

**WAHU and PIA**  
**2012 Day on the Hill March 13-14, 2012**  
*Concourse Hotel, Madison, WI*

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***“Protect the Consumer’s Blind Side”***  
**Agents Protect Businesses and Consumers**

*“The first check you write is for the mortgage, the second check is for the insurance.”*  
*Leigh Anne, The Blind Side, Raising Michael Oher*

**Tuesday, March 13, 2012**

- 8:00- 8:30 a.m.**            **Registration**  
Continental Breakfast
- 8:30 – 8:35 a.m.**            **Joint Welcome**  
**Kate Ludwigson, 2012 WAHU President and Ron Von Haden, PIA Executive Vice President**
- 8:35 – 8:45 a.m.**            **Conference Opening Remarks**  
**Wisconsin Insurance Commissioner Ted Nickel**
- 8:45- 9:40 a.m.**            **Session I. “Wisconsin’s Health Insurance Exchange: Can we Agree on our Objectives?”**  
**Senator Kathleen Vinehout (D-Alma) - 1 CE**  
Senator Vinehout has a PhD in Health Services Research and serves on the Senate Health Committee. Senator Vinehout will share with us her proposed approach to Wisconsin’s exchange and how, in her view, the correct approach to health care reform can produce more transparency and lower health care costs.
- 9:40 - 10:30 a.m.**            **Session II. “PPACA’s Effects on Health Care Coverage”**  
**Rep. Kevin Petersen (R-Waupaca) – 1 CE**  
As Chair of the Assembly Insurance Committee and a member of both the Joint Committee on Audit, Ways and Means and Health Committees, Rep. Petersen understands health care and finances. The impact of the Patient Protection and Affordable Care Act’s (PPACA) on the medical loss ratio (MLR) requirements will be discussed and how agent and broker compensation will be affected by reforms. Learn what will happen to Wisconsin carriers and agents if the federal government runs Wisconsin health care in 2014 and beyond.
- 10:30 - 10:40 a.m.**            Break
- 10:40 - 10:45 a.m.**            **Manny Vasquez, Senator Ron Johnson, Regional Director**  
**Senator Ron Johnson’s views on health care reform**
- 10:45- 11:35 a.m.**            ***“Medicaid Medicare and Insurance bills when Providers use Hospice Care”***  
**Melanie Ramey, CEO, The HOPE of Wisconsin – 1 CE**  
Hospice Care is a cost effective covered benefit under Medicare and more insurance companies are covering this service. Learn how research shows it can save the health care system considerable dollars at the end of life. Learn how the emphasis on pain management and comfort care when curative treatment is no longer possible is an effective treatment from newborns to the very old.
- 11:35 – 12:25 a.m.**            **Session III. “Legislative Success 2011 and What’s on deck for the rest of 2012”**  
**Tony Driessen, DeWitt Ross & Stevens, WAHU Lead Lobbyist – 1 CE**  
2011 was a successful year on public policy issues in Wisconsin for WAHU! We will quickly review what favorable legislation passed, which rules were adopted, and which adverse proposals did not advance. We then will discuss the latest developments with health insurance exchanges, the Affordable Health Care Act (ACA) implementation in Wisconsin (including the MLR issue), health insurance mandates, HIRSP developments, private-sector approaches to Medicaid and WAHU’s efforts to achieve more transparency regarding health care costs and quality. Your clients expect you to have the latest information about these issues! This will also be a review talk points for capitol and directions for capitol visits.
- 1 CE

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- 12:30 – 1:15 p.m.**      **Keynote Speaker during Lunch**  
*“The Whole Story”*  
**Rep. Robin Vos (R-Racine) – Joint Finance Committee Chairman**  
As a key architect of the November 2010 Assembly Republican landslide and key player shaping Wisconsin’s budget reforms, Rep. Vos will share his inside knowledge for the November 2010 elections, through the Governor’s budget bill, repeal of collective bargaining, and now recalls. Rep. Vos will predict what he sees on deck for the Fall elections.
- 1:15 – 1:30 p.m.**      **Directions on Hill Visits and Walk to Capitol – Recap talk points**
- 1:45 – 2:15 p.m.**      **Capitol Visit One**
- 2:30 – 3:00 p.m.**      **Capitol Visit Two**
- 3:15 – 3:45 p.m.**      **Capitol Visit Three**
- 4:00 – 4:30 p.m.**      **Return to Concourse, Group Debriefing informal discussion**
- 4:30 – 6:00 p.m.**      **Legislative and Client Reception**

**Wednesday March 14, 2012**

- 7:30 – 8:00 a.m.**      **Registration - Continental Breakfast**
- 8:15- 8:30 a.m.**      **Welcome and Recap from day before**
- 8:30 – 9:30 a.m.**      **Implementing Federal Health Care Reform in Wisconsin- The Good the Bad & the Ugly**  
**Steve Brenton, President/CEO Wisconsin Hospital Association - 1 CE**  
Wisconsin hospitals have been at the forefront nationally seeking to harness the power of transparency, delivery integration, and health information technology that can support a pluralistic insurance marketplace with accountable governance that minimizes the erosion of employer-based coverage in Wisconsin. Learn from the Wisconsin Hospital Association President Steve Brenton what that means for the Wisconsin hospitals.
- 9:30-11:30 a.m.**      **The Health Insurance Risk Sharing Pool (HIRSP), reforms and opportunities to be certified agents.”**  
**Josh Weisbrod, Director of Operations for the HIRSP Authority – 2 CE**  
There is more demand to know about HIRSP and HIRSP Federal Plan eligibility and enrollment processes so HIRSP is now certifying agents who complete their two credit CE course to become a “HIRSP and HIRSP Federal Plan Certified” agent. HIRSP also sends all certified agents a \$100 referral fee for approved HIRSP and HIRSP Federal applications, a \$60 increase over the current \$40 referral fee for non-certified agents. HIRSP helps insure Wisconsin residents who are unable to get health insurance through work or traditional channels and those that have been denied insurance due to preexisting conditions.
- 11:30 a.m.**      **Conference adjournment and wrap-up.**