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**The Wisconsin  
Partnership Fund  
for a  
Healthy Future**

University of Wisconsin Medical School  
and the  
Oversight and Advisory Committee

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**2003-2008 Plan**

## Milestones:

June 3, 1999: Blue Cross & Blue Shield United of Wisconsin announced intention to convert to a for-profit corporation and to distribute the proceeds from the sale of its stock to the UW Medical School and the Medical College of Wisconsin (MCW) to advance the health of the state's residents.

Summer 1999: The UW Medical School and MCW organize a comprehensive assessment of the health status and needs of Wisconsin's diverse population.

September 29, 1999: The UW Medical School and MCW submitted a comprehensive document entitled "Advancing the Health of Wisconsin's Population" to Blue Cross & Blue Shield United of Wisconsin.

March 28, 2000: Blue Cross & Blue Shield application for conversion was approved with modifications by the Order of the Insurance Commissioner.

March 2002: Legal challenge to Insurance Commissioner's Order was settled by the Wisconsin Supreme Court, allowing implementation of the Order.

May – August 2002: OAC members screened and interviewed.

August 22, 2002: OAC members appointed by the UW Board of Regents.

September 2002: Insurance Commissioner's appointee to OAC named.

October 2002 – April 2003: OAC and UW Medical School develop 5 year expenditure plan for 35% for population health and 65% for medical education and research.

April 10-11, 2003: 5 year plan submitted to the Board of Regents for approval.

To be determined: 5 year plan submitted to the Wisconsin United for Health Foundation for approval.

## **Highlights from the Insurance Commissioner's Order**

- Established the Wisconsin United for Health Foundation, Inc. (WUHF), whose purpose is to sell the Blue Cross & Blue Shield stock (now known as Cobalt), transfer the proceeds from the sale to the two medical schools and approve the schools' revised five-year expenditure plans;
- Designated 35% of the proceeds to be used to improve public health in Wisconsin, and the remaining 65% for medical education and research with the stipulation that funds cannot be used to supplant resources otherwise available;
- Required a Public and Community Health Oversight and Advisory Committee (now known as the OAC) to direct and approve the use of the public health funds, to comment on the medical education and research funds, and to vote on any proposed real estate expenditures.

## Definition of Public Health Insurance Commissioner's Order

For the purpose of this order “**public health**” means population health, rather than population medicine, focused on the broader determinants of health in communities, such as prevention efforts to promote healthy lifestyles for women, children and families; disease prevention and control; and control of environmental agents that negatively impact health.

# **UW Medical School Population Health Initiatives**

## **Initiatives Begun Since 1999**

### **Expansion of Department of Population Health Sciences**

- Recruitment of F. Javier Nieto, M.D., Ph.D., internationally recognized epidemiologist as Chair effective January 1, 2002.
- Creation of Helfaer Professorship in Population Health, occupied by Dr. Nieto with endowment of \$1,000,000.
- Creation of Robert Turell Professorship in Medical History and Population Health for Warwick Anderson, M.D., Ph.D.
- Authorized recruitment of up to 6 new faculty by the department
- Assigned additional space in WARF Building to department
- Establishment of the Wisconsin Public Health & Health Policy Institute

**Initiated Planning for new MPH Program including distance component**

# **Responsibilities of the UW Board of Regents**

## Completed:

- Selected and appointed eight of the nine members on the OAC.
- Approved the bylaws of the OAC.
- Approved agreement to accept proceeds from stock sales from the Wisconsin United for Health Foundation.
- Designated Regent Boyle to serve as liaison to the overall program.

## Ongoing:

- Approves each five year expenditure plan.
- Reviews annual reports from the UW Medical School and OAC on the expenditures of all funds.
- Accepts funds from the UW Foundation endowment accounts for transfer to the Medical School.
- Reviews the five year program and financial audit.

# **UW Medical School Oversight and Advisory Committee Statement of Purpose**

## **MISSION**

Advance population health in Wisconsin by promoting community/academic partnerships and by supporting education and research, thereby influencing public policy.

## **VISION**

Wisconsin will become the nation's healthiest state.

## **GOAL**

The goal of the Oversight and Advisory Committee is to advance population health in Wisconsin by executing its stewardship responsibility in partnership with the UW Medical School, and in accordance with the 5 year expenditure plan.



# **The Wisconsin Partnership Fund for a Healthy Future**

Community-Academic Public Health Partnerships (35%)

- Community-Academic Partnership Fund
- Community-Population Health Initiatives
- Community-Based Public Health Education and Training

# **The Wisconsin Partnership Fund for a Healthy Future**

## **Community-Academic Partnership Fund**

**Develop strong community-academic partnerships  
with a goal of 2/3 of 35% funding component**

- **Contracts supporting community-based population health programs**
- **Diverse partners**
- **Address Healthiest Wisconsin 2010 priorities**

# **The Wisconsin Partnership Fund for a Healthy Future**

## **Addressing Healthiest Wisconsin 2010 Goals**

- Improve quality of life
- Reduce health disparities
- Improve the public infrastructure

# **The Wisconsin Partnership Fund for a Healthy Future**

## **Healthiest Wisconsin 2010 Priorities**

### **Health Priorities**

Access to primary/preventive health services  
Adequate and appropriate nutrition  
Alcohol and other substance use and addiction  
Environmental and occupational health hazards  
Emerging communicable diseases  
High-risk sexual behavior  
Intentional/unintentional injuries and violence  
Mental health and mental disorders  
Overweight, obesity, lack of physical activity  
Social and economic factors influencing health  
Tobacco use and exposure

# **The Wisconsin Partnership Fund for a Healthy Future**

## **Community-Population Health Initiatives**

For first two years of the plan

- **Center for Urban Population**
  - provide leadership in state urban population health issues
  - address urban population health issues with the largest potential for affecting health outcomes of underserved urban populations
- **Native American Health Research**
  - support for public health research within Wisconsin tribal communities

**Address Health Needs and Disparities**

# **The Wisconsin Partnership Fund for a Healthy Future**

## **Community-Based Public Health Education and Training**

- Continuing education through public health conferences
- Wisconsin Public Health Leadership Institute for public health professionals
- Community-Based Public Health Practice Fellowships

# **The Wisconsin Partnership Fund for a Healthy Future**

**Improving Health Through Medical Research,  
Education and Discovery (65%)**

**Creation of Core Focus Areas of Excellence:**

- **Wisconsin Population Health Research Network**
- **Emerging Opportunities (e.g., SARS)**
- **Disease Genomics and Regenerative Medicine**
- **Molecular Medicine and Bioinformatics**
- **Innovations in Medical Education**

**Fulfilling the Wisconsin Idea by putting research to work  
for the people of the state**

## Improving Health Through Medical Research, Education and Discovery (65%)

### Major Strategic Research Priorities:

- Aging
- Cancer
- Cardiovascular and Respiratory Diseases
- Neuroscience
- Population and Community Health
- Rural Health
- Women's Health

These priorities optimize and leverage the Medical School's efforts in translating and applying discoveries with a high potential to dramatically advance the health of the public.