

RE: Introducing Dana Richardson

Dear Colleague,

As Chair of the Board of Directors of the Wisconsin Healthcare Information Organization (WHIO), I'm pleased to introduce you to our new CEO and tell you about our plans for the future.

Dana Richardson joined WHIO this past fall as CEO. Many of you will remember Dana from her role as Vice President of Quality at the Wisconsin Hospital Association. In 2010, she joined the American Medical Association as Director of the Physician Consortium for Performance Improvement (PCPI). Dana has degrees in nursing and Healthcare Administration from UW-Madison.

With new leadership in place, the WHIO Board has been evaluating the environment both in Wisconsin and across the country. There are now 16 statewide all payer claims databases including Wisconsin's and we have spoken with many of the leaders of these organizations to learn from them. We also did in depth interviews with our primary audiences including health systems, hospitals and clinics, clinicians, health plans, policy makers, and state agencies.

I have asked Dana to keep you informed of our progress as we embark on a new era. Please feel free to contact Dana ([dana.richardson@wisconsinhealthinfo.org](mailto:dana.richardson@wisconsinhealthinfo.org) or 608-442-3877) to assist you and your organization in effectively using the WHIO information. I have also asked Dana to provide you with an update on our progress on a regular basis throughout the year, highlighting case studies of successful use of the information. I think you will be surprised by the many valued uses of the data by your colleagues.

I have [attached](#) background information on WHIO for you to share with others in your organization. Thank you.

Sincerely,

Linda Syth, Board Chair, WHIO