

Wisconsin Council on Medical Education and Workforce



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 Wisconsin Medical Society

We are WisMed

Working Together to Support Wisconsin Physicians

Advocacy
Leadership Development
Student Support
Philanthropy
Insurance
Financial Planning
CME
...and more!



2023 – 2027 WisMed Strategic Plan

OUR MISSION

To improve the health of the people of Wisconsin by supporting and strengthening physicians' ability to practice high-quality patient care in a changing environment.

OUR VISION

To enable physicians to lead efforts with other health care partners to optimize health care delivery and ensure accessible, efficient, patient-centered quality care for all the people of Wisconsin.

OUR GOALS

1 TRUSTED VOICE IN MEDICINE

Position the Wisconsin Medical Society (WisMed) as the trusted authority, serve as the chief advocate and foster the physician voice to champion equitable and sound health care policy.

2 HEALTHY PHYSICIANS

Advance the workforce to meet diverse patient needs, address challenges and act as the catalyst for new physician performance models to support patient care and physician well-being.

3 HEALTHY WISCONSIN

Lead, partner and collaborate with the vast network of community-focused organizations to improve health outcomes, inequities and mental health in Wisconsin.

4 HEALTHY WISMED

Promote leadership opportunities for physicians and medical students, commit to being a great workplace and build a strong financial base for organizational sustainability and impact.

Wisconsin Healthcare Professional Services Program (WIHPSP)

- Significant WisMed Initiative Announcement
- WisMed awarded a planning and design grant from the Advancing a Healthier Wisconsin Endowment
- Led by the Wisconsin Medical Society
- Designed to benefit all licensed healthcare professionals (LHCP's) in the state of Wisconsin
- WIHPSP to provide confidential referral and monitoring services for LHCP's that experience behavioral, psychiatric, substance use, or other potentially impairing conditions
- Coordinate detection, prevention, evaluation, treatment, and monitoring of LHCP's with these conditions

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WIHPSP - Why

- Call to action are all statistics you are familiar with
 - National survey data in 2021 showed that 62% of physician respondents reported symptoms of burnout compared to 38% in 2020
 - 300-400 physicians die by suicide each year
 - Burnout costs the U.S. healthcare system \$4.6 billion annually due to turnover and reduced work hours
 - It costs between \$500k-\$1M to replace just one physician whose career is interrupted
 - Burnout leads to medical errors, malpractice, increased stress on the entire workforce and reduced access
- Wisconsin is not immune
 - Similar to national statistics, between 2018-2022, burnout among all licensed healthcare professionals in WI rose from 32% to 46%
 - Wisconsin may experience a shortage of more than 3,000 physicians by 2035

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WIHPSP – Why

- In terms of other key members of the physician led care team
 - Wisconsin may experience a shortage of more than 11,000 nurses by 2035
 - Applications to WI pharmacy schools are declining and vacancy rates rising
 - 34 of Wisconsin's 72 counties are designated as dental care shortage areas.
- 2024 Wisconsin Governor's Task Force shared that "more clinicians are leaving healthcare professions than are entering." "Burnout is driving clinicians from healthcare faster than the state can license replacements"
- The taskforce recommended that the state establish a comprehensive clinician well-being and retention program designed to support the healthcare workforce and keep them practicing at the highest level of safe practice
- Wismed has been working on this behind the scenes already and feels there is no one more suited to lead this than physicians

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WIHPSP - Background

- Wisconsin is one of three states without a Federation of State Physician Health Programs recognized program – WI, CA and NEB
- Wisconsin had a physician health program that went defunct in 2014 primarily due to lack of funding and awareness
- Objective is to reinstate a program that will have sustainable funding so this program will last perpetuity
- Learned of and joined the FSPHP
- Attending FSPHP annual meetings since 2023
 - FSPHP has served as a mentor, coach, resource and friend
 - Base design from FSPHP best practice models
 - Building relationships with myriad state PHP's
- Established a physician wellness advisory committee
 - Wellness programs developed to offer immediate support

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WIHPSP - Background

- Build relationships with organizations such as the Lorna Breen Foundation to assist with eliminating stigma attached to seeking care and review of application and credentialing questions
 - WisMed serving on steering committee for WHA Grant
- Building upon and strengthening relationships with state Medical Examining Board and other state organizations to share what we wish to achieve
- Investigated multiple funding sources, funding which may benefit more than just physicians
- Established a stand alone 501c3 felt we should cast a broader net and thus named the Wisconsin Healthcare Professional Services Program (WIHPSP)
- Pursued multiple seed grants without success
- Setting the table for when funding presented itself

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WIHPSP - Current

- Thanks to the Advancing a Healthier Wisconsin Endowment
- WisMed applied for and was awarded a \$2.4M grant for the planning and design of WIHPSP over 2.5 years – June 1, 2025 - December 31, 2027
- Led by WisMed by building strong relationships, we included collaborating partners such as Wisconsin Pharmacy Society, Wisconsin Dental Association, Wisconsin Academy of Physician Assistants, the Wisconsin Nursing Association and other associations
- Collaborating and consulting state partners such as SSM
- Consulting national partners including FSPHP and FSPHP Member States
- Goal is to offer services to over 260,000 LHCP's across the state, planning a phased in approach starting with Physicians, Pharmacists and Dentists and all others subsequently following
 - Resource options for prevention, before needing the services WIHPSP will offer
- Three primary tenets to our program is to protect the public, protect/secure the workforce and protect the professionals

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WIHPSP - Current

- As mentioned earlier, Wisconsin is one of three states without a Federation of State Physician Health Programs (FSPHP) recognized program.
- These are programs that are supported by their state health professional associations and approved by the licensure boards of the health professionals involved.
- Goals include
 - Encourage referrals prior to any patient care/safety concerns, and separate from any adverse actions related to licensure, hospital privileges, and credentialing, while ensuring privacy and legal safeguards for participants.
 - Prevention and Education
- WIHPSP will serve as a trusted/respected 3rd party referral option

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WIHPSP - What

Process

- WIHPSP will not be providing the actual care
- Referral may be voluntary or mandatory
- Perform confidential assessments to determine their needs and the appropriate level of care
- Monitoring of impaired licensees, allowing them to receive treatment while maintaining their professional responsibilities
- Will offer support programs
- Catch the need upstream, before it becomes an issue

Objective is to make WIHPSP "THE "go to" for healthcare wellness

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WIHPSP - What

- The planning grant does not cover implementation
- We will pursue sustainable funding during planning phase
 - As funding outside of the grant is secured, we may implement while planning is still being designed – measure, adjust, etc. for future phases
- Collaborating partners will be responsible for developing education, marketing, referral process and assist with resources for their respective constituents with all roads leading to WIHPSP
- Planning grant includes development of marketing and operational plan for WIHPSP
- We will continue to heighten awareness of existing programs and build momentum for WIHPSP

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Wellness Programs

wismed.org/wellness



Marvin

Counseling and coaching service available via teletherapy, 24/7/365

Members receive special discounted rate, or bill to insurance



A staff of highly-trained therapists and psychologists vetted by the Wisconsin Medical Society

Free to members in participating counties



CORE CHOICE
optimize, restore, enhance

Psychiatry focusing on complete wellness, with a holistic approach and advanced diagnostics

Members receive 25% off a comprehensive assessment

Wellness Programs

- LifeBridge – joint offering with County Medical Societies
 - 6 visits paid for by County Medical Society
- Core Choice
 - Located within La Crosse but virtual
- Marvin utilization
 - Over 300 physicians across the state
 - Averaging nearly 15 visits per
 - Fully confidential
 - Satisfaction rate is over 96%
 - Pay out of pocket or bill to insurance / 70% using insurance 30% self-pay
 - One system went from zero physicians utilizing their EAP to nearly 15% of the physician staff utilizing Marvin – this system has over 500 physicians
 - Available to all Commerce Partners (licensed healthcare providers) as well

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WIHPSP

- We frequently state that it is our honor to find ways to “Take care of those that take care of us” – and nothing illustrates that more than this work
- With physicians Leading the way
 - Partnering with and caring for the entire care team
 - Have had and will continue to have national and state wellness experts present at WisMed Annual Meetings and our Physician Leadership Summit
- Ties directly to four pillars of WisMed strategic plan:
 - Trusted Voice
 - Healthy Physicians
 - Healthy Wisconsin
 - Healthy WisMed
- Exciting times ahead!

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