Retirement Communities, Oshkosh
Karen Robinson, Administrator, Chippewa Manor Retirement Community, Chippewa Falls
Rachel Smith, Quality Consultant, Family Care, Center Delivery Systems Development, Madison
Michele Metcalfe, Western Region Director, Marshfield Clinic Systems, Eau Claire
David Mills, Group Vice President, Beverly Health and Rehabilitation Services, Inc., Milwaukee
Robert Kane, MD, Chair in Long-Term Care and Aging, University of Minnesota
Robert Von Haden, Retired Partner, Wipfli Ulrich Bertelson LLP, Eau Claire
Mike Kittleson, CEO, Grand View Care Center, Blair
Craig Ubbelohde, President, Lutheran Homes of Oshkosh, Oshkosh
Brad Grosseth, Administrator, Barron Medical Center, Barron
Natalie Zeleznikar, Administrator, Keystone Bluffs, Duluth, Minn.
Mike Metcalfe, Western Region Director, Marshallfield Clinic Systems, Eau Claire
Robert Olson, Administration, Consultant and the former President, Pathway Health Services, St. Paul, Minn.

This group provides broad oversight and support for CHASE and the Health Care Administration program. The primary responsibilities of oversight members are to:

* Provide advice and feedback regarding the effectiveness of the strategic plan in achieving outcomes of CHASE and the Health Care Administration program.

* Serve as ambassadors for the center and program.

* Actively participate in development and fund-raising efforts for the center.

We appreciate their ongoing commitment and service!