

You're Invited...

The Wisconsin Medical Society (Society) and the Wisconsin Collaborative for Healthcare Quality (WCHQ) are partnering to hold The Efficiency Symposium: Methods, Measures and Policy Impact on Tuesday, September 16, from 7:30 a.m. – Noon at Monona Terrace Convention Center in Madison. This symposium will explore the efficiency and effectiveness of health care.

The Wisconsin Health Information Organization (WHIO) has been diligently developing a Data Mart, which will allow physicians, other healthcare professionals, employers, consumers, and additional stakeholders to measure efficiency and effectiveness in healthcare, and make choices based on the cost and quality of an entire episode of care. The Data Mart offers a tremendous opportunity to improve the quality, affordability, safety, and efficiency of healthcare delivered in Wisconsin as well as numerous questions about the credibility, validity, and actionability of the data.

The symposium features two nationally recognized experts. Elizabeth McGlynn, PhD, and Mark Rattray, MD, who will share emerging research and extensive experiences that provide an unique opportunity to gain new understanding while participating in a dialogue on critical issues that may influence the direction of Wisconsin's effort through WHIO.

Doctor McGlynn serves as Associate Director with RAND Health and holds the RAND Corporate Chair in Health Care Quality. She is currently leading a project to examine the methodological and policy issues associated with implementing measures of efficiency and effectiveness of care at the individual physician level.

Doctor Rattray is a former executive at Regence Blue Shield in Washington state, where he had direct experience with episode-based physician profiling. He serves as President of CareVariance, consults with organizations on measurement, and serves as a technical adviser on several national efficiency measurement projects.

Click [here](#) to RSVP for the symposium. Please note: seating is limited so please respond promptly. The Society will hold its regularly scheduled Quality Forum immediately after the symposium from 12:30 – 2 p.m.



Wisconsin Medical Society
Your Doctor. Your Health.