

IN PERSON	BY PHONE	STAFF	GUESTS	ABSENT
Steve Brenton	Henry Anderson	Michelle Clark	Rick Abrams	Patti Brennan
Lisa Ellinger	Jane Cooper	Jean Doeringsfeld		Sheila Jenkins
Dianne Kiehl	Brett Davis	Joe Kachelski		Ken Letkeman
Chris Queram	John Foley	Mark Woolley		Craig Samitt
Linda Syth	Chuck Nason			Kim Pemble
Denise Webb	Jon Nordenberg			Jesi Wang
	Greg Simmons			



WISHIN BOARD OF DIRECTORS MEETING

Wednesday, June 6, 2012 – 9:00-11:00 a.m.

Wisconsin Hospital Association

AGENDA ITEMS	END RESULT
Call to Order	Meeting was called to order by Mr. Queram.
Minutes	Motion to approve the minutes of the April 26, 2012, Board meeting was made and approved.
Operational Update: <ul style="list-style-type: none"> • Stage 2 Meaningful Use/2014 HER Certification Rules • ONC Progress Report • Workgroup Updates 	<p>Ms. Doeringsfeld presented a copy of WISHIN’s comments to ONC on Meaningful Use and EHR Certification Rules. Ms. Doeringsfeld made three points regarding meaningful use and EHR certification rules: make room for robust HIE, not just directed exchange; allow, but don’t require, the patient to be the “middleman” in the process of moving health information from one venue of care to another; and acknowledge HIE’s potential role in facilitating public-health reporting, registries, image sharing, etc.</p> <p>Ms. Doeringsfeld reported on the status of Direct. WISHIN is making plans to transition present Direct customers to WISHIN Direct+. Lab and clinic surveys are being conducted through the UW Survey Center. WISHIN expects to receive the results of the lab and clinic surveys by the end of July.</p> <p>Mr. Kachelski reported on the status of the two workgroups that have been meeting. The Clinical Data Workgroup has recommended the types of data to be included in initial implementation of WISHIN Pulse. These types of data are ADT, Lab, Radiology, Pathology, CCD and certain transcription reports. The Policy Workgroup has worked on and recommended privacy policies, has begun work on security policies, and will next work on participation agreement. The Lab Issues Workgroup will start meeting in July.</p>

<ul style="list-style-type: none"> • Marketing/Communications Update • YTD Financials • WHITEC Update 	<p>Ms. Doeringsfeld reported that the marketing vendor, Hiebing, is developing two surveys. The first is a survey of physicians and health care administrators. The survey has been developed and sent out with reminder post cards going out the week of June 11-15. The second is a public perception survey which is currently being drafted and is scheduled to be sent out June 15. Initial due diligence has been performed for the trademark for WISHIN Pulse. An official federal trademark filing has been done by Boardman and Clark. Logo development for WISHIN Pulse has begun. WISHIN staff are working with Medicity Public Relations on marketing requirements and guidelines. WISHIN staff will start the development of educational materials on WISHIN/opt-out process. WISHIN is considering re-branding/re-naming for WISHIN Direct.</p> <p>Mr. Kachelski reported on the year-to-date financials and the expense projections for both fiscal year 2012 and calendar year 2012.</p> <p>Mr. Simmons reported on the WHITEC grant that ends February 2014. WHITEC has achieved three key milestones related to recruitment. Implementation of EHR systems and achieving meaningful use. Among the challenges that WHITEC still has are accelerating Stage 1 meaningful use by hospitals and the development of a sustainability plan.</p>
<p>Other Business</p>	<p>There was no other business.</p>
<p>CLOSED SESSION:</p> <ul style="list-style-type: none"> • Contract for Technical Services 	<p>A record of this discussion is maintained separately by the Board Chair.</p>
<p>Review Meeting Content and Discussion</p>	<p>A record of this discussion is maintained separately by the Board Chair.</p>
<p>ADJOURN</p>	