

# Proposal/Resolution

Rename the UW Medical School  
to recognize  
The University of Wisconsin School of  
Medicine and Public Health

Provost Peter Spear  
Dean Philip Farrell  
Patrick Remington

# Recent Chronology: UW Medical School Public Health Developments/Initiatives

- 1999: BC/BS of Wisconsin plans to convert and support public health through UW and MCW gifts
  - 2000: UW Medical School establishes CUPH\* as a UW-Madison/UW-Milwaukee program in Milwaukee
  - 2003: Board of Regents approves *The Wisconsin Partnership Fund for a Healthy Future* and objective to transform into a statewide School of Medicine and Public Health
  - 2004: Board of Regents approves the Master of Public Health (MPH), a central component of the School transformation
  - 2005: MPH class begins joining MS/PhD students in population health programs
- Faculty Senate accepts the name change after UAPC and University Committee approvals

\* Center for Urban Population Health

# Responding to Mandates from The People of Wisconsin\* And Public Health Leaders



\*Since the public hearings of 1999

# The University of Wisconsin Medical School

## Transformation

- People
- Infrastructure
- Programs
- Funding
- Partnerships

Name Change



The University of Wisconsin  
School of Medicine and Public Health

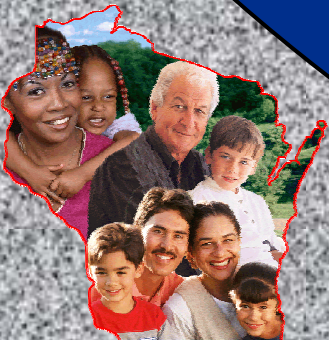
[illegible]

- Statewide since 1927
- Includes State Laboratory of Hygiene leadership
- Milwaukee Clinical Campus/CUPH (55 faculty, 100 medical students annually, 10 community clinics with services for high risk populations)
- Partnerships with UW-M, MCW, and Aurora
- Rural distribution of alumni, faculty, students and staff

# What are we proposing?

Establishing a statewide resource balancing health and healthcare through more academic/community programs

- Creating an integrated collaborative model of medicine and public health...not a separate school of public health
- Not a building...not seeking GPR funds
- Closing the medicine and public health “gap”
- Addressing both urban and rural health challenges
- **The Wisconsin Idea in action!**



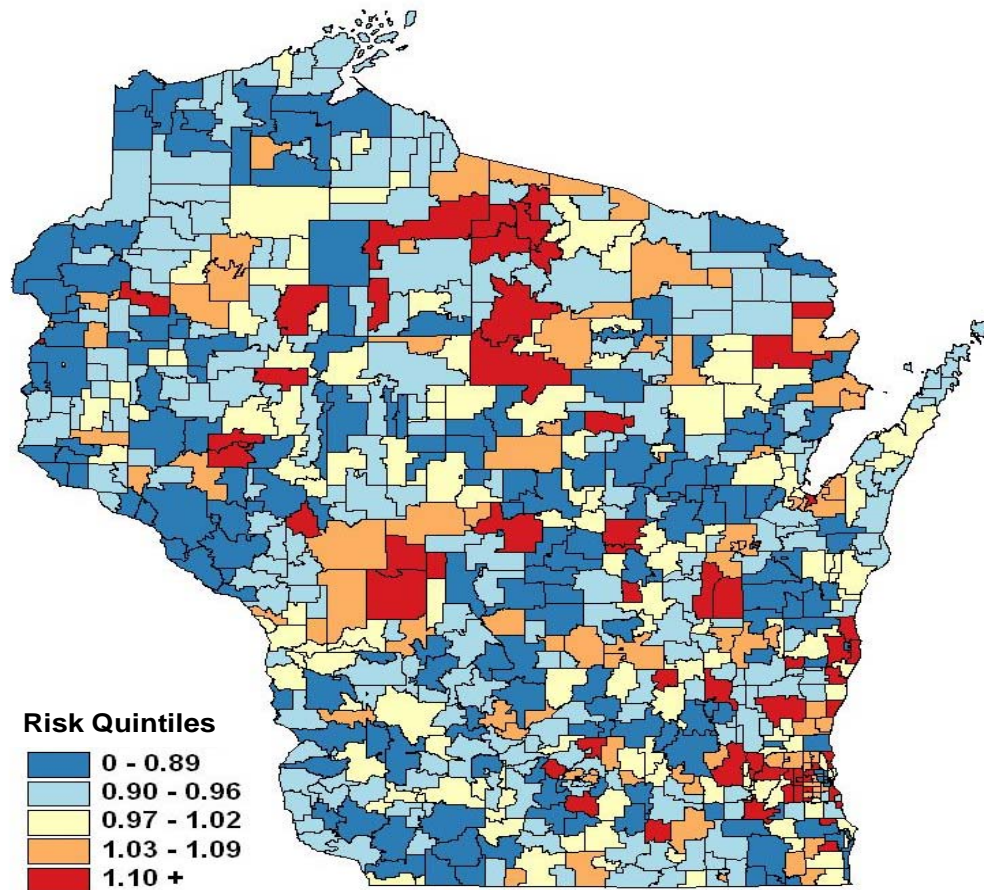
# Why should this transformation occur?

Fulfilling the requirements of the Insurance Commissioner's Order to address Wisconsin's public health problems by:

- Alignment with the goals of the State Health Plan
- Promotion of statewide community-academic partnerships
- Development of education initiatives for the public health workforce, including the Public Health Leadership Institute
- Training physicians to address the needs of diverse populations that are currently underserved
- Research on public health issues facing urban and rural communities statewide, especially disparities



# Statewide Health Disparities

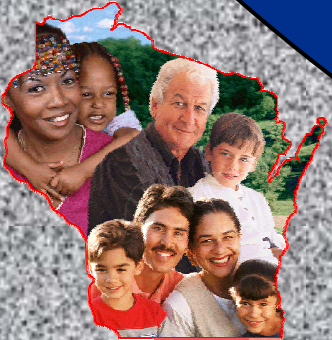


Geographic risk for breast cancer in Wisconsin by zip code; higher risk shown in red, and lower risk shown in blue.

# How will the transformation proceed?

Transformation processes are well underway

- Expanded the Department of Population Health Sciences
- Created institutes and centers focusing on health improvement, disease prevention and health disparities
- Revised curriculum for health science students to encompass public health principles and practices
- Collaborated with UW-Madison faculty to implement the MPH program serving all the health sciences schools and healthcare providers



# Why integration and not separation?

Advantages of the integrated model of medicine and public health working synergistically

- Collaboration is better than competition
- Health challenges, especially disparities, need a coordinated, collaborative strategy
- Supportive of the Institute of Medicine's vision
- Supportive of recommendations from leaders of HHS, CDC, AMA, AAMC and a variety of independent, separate schools of public health



# Why UW-Madison?

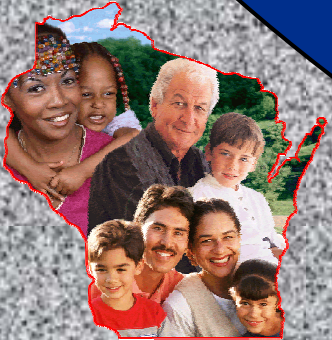
- Historic connections (since 1927)
- Infrastructure (fully developed)
- Critical mass (UW faculty and staff)
- Partnering (relationships established)
- UW Medical School funding (gifts & grants)

*Empowered by the BC/BS gift, we are uniquely positioned to do this **now**.*



# Why proceed with name change now?

- A decade of preparation and development
- Momentum is well established and recognized
- Recruitment/retention will be facilitated
- NIH and CDC funding potential will increase
- Credibility and consistency are important
- National attention on transformation (November events)



# How have we communicated the transformation plan to statewide partners?

2003-Present (following presentations and public hearings begun in 1999)

April 2003	Board of Regents
June 2003	Wisconsin United for Health Foundation, Inc. (WUHF)
July 2003	Wisconsin Tribal Health Directors Wisconsin Primary Health Care Association
October 2003	Rural Health Development Council
November 2003	Marshfield Clinic and Central Wisconsin
February 2004	Statewide sessions (Wausau, Madison, La Crosse, Eau Claire, Spooner, Green Bay, Milwaukee)
March 2004	WUHF - Approval of Plan
May 2004 & 2005	Wisconsin Public Health Association
July 2005	More sessions (Minocqua, Eau Claire, Madison, Milwaukee, Green Bay) WUHF – Approval of Annual Report

# How are we addressing Southeastern Wisconsin's public health challenges?

## Providing resources for public health programs

- Grants to community organizations addressing health disparities, health promotion and access
- Placement of Public Health Fellows in the Milwaukee Health Department
- Support of CUPH initiatives with UW-Milwaukee
- Support of the Milwaukee Clinical Campus' focus on central city health challenges
- Establishing the NIH/NICHD National Children's Study in Waukesha County



# How will we achieve more accreditation?

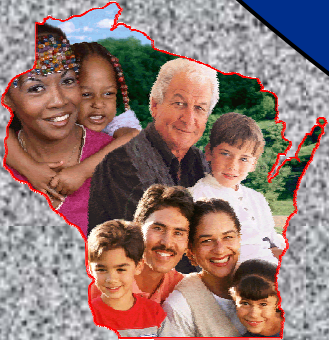
- UW Medical School has accreditation through 2010
- Accreditation as a public health **program** is important and being sought (process initiated)
- Integration of public health into our mission and name is not dependent upon School accreditation
- An integrated School of Medicine and Public Health will be a model for schools across nationwide and eventually should be appealing for **CEPH\*** accreditation, i.e., when we apply in the future



\*Council on Education for Public Health

# What about the faculty perspective?

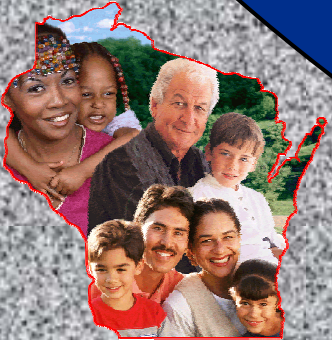
- MPH Program will be the cornerstone of the School of Medicine and Public Health
- The 30 students, 25 program faculty, and community preceptors reach out across campus and the community
- Faculty across campus and the state have been uniformly supportive of the role of the medical school



# What are key academic elements in public health?

Public health academic disciplines developed at UW-Madison and meeting CEPH criteria:

- Epidemiology
- Biostatistics
- Health Policy/Administration
- Environmental Sciences
- Behavioral/Social Sciences



# What future academic programs will develop linked to Wisconsin communities?

## Expanding the integrated University of Wisconsin School of Medicine and Public Health

- Survey of the Health of Wisconsin (SHOW)
- Distance education MPH Program
- Community-Based Population Health Practice Fellowships
- Healthy Wisconsin Leadership Institute
- Waukesha County Children's National Study
- Other initiatives with academic and community partners



# What are the next steps?

- Continue to build partnerships with community organizations and state government
- Develop more areas of collaboration with UW-Milwaukee and the Medical College of Wisconsin
- Continue curriculum reform and increase distance education programs (e.g., MPH)
- Evaluate impact of transformation



# Proposal/Resolution

Rename the UW Medical School  
to recognize

The University of Wisconsin School of  
Medicine and Public Health

