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WPS medical director named Physician Citizen of the Year

MADISON — Michael Ostrov, MD, has been named the Wisconsin Medical Society’s 2016 Physician Citizen of the Year for his extraordinary efforts in furthering the conversation with regard to advance care planning and end-of-life care in Wisconsin.

A family medicine physician, Dr. Ostrov currently serves as the medical director of network and quality at WPS Health Solutions in Madison. During his tenure at Group Health Cooperative of South Central Wisconsin (GHC-SCW) in Madison, Agrace Hospice and Palliative Care in Madison and Janesville, and now WPS, Dr. Ostrov has helped to promote the adoption of advance care planning (ACP)—the process of reflecting on, understanding and discussing future medical decisions, including end-of-life preference—across the state.

“Doctor Ostrov is a true inspiration to his peers, and has earned the deep appreciation of patients and families throughout Wisconsin and the utmost respect of his colleagues,” said Society CEO Rick Abrams.

In 2012, when Dr Ostrov was medical director of GHC-SCW, it became one of the first six organizations to join Honoring Choices Wisconsin—the Society’s advance care planning initiative. He also supported the work of a team from GHC-SCW in the design and implementation of a sustainable advance care planning service.

At Agrace, he helped develop a program that trained staff to be ACP facilitators, and last year at WPS, Dr. Ostrov worked with HCW and Society leadership to envision further expansion of advance care planning around the state. He enlisted WPS to become one of the first private insurers to provide coverage for ACP medical services, in anticipation of other health insurers in the state following suit.

“High value health care is a key part of the WPS vision,” said Phil Colmenares MD MPH, chief medical officer for WPS. “We are very lucky to have Michael on the team. He genuinely believes in the WPS mission, and his efforts with regard to advance care planning reimbursement are evidence of that.”

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Awarded annually, the Physician Citizen of the Year Award recognizes physicians who have volunteered their time and talents to improve their communities. It also honors the recipients for the civic, economic or charitable services they provide.

Doctor Ostrov will receive his award during the Inaugural Ceremony at the Society’s Annual Meeting April 2 in Madison.

With nearly 13,000 members dedicated to the best interests of their patients, the Wisconsin Medical Society is the largest association of medical doctors in the state and a trusted source for health policy leadership since 1841.

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