Wisconsin Association for Perinatal Care

2007 Annual Report
2007 in Review

PeriData.Net®--The trademark registration became official in 2007, allowing WAPC to include the ® symbol in place of the ™ symbol. More importantly, by December 31, 2007, 89 hospitals were enrolled in PeriData.Net®, including 33 hospitals with 200 annual births. Those 33 hospitals enrolled with grant support from the University of Wisconsin-Madison School of Medicine and Public Health Partnership Fund. It is estimated that 91% of Wisconsin births will be reported through PeriData.Net® in 2008.

ACOG/WAPC Collaboration—The Wisconsin Section of the American College of Obstetricians and Gynecologists and WAPC entered into a partnership to develop materials and educate primary care providers about the management of unipolar depression in pregnant and postpartum women. As providers and the general public become aware of the value of mental health in improving perinatal outcomes, interest in effective approaches to managing depression in women who are pregnant or postpartum will increase. The materials, an algorithm and accompanying medication chart, will be premiered at the 2008 WAPC annual conference, and educational sessions will follow.

Distance Learning Opportunities—2007 saw the debut of new types of distance learning opportunities including The Basics of Fetal Monitoring CD-ROM. Orders for the CD-ROM were robust with purchases from Illinois, Indiana, Iowa, and Minnesota. Teleconference seminars, another distance learning opportunity, focused on the WAPC Levels of Care Self-Assessment and using PeriData.Net® to collect information about maternal infections in hospitalized women. The PeriData.Net® slide presentation is available on the WAPC Web site.

Focus on Preconception Health—WAPC continues to be a national leader in the effort to promote preconception health as a way to improve birth outcomes. In 2007, the Preconception and Prenatal Care Committee revised numerous preconception related materials, produced, and disseminated the Prescription for a Healthy Future and the Healthy Birth Toolkit, and represented WAPC at the 2nd National Summit on Preconception Health and Health Care sponsored by the CDC through presentations including the video, Imagine.

Levels of Care Self-Assessment—In an effort to improve quality of care through encouraging standardization, WAPC launched the Levels of Care Self Assessment initiative in late 2007. Through this initiative, hospitals providing perinatal services can assess the level of neonatal care which they provide. Through the end of the year, over 50 hospitals had entered into the process while 13 of the hospitals had submitted self-assessment materials to WAPC for review.

Mission and Vision

The Wisconsin Association for Perinatal Care is the premier multidisciplinary association providing leadership and education for improved perinatal health outcomes of women, infants, and their families.

Our mission is to improve perinatal outcomes of women, infants, and their families by:

- Leading collaborative efforts that promote, develop, and coordinate systems of perinatal care in Wisconsin.
- Providing and supporting professional educational programs that focus on the continuum of perinatal care.
- Valuing and engaging the talented and diverse community of perinatal health care advocates.
- Increasing public awareness of perinatal health.
Letter From the President

As you can tell from this report, it has been a busy and productive year! I am grateful for the opportunity to highlight some of the year’s accomplishments and, most importantly, to thank all of you for your contributions to the work of WAPC to improve perinatal health and perinatal health care.

On the program side, the 2007 annual conference was a huge success, with a record attendance and national and international experts presenting plenary sessions on infectious diseases, intimate partner violence, and ex-utero intrapartum treatment. One of the new conference features was the “rapid-fire” obstetrical and neonatal series. The two-hour sessions featured four speakers on related topics. In the obstetrical series, participants learned about the HPV vaccine, screening for fetal chromosome abnormalities, trends in cesarean births, and progesterone use to reduce preterm births in Wisconsin. Those who participated in the neonatal series learned about the use of nitric oxide for neonates weighing less than 1,500 grams, managing deliveries with meconium-stained amniotic fluid, neonatal opiate withdrawal, and informed consent for teen parents. To top it all off, Western Region member, Don Weber, received the Callon-Leonard Award.

Here are a few other highlights from 2007:

• PeriData.Net® expanded to a record-breaking 89 hospitals representing over 90% of births in Wisconsin.
• The fetal monitoring self-instructional CD-ROM became available, with robust state and national sales.
• The Preconception and Prenatal Care Committee played a prominent role in the second CDC summit on preconception health held in Oakland, CA, in October. WAPC contributed two presentations, one by Tim Klatt and one by Ann Conway. In addition, a feature video of the ongoing Becoming a Parent™ initiative was included in the summit’s closing plenary session.
• WAPC and the WI Section of ACOG entered into a collaborative effort to educate primary care providers about managing pregnant and postpartum women with unipolar depression.
• After years of anticipation, the WAPC Tertiary Care Committee implemented a hospital self-assessment process to determine levels of perinatal services offered by Wisconsin hospitals. The self-assessment was patterned after the recommendations of the American Academy of Pediatrics and the American College of Obstetricians and Gynecologists.

As you can see from the financial statement, WAPC’s position remains strong. WAPC is especially grateful for its partnership with the Perinatal Foundation. Over the past year, WAPC and the Foundation have shared programmatic goals around the Madre, hay esperanzaSM campaign. In addition, the Foundation contributed nearly 23% of WAPC’s revenues in 2007, with over 10% being an unrestricted grant and the remaining 13% dedicated to shared staffing.

My sincere thanks to all of you who helped WAPC achieve success in 2007. You are the heart and soul of WAPC. Your contributions not only benefit WAPC but, more importantly, benefit women, infants, and their families.

Charlene Galston, RNC, BSN, ME-PD, IBCLC
Black River Memorial Hospital, Black River Falls
Recognition Awards

**Callon-Leonard Award**—Donald F. Weber, MD, received the most prestigious annual award that WAPC confers—the Thomas A. Leonard, MD, and Helen F. Callon, RN, CNM, award—on April 23, 2007, with his wife and colleagues in attendance. Don has been part of WAPC for over two decades, serving as WAPC president, treasurer, and physician representative from the Western Region, and, most recently, WAPC representative to the Perinatal Foundation Board. In his leadership role in the Wisconsin Section of ACOG, Don has promoted partnerships with WAPC and multidisciplinary education about postpartum depression and postpartum hemorrhage. Don practices obstetrics and gynecology at the Luther Midelfort Clinic in Eau Claire.

**President’s Award**—Eight years ago, the WAPC Board instituted an award that the president can confer on an individual or group exemplifying the values of the organization—collaboration, advocacy, and education. President Tim Boehmer selected Pat Balke, RN, for the 2007 award. Pat is a nurse in the neonatal intensive care unit at St. Elizabeth’s Hospital in Appleton. Throughout her nursing career, Pat has been a role model and mentor to other providers and parents.

Appreciation Awards

In 2007, WAPC leadership chose a WAPC committee, a work group, and a partner for special recognition.

**Perinatal Data Committee**—WAPC recognized the leadership of the WAPC Perinatal Data Committee for its multi-year effort to design, develop, and deploy a modern perinatal database, PeriData.Net®. Without the dedication and leadership of a core group of futuristic leaders, the dream of a modern perinatal database could not have been realized. The efforts of the committee laid the groundwork for using the power of data to learn, innovate, and act. Committee members were honored and thanked for their contribution to improved perinatal care through data-driven decisions.

**Fetal Monitoring Work Group**—WAPC also recognized the leadership of the Fetal Monitoring Work Group for its multi-year effort to adapt the Basics of Fetal Monitoring, a classroom curriculum, into a CD-ROM for individual learners. Over a four-year period, the group met with a variety of challenges: changing technology, new standards, and a complex review and revision process. Despite these challenges, the work group succeeded in developing a valuable fetal monitoring resource. WAPC thanked the work group members for their commitment to improved perinatal care through innovative educational delivery systems.

**Meriter Hospital**—One of WAPC’s valuable partners, Meriter Hospital, was recognized for its long-term support of WAPC. For over 30 years, WAPC has been housed on Meriter property. Not only does Meriter rent office space to WAPC, but it also provides some administrative services through a contractual arrangement that allows WAPC to exist as a small business. In addition to the space and services, WAPC is grateful for the contributions of Meriter staff to the work of WAPC. The recognition award was a charcoal sketch of an infant who survived a premature birth and was on his way to recovery. The inscription on the artwork read: In grateful appreciation of our long-standing partnership to improve the health of women, infants, and their families
Publications and Communications

WAPC produces many educational publications and communications each year. Listed below are some of the materials developed during 2007.

New Releases
- Prescription for a Healthy Future
- Healthy Birth Toolkit
- Basics of Fetal Monitoring CD-ROM
- Levels of Care Self-Assessment Materials
- Imagine Video: The Work of WAPC and the Perinatal Foundation in Promoting Preconception Health
- PeriScope and E-PeriScope
- 2007-2008 Legislative Directory
- WAPC 2007 Program Agenda

Revised Materials
- Folic Acid: A Position Statement For Providers
- Preconception Care Position Statement
- Becoming a Parent™ Provider’s Guide to the Preconception Checklist
- Early Pregnancy Information: Tips for a Healthy Pregnancy & Información sobre el principio del embarazo: Consejos para un embarazo saludable
- Prenatal and Birth Record

WAPC Committees and Work Groups

WAPC supports the efforts of several program and operations committees and work groups. In 2007, WAPC maintained the following committees and groups that work toward improving perinatal outcomes.

PROGRAM COMMITTEES

Annual Conference Planning Committee (ad hoc) -
  Chair, Ann M. Ebert, PharmD, President-Elect, Madison

Infant and Family-
  Co-Chairs, Mary Jo Snorek, RN, MSN, NNP, Madison & Milwaukee
  Jill Paradowski, RN, MS, Milwaukee

Nutrition-
  Chair, Judy Zunk, MS, RD, CSP, CD, Milwaukee

Perinatal Data-
  Chair, Marianne Weiss, RN, DNSc, Milwaukee

Peripartum-
  Chair, Jacquelynn Tillett, ND, CNM, Milwaukee

Preconception and Prenatal Care-
  Chair, Timothy E. Klatt, MD, Milwaukee

Prenatal Testing-
  Chair, Dwight Cruikshank, MD, Milwaukee

Public Affairs-
  Chair, Lynn M. Klemmer, RNC, Oshkosh

Tertiary Care-
  Chair, Chris Van Mullem, RNC, MS, Milwaukee

OPERATIONAL COMMITTEES

By-Laws-
  Chair, Tim Boehmer, RPh, Appleton

Callon-Leonard-
  Chair, Tim Boehmer, RPh, Appleton

Executive-
  President, Charlene Galston, RNC, BSN, ME-PD, IBCLC, Black River Falls

Nominating-
  Chair, Tim Boehmer, RPh, Appleton

Planning-
  President, Charlene Galston, RNC, BSN, ME-PD, IBCLC, Black River Falls

WORK GROUPS

Continuing Education and Outreach-
  Co-Chairs, Debbie Gleisberg, BSN, RNC, Milwaukee
  Jan McIntosh, BSN, RNC, Milwaukee

Fetal Monitoring-
  Chair, Chris Van Mullem, RNC, MS, Milwaukee

## INCOME

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Total Income: $621,292

## EXPENSES

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Total Expenses: $543,286

The percentage of functional expenses is 70% to program, 29% to management and general, and 1% to fund-raising. A copy of the financial audit prepared by Wegner LLP CPAs & Consultants is available upon request.

*Contributed services are based on volunteer service hours of program committee and work group experts that are converted to dollar values, based on an annual salary survey of directors of the WAPC board.

**Includes administrative expense, depreciation, office supplies, property and general liability insurance, rent, telephone, Web site connection, and internal printing, postage, and copying.
**Board of Directors**

**Executive Committee**
Charlene Galston, RNC, BSN, ME-PD, IBCLC, President, Black River Memorial Hospital, Black River Falls (08*)
Ann M. Ebert, PharmD, Vice President and President-Elect, Meriter Hospital, Madison (08*)
Linda S. Kent, RN, MSN, Secretary, Northcentral Technical College, Wausau (08*)
Margaret Malnory, MSN, RN, Treasurer, Wheaton Franciscan Healthcare-All Saints, Racine (09*)
Tim Boehmer, RPh, Immediate Past-President, St. Elizabeth Hospital, Appleton (08*)
Carol A. Browning, MD, Perinatal Foundation Representative, Bayside (08*)

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Jacquelynn Tillett, ND, CNM, University of Wisconsin Medical School, Milwaukee (08*)
Chris Van Mullern, RNC, MS, Aurora Sinai Medical Center, Milwaukee (08*)
Donald F. Weber, MD, Luther Midelfort, Eau Claire (10*)
Marianne Weiss, DNSc, RN, Marquette University, College of Nursing, Milwaukee (08*)
Marsha Zoll, OTR, St. Vincent Hospital, Green Bay (09*)
Judy Zunk, MS, RD, CSP, CD, Wee Care WIC, Menomonee Falls (08*)

**Directors as of December 31, 2007**
*Denotes the year the director’s term expires.*
The Wisconsin Association for Perinatal Care Board of Directors met on April 22, 2007, from 11:30 a.m. – 2:30 p.m. at the Concourse Hotel, Madison and on November 2, 2007, from 10 a.m. – 3 p.m. at the Chula Vista Resort, Wisconsin Dells.