

FEBRUARY 2009 ISSUE

IN THIS ISSUE

- *Art's Annotations: A Hospital Tax?*
 - *Report on the Laboratory Workforce Shortage in California*
 - *Regional Collaboration Activities Within The Council*
 - *San Mateo, Santa Clara and Monterey County Nurses Explore New Association Chapter*
 - *Deadline Extended for California Health Leadership College Nominations*
 - *Hospital Council Board Bestows Kudos*
 - *New Chair for Conference of Metropolitan Hospital Associations*
 - *CHPAC Update*
 - *Business Partner Profile: Lincoln Financial Group*
 - *CEO Updates*
 - *Educational Programs And Special Events*
 - *February/March Section Meetings*
-

ART'S ANNOTATIONS

A Hospital Tax?

The one thing most hospital executives can agree on is that Medi-Cal reimbursement is woefully inadequate. The chronic underfunding of hospital services becomes a real threat to many hospitals during difficult economic times. New funding options are scarce and most have significant downsides.

The Daughters of Charity Health System developed a hospital tax proposal to improve Medi-Cal funding and the CHA board agreed to develop a hospital fee proposal consistent with long standing policies of the association. This approach generates additional federal dollars but requires delicate balancing of its positive and negative impacts on hospitals. The CHA and Regional Association boards are evaluating options for a hospital fee to increase Medi-cal payments to hospitals. To assist in that process, policies and options will be discussed at the February / March round of section meetings. I urge you to attend a meeting near you (you are welcome to attend a neighboring section meeting if you have a conflict) to provide staff with your counsel and advice.



For additional information, contact Art Sponseller, President/CEO, (916) 552-7608, asponseller@hospitalcouncil.net.

[Return to Top](#)

REPORT ON THE LABORATORY WORKFORCE SHORTAGE IN CALIFORNIA

The Healthcare Laboratory Workforce Initiative (HLWI), led by the Hospital Council, has released a new report, “California’s Other Healthcare Crisis: The Laboratory Workforce Shortage.”

In November 2007 the HLWI surveyed California hospitals about the shortage, its impact and how they are coping. More than 140 hospitals responded. The report analyzes the survey data and compares it to relevant state and national sources of information.

Here are the key findings from the report:

- The laboratory workforce shortage is persistent and severe. The vacancy rate for clinical laboratory scientists (CLS) in California hospitals is approximately 30 percent. It takes hospitals an average of six months to fill a CLS vacancy.
- California is not producing enough CLS graduates. In 2007, there were 119 CLS graduates in California. In 2008, the number was expected to increase to 125. It is estimated that in order to meet current demand, California would have to increase the number of new CLSs by 800 per year, a significant increase.
- California has a small number of training programs and a lack of capacity to train large numbers of students. California has only 13 CLS training programs and two approved medical laboratory technician (MLT) training programs, with class sizes of two to 30 students.
- There are too few hospitals engaged in training. According to the HLWI survey, hospitals that provide CLS training report retaining 50 percent to 100 percent of trainees. Yet, only 21 percent of hospitals actually have an existing relationship with a program.

The report recommends that hospitals take the following steps to help alleviate the laboratory workforce shortage:

- Provide clinical experience for students.
- Work with community colleges and universities to support and develop new CLS and MLT training programs,
- Educate our state legislature on the need for more state funding for training, and
- Help to increase public awareness and interest in laboratory science as a career option.

[Click here](#) for a full copy of the report.

For more information regarding the HLWI, contact Rebecca Rozen, 925-746-1550, rrozen@hospitalcouncil.net.

[Return to Top](#)

REGIONAL COLLABORATION ACTIVITIES WITHIN THE COUNCIL

The topic of hospital-acquired pressure ulcers (HAPU) is the single reportable adverse event that is not declining. For this reason, Hospital Council has focused on providing education and convening regional collaboration meetings around the topic. The California Department of Public Health released the first year of reporting of substantiated “Never 28” events: of 1,069 total events reported, 596 were HAPU occurrences. In the last six months of 2008 (July 1 through December 31), the state received a total of 862 reported adverse events and of those, 559 were HAPUs. It is for

this reason that the Council partnered with Medline Industries to bring an educational program called “Educare” to frontline nursing and physical therapy staff and to re-engage them in this topic. During November, we focused in the lower section of the Central Valley. During the first week of January, we took the program on the road to Stockton, Fairfield, Sacramento, and Oroville. Thus far, we have delivered educational programs to approximately 900 staff. Currently there are seven programs scheduled in the next four months.

On January 15 and 16, regional meetings in Fresno and Fairfield brought nurse managers, wound care specialists and physical therapists together to listen to Kathy Duncan, RN, a faculty member with the Institute of Healthcare Improvement. Via audio conferencing, Duncan spoke of the Hospital-Acquired Pressure Ulcer prevention bundle, about her experience with her own father in the hospital, provided best practices from around the country, and took questions from the audience. The exciting portion of the meetings was that every hospital in attendance brought its own tools and strategies to share with each other. The networking and questions all added to the working body of knowledge for each hospital.

For more information, contact Mary Lopez, Vice President, Quality Initiatives, 559-650-5692, mlopez@hospitalcouncil.net.

[Return to Top](#)

SAN MATEO, SANTA CLARA AND MONTEREY COUNTY NURSES EXPLORE NEW ASSOCIATION CHAPTER

Through peer networking during the recent 2008 Hospital Council Leadership Summit, nurse executives from San Mateo, Santa Clara and Monterey Counties discovered they all had an interest in developing a new Association of California Nurse Leaders (ACNL) chapter to address their area needs. As a result, the Hospital Council’s Santa Clara/San Mateo County Chief Nursing Officers (CNO) Group invited Nancy Carlson, East Bay ACNL chapter president, to their October meeting to explore forming a new chapter.

An organizational meeting was held on October 29, 2008, with the objective to establish a new South Bay Area ACNL chapter in early 2009. Under the direction of Jackie Lowther, Chief Nursing Officer, Santa Clara Good Samaritan Hospital, and chair of the Santa Clara/San Mateo County CNO Group, members of the organizing committee will continue to meet monthly until the new chapter is accepted by ACNL.

For more information, contact Pamela Smith Martin, Regional Vice President, 925-746-5108, pmartin@hospitalcouncil.net.

[Return to Top](#)

DEADLINE EXTENDED FOR CALIFORNIA HEALTH LEADERSHIP COLLEGE NOMINATIONS

The California Health Leadership College (CHLC) will be accepting nominations for the 2009 program through February 26, 2009. This yearlong series of workshops is dedicated to development of “Next Generation CEOs.

Founded in 2004, CHLC's purpose is to help high-potential health care executives grow and build strong careers in leadership. Over the course of five years, more than 80 Fellows have participated in the CHLC program.

CHLC recently announced a strategic partnership with the Center for Creative Leadership, a top-ranked, global nonprofit organization focused on leadership education and research. [Click here](#) to access nomination forms or contact Barbara Anderman at 415-352-3375, banderman@russellreynolds.com.

For more information contact Petrina Aiello, Manager, Member Services, 925-746-5106, paiello@hospitalcouncil.net.

[Return to Top](#)

HOSPITAL COUNCIL BOARD BESTOWS KUDOS

During their December 10, 2008 meeting, the Hospital Council Board of Directors expressed appreciation to outgoing Directors and thanked them for their contributions and service. Outgoing Board members are Samuel Downing, President/CEO, Salinas Valley Memorial Healthcare System; Robert Merwin, CEO, Mills-Peninsula Health Services; William Gilbert, CEO, Regional Medical Center of San Jose; and Julie Petrini, Senior Vice President, Operations, Kaiser Permanente.

Additionally, the Board awarded Honorary Membership to Tom Harlan, Dwayne Jones and John Menaugh. Honorary membership is granted to individuals retiring from the health care field who have become distinguished in the health care industry and who have made significant contributions and service to the Hospital Council.

Tom Harlan recently retired after ten years of service as President/Chief Administrative Officer at John Muir Medical Center, Concord Campus. Harlan provided significant leadership to the Hospital Council, serving as East Bay Section Chair in 2005 and as the East Bay Section Representative on the Hospital Council Board of

Directors (2006–2007). He also received the American College of Healthcare Executives Regent's Senior Leadership Award for his 30 years of service in healthcare management in the San Francisco Bay Area.

Dwayne Jones retired in December 2008 as Chief Executive Officer at Fairchild Medical Center. Jones directed the construction of a new hospital, the conversion to a critical access hospital status, the construction of a medical office building, the acquisition of adjacent property for future growth, and the initiation of a hospitalist program. He received the CHA Distinguished Service Award in 1994 and the CHA Outstanding Contribution to Rural Health Award in 2008. Jones also served on the CHA Board of Trustees and on the Finance Committee of the CHA Rural Healthcare Center Board.



Above, Deborah Sugiyama, right, President, NorthBay Healthcare Group and Board Chair, presents Tom Harlan, left, with a gift commemorating his leadership and contributions in the health care industry.

Dwayne Jones was unable to attend the Board Meeting.

Below, Deborah gives accolades to John Menaugh, left, before presenting the gift commemorating his leadership and contributions in the health care industry.



John Menaugh is retiring as Chief Executive Officer after 22 years of dedicated service to Sutter Coast Hospital. Menaugh joined Sutter Coast during a difficult time when the hospital was struggling financially and unable to meet Joint Commission requirements. He led the hospital to financial stability with excellent accreditation results. Menaugh recruited numerous physicians to the community and was instrumental in the establishment of the community Physician Recruitment and Retention Committee, took an innovative approach in establishing an internal medicine physician practice in Brookings, Oregon, and established a women's and children's clinic in Crescent City. Menaugh is known for his countless behind-the-scenes efforts to ensure the continued success of Sutter Coast Hospital and health care in Del Norte and Curry Counties.

For more information, contact Art Sponseller, President/CEO, 916-552-7608, asponseller@hospitalcouncil.net.

[Return to Top](#)

NEW CHAIR FOR CONFERENCE OF METROPOLITAN HOSPITAL ASSOCIATIONS

Congratulations to Art Sponseller, President/CEO, Hospital Council of Northern and Central California, who has been elected 2009 Chair of the Conference of Metropolitan Hospital Associations (CMHA).

CMHA is a membership organization consisting of local or regional hospital association executives. The purpose of CMHA is to strengthen regional hospital associations across the country through education, surveys, forums, and advocacy. Visit the CMHA Web site at www.thecmha.org.

For more information contact Petrina Aiello, Manager, Member Services, 925-746-5106, paiello@hospitalcouncil.net.

[Return to Top](#)

CHPAC UPDATE

The CHPAC is the only organization that gives financial support to responsible pro-health care candidates running for office throughout the state. This year's statewide goal is \$1 million. The Hospital Council's portion of the statewide goal is \$280,000.

Appointing a CHPAC campaign coordinator for your facility is a great way to initiate staff campaigns and reach your hospital's CHPAC fund-raising goal. Another way is to promote the benefits of CHPAC Presidents' Club membership to hospital vendors and invite them to join. Hospital campaign coordinators can contact Justin Matheson, CHPAC, Executive Director, 916-552-7560, jmatheson@calhospital.org, for a campaign coordinator's kit.

Insert Graphic
HOSPITAL COUNCIL 2009 CHPAC Goal \$280,000
<u>To Date</u> \$38,800 14.3%

Make your CHPAC contribution today at one of the following levels:

- Presidents' Club member at \$1,250
- Leadership Board member at \$750
- Golden State Club member at \$500

For more information contact Ron Smith, Regional Vice President, 415-616-9990, rlsmith@hospitalcouncil.net.

[Return to Top](#)

BUSINESS PARTNER PROFILE

Lincoln Financial Group

Lincoln Financial Group, the marketing name for Lincoln National Corporation and its affiliates, is a strong leader in the financial services industry with its oldest affiliate, Lincoln National Life Insurance Agency, holding more than a century of experience helping customers with their financial needs. Throughout its history, Lincoln has remained at the forefront of what they call “the retirement revolution” by constantly working to improve the products and services that they offer. This focus and leadership have been rewarded with an ever growing presence in the communities in which they serve. In California, Lincoln Financial has a special relationship with the hospital community and is proud of its continuous support of the Hospital Council and the California Hospital Association.

Lincoln Financial has created an advisory division focused exclusively on retirement solutions planning. Celeste Gurule, CFP, Managing Director, Retirement Solutions, has worked with Hospital Council members for several years to help guide their employees through the retirement solutions process, leading to successful retirement. Contact Celeste Gurule at 925-275-0300.

When you do business with a Hospital Council Business Partner, you help generate non-dues revenue in support of member services. Please [click here](#) to access “403(b) Retirement Plans: Old World vs. New World,” written by Celeste Gurule.

For more information, contact Petrina Aiello, Manager, Member Services, 925-746-5106, paiello@hospitalcouncil.net.

[Return to Top](#)

CEO UPDATES

Harry Jasper, formerly CFO of a Critical Access Hospital in rural Washington state, is the new Administrator at Jerold Phelps Community Hospital in Garberville. Debbie Scaife, as Administrator and Chief Nursing Officer for the past ten years, will remain as CNO until her retirement at the end of June.

Lawrence Carroll is the new Director at San Francisco Veterans Affairs Medical Center, replacing Ezra Safdie, Interim Director. Safdie retains his position as Chief Operating Officer.

John Hinson is Acting Associate Director at Veteran Affairs Northern California Health Care System, East Bay Division, replacing Joanne Krumberger. Krumberger is now the Associate Director at Veterans Affairs Palo Alto Health Care System.

Terry Newmyer is the new President/CEO at St. Helena Hospital, replacing JoAline Olsen. Olsen is now the Vice President for Clinical Innovation for Adventist Health.

John Cox is the new Interim Administrator at Biggs-Gridley Memorial Hospital, replacing Theresa Hamilton.

Correction - Lorraine Auerbach is the new CEO at Seton Medical Center and Seton Coastside, not San Mateo Medical Center as previously reported.

[Return to Top](#)



Educational Programs

March 11, 2009 10:00 am – 3:30 pm

Hospital Council

Beacon Collaborative

Practical Skills for Quality Improvement

Sequoia Hospital, Redwood City

Contact Teresa Roebuck 925-746-0728

March 11, 2009

California Hospital Association

Health Policy Legislative Day

Sacramento Convention Center

Contact CHA 916-443-7401

March 12 – 13, 2009

California Hospital Association

Rural Health Care Symposium

Hyatt Regency, Sacramento

Contact 916-552-7689

March 12, 2009 9:00 am – 3:30 pm

Hospital Council

Beacon Collaborative, Compass Series 2 of 4

New Horizons Computer Center, San Jose

Contact Teresa Roebuck 925-746-0728

March 18, 2009 10:00 – 11:00 am

Hospital Council

Preventing Wrong Site Surgery

Webinar

Contact Cheree Munoz 925-746-1552

March 24, 2009 10:00 – 11:00 am

Hospital Council

Trends Impacting the Role of the Case Manager

Webinar

Contact Cheree Munoz 925-746-1552

April 23, 2009 8:00 am – 4:30 pm

Hospital Council
Addressing "Disruptive" Behavior among Health Care
Professionals: Moving from Avoidance to Engagement
Sacramento Convention Center
Contact Cheree Munoz 925-746-1552

April 26 – 29, 2009

California Congressional Action Program
Renaissance Mayflower Hotel, Washington, D.C.
Contact 916-443-7401

September 14 – 16, 2009

California Hospital Association
Disaster Planning for California Hospitals
Sacramento Convention Center
Contact 916-443-7401

October 1 – 3, 2009

Hospital Council
2009 Leadership Summit
Meritage Resort, Napa
Contact Petrina Aiello 925-746-5106

[Return to Top](#)

FEBRUARY/MARCH SECTION MEETINGS

February 25, 2009 Noon – 2:00 pm

North Bay Section
Ca'Bianca Restaurant, Santa Rosa
Contact Kathy Walker 415-616-9990

February 27, 2009 9:00 – 11:00 am

Fresno / Madera Section
Sierra Kings District Hospital, Reedley
Contact Loretta Manning 559-221-6154

February 27, 2009 Noon – 2:00 pm

Sacramento-Sierra Section
Mercy Hospital of Folsom
Contact Kathy Sowers 916-552-7565

March 4, 2009 10:30 am – 12:30 pm

Tulare / Kings Section
Adventist Health / Hanford Community Medical Center
Contact Loretta Manning 559-221-6154

March 6, 2009 8:00 – 10:00 am

Santa Clara Section

Santa Clara Medical Association, San Jose

Contact Marsha Yaranon 925-746-5108

March 6, 2008 Noon – 2:00 pm

Kern / Eastern Sierra Section

Delano Regional Medical Center, Delano

Contact Loretta Manning 559-221-6154

March 11, 2009 7:30 – 10:00 am

Northern Sierra Section

Redwood/Mendocino/Lake Section

Joint Meeting

Hyatt Regency Sacramento

Contact Kathy Sowers 916-552-7565

March 13, 2009 2:00 – 4:00 pm

Central Coast Section Meeting

Twin Cities Community Hospital, Templeton

Contact Loretta Manning 559-221-6154

March 20, 2009 9:00 – 11:00 am

East Bay Section Regional Meeting

Alta Bates Summit Medical Center, Oakland

Contact Marsha Yaranon 925-746-5108

[Return to Top](#)