



# HealthWatch Wisconsin 3rd Annual Conference

## February 8 & 9, 2010 Madison, WI

### *Conference Agenda*

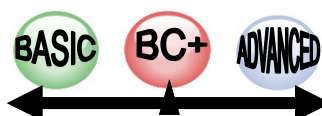
**Welcome to the 2010 HealthWatch Wisconsin Conference!**

*In these two days, we'll discuss National Health Reform's impact on Wisconsin--including Medicaid enrollment, retention and expansion.*

#### MONDAY, FEBRUARY 8 — DAY 1 SCHEDULE

<b>1:00-1:30PM</b>	<b>Check In for Conference / Registration</b> (Hall of Wisconsin Ballroom)
<b>1:30-2:25PM</b> <b>Plenary</b>	<b>Perspectives on Health Reform</b> (Hall of Wisconsin Ballroom) Hear viewpoints on national health reform's impact on Wisconsin from hospitals, physicians, labor, & advocates — <i>David Newby, AFL-CIO; Lisa Lamkins, AARP; Bill Bazan, Wisconsin Hospital Association; Dr. Tim Bartholow, Wisconsin Medical Society; Bobby Peterson, ABC for Health</i>
<b>2:25-2:55PM</b> <b>Plenary</b>	<b>BadgerCare Plus Basic: A New Public Option for Wisconsin?</b> (Hall of Wisconsin Ballroom) BadgerCare Basic, as proposed, will provide a self funded health coverage option for childless adults — <i>Rich Albertoni, Director, Bureau of Enrollment Management, WI Department of Health Services; Bobby Peterson, ABC for Health</i>
2:55-3:05PM	BREAK
<b>3:05-3:55PM</b>	<b>Breakout Session 1</b>  <ul style="list-style-type: none"> <li><span style="color: green;">●</span> <b>3 Steps to Family Health Coverage: Getting, Using, Keeping BadgerCare Plus</b> (Capitol Room) Learn basic steps to obtaining and maintaining coverage through BadgerCare Plus — <i>Brynne McBride, ABC For Health; Erin McBride ABC for Health</i></li> <li><span style="color: red;">●</span> <b>Birth Cost Recovery: Child Support &amp; Lying-In Cost Issues for BadgerCare Plus</b> (Doty Room) Learn the latest updates to child support and lying policy for BadgerCare Plus and Medicaid recipients — <i>Phyllis Fuller, WI Dept. of Children and Families, Bureau of Child Support; Mike Rust, ABC for Rural Health; Kenton Zink, ABC for Health</i></li> <li><span style="color: blue;">●</span> <b>Working with Your Legislator</b> (Vilas Room) Explore steps and strategies to work directly with your elected representatives on behalf of your clients — <i>Rep. Donna Seidel (D-Wausau); Natalie Verette, Office of State Rep. Donna Seidel; Bobby Peterson, ABC for Health</i></li> </ul>
3:55-4:05PM	BREAK
<b>4:05-5:00PM</b>	<b>Breakout Session 2</b>  <ul style="list-style-type: none"> <li><span style="color: green;">●</span> <b>The Fixers: Troubleshooting BadgerCare Plus Eligibility and Coverage Issues</b> (Capitol Room) Snags and snafus are all to frequent in the application for health coverage programs. Learn the "inside" tricks of the trade to obtain eligibility for needy patients — <i>Sarah Fraley, WI Department of Health Services; Roxana Vega, Dane County Human Services; Erin McBride, ABC for Health</i></li> <li><span style="color: red;">●</span> <b>Online Applications in Wisconsin: Advancements in Access</b> (Doty Room) — <i>Theresa Fosbinder, WI Department of Health Services; Mike Rust, ABC for Rural Health</i></li> <li><span style="color: blue;">●</span> <b>Preparing for your Katie Beckett Application or Recertification</b> (Vilas Room) Get ready to learn the needed steps to help complete a successful Katie Beckett Application or Recertification — <i>Brad Holman, SE Regional Center CYSHCN; Barb Katz, Family Voices of WI; Jeff Kaus, Children's Hospital of Wisconsin; Brynne McBride, ABC for Health</i></li> </ul>
<b>6:00-8:00PM</b>	<b>Awards Reception</b> (Top of The Park Banquet Room) New Member Welcome & <i>First Annual HealthWatch Awards!</i> Remarks by Secretary of Wisconsin's Department of Health Services Karen Timberlake and ABC for Health's Bobby Peterson.











To get the most out of this conference, please select a workshop track appropriate to your interest and skill level! Follow this key:



● Appropriate for All Skill Levels

● Specific to State Medicaid Enrollment & Retention

● Targeted for Advanced Practitioners

<b>TUESDAY, FEBRUARY 9 — DAY 2 SCHEDULE</b>	
<b>8:30-9:00AM</b>	<b>Morning Registration/Check-In</b> (Hall of Wisconsin Ballroom) <i>Peruse exhibit tables while enjoying a muffin and cup of coffee</i>
<b>9:00-10:15AM Plenary</b>	<b>Welcome &amp; Health Reform Update 2010: Wisconsin Legislative Perspectives</b> (Hall of Wisconsin Ballroom) — <i>Sen. Dave Hansen (D); Sen. Kathleen Vinehout (D); Rep. Jon Richards (D); Moderator: Bobby Peterson, ABC for Health</i>
10:15-10:25AM	BREAK
<b>10:25-11:25AM</b>	<b>Breakout Session 1</b> <ul style="list-style-type: none"> <li> <b>Essential Health Coverage Advocacy Tool: the Medicaid Handbook</b> (Capitol Room) Learn the tricks of the trade on Medicaid eligibility from seasoned pros at ABC for Health — <i>Erin McBride, ABC for Health; Mike Rust, ABC for Health; Kenton Zink, ABC for Health</i></li> <li> <b>Working with the Media</b> (Doty Room) Learn the best strategies to focus media attention on access to health care and coverage concerns — <i>Shawn Doherty, The Capital Times; Guy Boulton, Milwaukee Journal Sentinel; Shamane Mills, Wisconsin Public Radio; Bobby Peterson, ABC for Health; Moderator: Sarah Carlson, NBC Morning Show</i></li> <li> <b>BadgerCare Plus Program Outreach Strategies</b> (Vilas Room) — <i>Claire Smith, WI Department of Health Services; Michael Jacob, Covering Kids and Families; Brynne McBride, ABC for Health</i></li> </ul>
11:25-11:35AM	BREAK
<b>11:35-12:35PM</b>	<b>Breakout Session 2</b> <ul style="list-style-type: none"> <li> <b>New Wisconsin Private Health Insurance Reforms</b> (Capitol Room) Learn the latest changes in health insurance regulation in Wisconsin — <i>Sean Dilweg, Wisconsin's Commissioner of Insurance; Bobby Peterson, ABC for Health</i></li> <li> <b>Developing a HealthWatch Coalition</b> (Doty Room) This session provides a step by step guide on developing a local HealthWatch Coalition — <i>Brynne McBride, ABC for Health; HW Coalition leadership from various counties</i></li> <li> <b>Maximizing Coverage through Health Check Other Services</b> (Vilas Room) — <i>Mike Rust, ABC for Rural Health; Parent testimonial</i></li> </ul>
<b>12:35-1:45PM</b>	<b>LUNCH</b> (Mezzanine) Walk to the Capitol to visit your legislators, visit local coalition poster displays or take some time to network with new friends while eating a delicious box lunch.
<b>1:45-2:30PM Plenary</b>	 <b>Advancing Statewide Patient Advocacy in Wisconsin</b> (Hall of Wisconsin Ballroom) 2010 will usher in a new era of health care coverage complexity. Learn how advocates, elected officials and state agencies are working together to build Wisconsin's advocacy infrastructure — <i>Sen. Mark Miller (D-Monona); Bobby Peterson, ABC for Health</i>
2:30-2:40PM	BREAK
<b>2:40-3:10PM Plenary</b>	<b>HealthWatch Wisconsin Town Hall Meeting</b> (Hall of Wisconsin Ballroom) Take stock of the last year, learn ways to keep current on health care issues, and see the latest online training portal free for members of HealthWatch Wisconsin — <i>Brynne McBride, ABC for Health; Ron Reinert, ABC for Health; and Bobby Peterson, ABC for Health</i>
3:10-3:20PM	BREAK
<b>3:20-4:20PM</b>	<b>Breakout Session 3</b> <ul style="list-style-type: none"> <li> <b>New Mental Health Coverage Options &amp; Proposals</b> (Capitol Room) — <i>Rep. Sandy Pasch (Invited); Shel Gross, Mental Health America of WI; David Reimer, Community Advocates' Public Policy Institute; Mike Rust, ABC for Rural Health</i></li> <li> <b>Keeping Patients Covered: Developing a Health Care Coverage Plan</b> (Doty Room) Developing a forward-looking game plan to keep patients covered can save scarce health resources and help avoid stress — <i>Erin McBride, ABC for Health; Bobby Peterson, ABC for Health</i></li> <li> <b>Keeping Your HealthWatch Coalition Fresh</b> (Vilas Room) — <i>Brynne McBride, ABC for Health</i></li> </ul>
<b>4:20-4:30PM</b>	<b>Final Tasks:</b> (Hall of Wisconsin Ballroom)—Turn in evaluation to get your <b>gift!</b>