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Jo Musser Retiring

WHIO CEO Josephine Musser has announced that she will retire on December 31, 2016. Musser has been with WHIO since its inception in 2005, first as a board member representing WPS, then as VP Business Development. She was named CEO in 2011.

Under Musser's leadership, contributors to WHIO's Datamart now number 21, greatly expanding its reach and improving its quality. Musser led the successful effort to gain CMS QE Certification and was a forceful advocate for acquiring Medicare FFS claims for the Datamart. Her efforts have brought national recognition to WHIO, including an invitation to participate in a *Total Cost of Care Pilot Project* sponsored by the Network for Regional Health Improvement (NRHI) and the Robert Wood Johnson Foundation.

During her tenure as CEO, Musser also focused on improving services to Datamart subscribers, adding valuable resources, such as online *Use Cases*, comprehensive, interactive *Datamart Stats* and the *WHIO Atlas of Health Care in Wisconsin*. She has also bolstered analytic services and training for Datamart users.

In announcing her retirement, Musser said, "I have put my heart and soul into WHIO these past ten years and feel I will leave it in a very strong position." A national search for her replacement is underway.

Using WHIO Data: *Opioid Dependence*

On March 15, the CDC took the unusual step of issuing [guidelines](#) for prescribing opioids for chronic pain.

The CDC prepared the guidelines to address what it calls, “one of the most pressing public health issues of the day,” the epidemic of opioid addiction and overdoses. According to Wisconsin Attorney General Brad Schimmel, “Prescription opioid painkillers play a role in more deaths than heroin, cocaine and all other drugs combined.”

The American Society of Addiction Medicine states in its *2016 Report on Opioid Addiction* that, “four in five new heroin users started out misusing prescription painkillers, such as oxycodone, hydrocodone, codeine, morphine, fentanyl and others.” “Without the abuse of prescription painkillers,” says A.G. Schimmel, “we probably would not be talking about heroin at all.”

What’s driving the epidemic of opioid dependency in Wisconsin and how can medical professionals use WHIO data to reduce those staggering figures and save lives?

In its guidelines, the CDC said that, while opioids are beneficial for palliative care, cancer patients and end-of-life treatments, they should be avoided for cases of chronic pain because of the high risk of addiction over time. Rather, chronic pain sufferers should be offered alternative treatment plans and strategies, such as non-opioid medications and exercise therapy. When opioids *are* prescribed for chronic pain, the CDC recommends patients should be carefully monitored and tested for undisclosed opioid use.

WHIO Data allow us to look at opioid prescribing metrics in many layers:

Prescriptions, commercial and Medicaid, (1) by county and age group, (2) by prescribing rates of the top 10 opioid drugs prescribed, (3) by opioid resource use, (4) by major practice category and age group, (5) in orthopedic episodes and more.

WHIO data tell us that, between April 2013 and March 2015, Wisconsin saw \$110 million in opioid resource use. Ninety-nine percent of that was in the 18-64 age group and 69% went to orthopedic and rheumatology episodes.

WHIO data also reveal that, between April 1, 2014 and March 1, 2015, almost 17,000 Wisconsin adults between the ages of 18 and 64 were treated for opioid dependence, for a total standardized cost of \$86 million.

Significant finding: There are pronounced differences in opioid prescribing between commercial and Medicaid members. WHIO data indicate that commercial members are more likely to undergo surgical treatment while more Medicaid members are being managed medically.

HHS Grants to Fight Opioid Addiction in WI

On March 11, the Department of Health and Human Services (HHS) awarded grants totaling \$94 million to combat opioid addiction nationally. Five community health centers in Wisconsin will receive \$1.7 million to increase screening for addiction, improve access to treatment, and offer training and education.

The Wisconsin grantees are:

16th Street Community Health Centers - Milwaukee \$352,083

Family Health Center of Marshfield - Marshfield	\$406,250
Access Community Health Centers - Madison	\$325,000
NorthLakes Community Clinic - Iron River	\$325,000
Outreach Community Health Centers - Milwaukee	\$325,000

New Partnerships



AboutHealth, a consortium of health care systems in Wisconsin working to make health care more accessible and affordable, has contracted with WHIO for analytics and support of their quality and improvement efforts.

A partnership between Aspirus, Aurora Health Care, Bellin Health, Gundersen Health System, Marshfield Clinic Health System, ProHealth Care, ThedaCare and UW Health, the *AboutHealth* network encompasses 8 Health Systems, 48 Hospitals, 550 Clinics, 8,000 Physicians and a 94% Service Area Coverage.

“We felt contracting with WHIO would get us closer to the data ‘source’ which would afford us more intimate knowledge of the datamart and therefore a more sophisticated analytic approach than that provided by any third party vendor,” said AboutHealth Chief Medical Officer Paul Reber, DO. “We also believe there to be potential synergy working together with WHIO. As a large provider ‘system of systems,’ AboutHealth might ask novel questions of the data, thereby allowing WHIO to refine and present their product in a way beneficial to all end users,” said Reber.



The Health Innovation Program (HIP) at the University of Wisconsin-Madison has partnered with WHIO to facilitate research requests using WHIO data.

In one instance, HIP staff are conducting a pilot project with WHIO focused on ways to identify and measure low-value services across the state, including back imaging and orthopedic procedures. WHIO data will be used to characterize geographic regions with respect to specific low value services. This project will lead to a better understanding of opportunities to improve the value of care delivered across Wisconsin.

HIP is also exploring a project with researchers at the UW – Madison Department of Radiology to identify the extent of duplicate imaging across the state. WHIO data would allow researchers to identify the numbers of patients who had imaging at multiple Wisconsin health systems.

“WHIO is critical to research studies focused on opportunities to improve healthcare value in our state,” said Dr. Maureen Smith, Director of HIP. “WHIO data allow us to obtain a comprehensive view of healthcare use for each patient so that we can conduct research that would otherwise be completely

impractical," said Smith.

WHIO Deep Dive Teams

The WHIO Board of Directors has formed five deep dive teams to provide a roadmap for WHIO for the next three years.

Three Deep Dive Teams already initiated are:

Data Enhancement

Customer Survey

Public Reporting

The remaining two are:

Financial Success and Governance.

Upcoming Events

TRAINING OPPORTUNITIES

Learning Workshop

Led by WHIO staff for WHIO Datamart users at all levels.

May 5 - 10:00 AM

Webinar

Primary Care Provider (PCP) Market Share Analysis

April 13 - 3:00 PM

DMV 15 Overview & Release Notes

May 12 - 10:00 AM

WHIO 101

June 14 - 2:00 PM

WHIO Open Mic

A weekly, open discussion webinar for WHIO Datamart users to share ideas and information.

April 7 - 3:00 PM

April 12 - 8:30 AM

April 21 - 3:00 PM

May 10 - 8:30 AM

May 19 - 3:00 PM

May 24 - 8:30 AM

For more information on these and all training opportunities, visit the [WHIO website](#) or email info@wisconsinhealthinfo.org.

ENTER TO WIN!

Interact with WHIO each month (participate in the Open Mic, webinars or classroom training, email a question, request a consultation) and be entered automatically into a drawing at the end

of that month for a \$25 Amazon gift card.

SAVE THE DATE!

WHIO's 2016 Learning Forum, *Navigation to Innovation*, will be held in Madison at the Monona Terrace Convention Center on Monday, November 7. This is one conference you won't want to miss! Look for more information in the coming months.

FAQ

How is WHIO provider demographic information gathered and updated?

Before July 2015, WHIO relied on provider demographic information from the Wisconsin Medical Society. That month, WHIO implemented an online **Provider Registry** that, twice a year, allows health systems and clinics to update demographic information on provider affiliation, clinic/practice location(s) and major areas of practice.

WHIO's *Provider Registry* will be open next on or before June 7. When open, a link to the *Provider Registry* will be found at wisconsinhealthinfo.org and myhealthwi.org. For more information, email info@wisconsinhealthinfo.org or call 608-442-3876.

Send comments to: communications@wisconsinhealthinfo.org



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