



HealthWatch Wisconsin Strategic Planning Session for the Southeastern Region
June 20, 2005; Aurora Family Service Center

Introductions, what brings people to HealthWatch Wisconsin?

- Looking for contacts and resources;
- Coordination of services for families;
- Find resources and increase access to care and coverage;
- Work together at statewide level to increase access and coordinate all niche coalitions;
- Lack of oral health benefits;
- Legislative issues for all state;
- Help families learn to advocate for themselves;
- Strengthen the voice of a healthier community;
- We need a statewide coalition to prevent bad legislation and to defend good legislation;
- Defend and protect reproductive healthcare;
- Working on state health care plan.

Goals, what do we want HWW to achieve and how? Key Milwaukee issues

- Increase business community involvement, businesses tend to resist mandates;
- Need to use markets/information/competition to achieve better coverage and access for families;
- Educate about medical dental specialties and dental options
- Use Milwaukee's big size and numbers -- 1/3 of all state MA cases, 1/2 of all food stamps – to influence policy changes;
- Fix the system where businesses profit from the fragmented health delivery system;
- Increase MA reimbursement rates – there is money out there, as evidenced by cost of state audits;
- Advocate to and contact legislators;
- Connect with federal level – legislators and organizations;
- Be a media voice and coordinator for state to come out quickly with information and press releases;
- Pick a few key areas and offer a “menu” to constituencies who might buy into one or two if not all of the issues affecting Wisconsin;
- Increase awareness of companies that rely on MA charity to change their policies
- Use website to be a centralized clearinghouse and news source to link interests and areas;

- Single website/place to find help getting health care. Right now there is no coordinated site. HWW could provide the best site with the most coordinated information;
- Make sure the legislators know that this is not just a Madison/Milwaukee issue, health care coverage and access issues affect the whole state.

Organization governance:

- Statewide meeting 1-2 times/year to brainstorm and give input and updates;
- Use statewide meetings as a vehicle to educate and inform on a variety of levels;
- Can also use conference call/teleconference
- Structure will be evolutionary, exist under ABC for Health as 501c3 at the beginning;
- General rules of governance – executive committee;
- Could coordinate with Access website;
- Provide strong advocacy, education, and outreach for any health plans;

Membership:

- HealthWatch coalitions can support HealthWatch Wisconsin and vice versa. Membership drives to raise membership, dues money, work on development, etc.
- Membership fee should be reasonable. Groups should pay something different than individuals.
- Could get money from corporate sponsors, but would have to be very careful about conflict of interest issues;
- Membership of people who are on Medicaid and BadgerCare – bring in consumer representation. Parents and families can have real involvement and add strong support.