



COUNCIL CONNECT

Excellence Through Leadership & Collaboration

February 28, 2007

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NEW DIRECTIONS

Program Reduces Overcrowding in Emergency Departments

New Directions, an intensive case management program of the Hospital Council's Santa Clara Section, has provided services to almost 200 frequent users of emergency departments (ED) over a four-year period. Program results so far reveal that 87% of the patients enrolled have been successful in reducing their ED visits. Data were compiled from the year before a patient's enrollment in the program and compared with data from the patient's second year in the program. Results showed that

- 1) patients lowered their ED use by 82%, and
- 2) their inpatient and emergency care costs were reduced by 66%.

Currently operating in four Santa Clara area hospitals (O'Connor Hospital, Regional Medical Center of San Jose, Santa Clara Valley Medical Center, and Saint Louise Regional Hospital), New Directions serves

medically under- or uninsured adult patients who made eight or more ED visits in the preceding 12 months. The majority of this population lives in unstable housing, in shelters, or on the street. Two-thirds suffer from mental illness and/or substance abuse, and most are disabled because of these or other chronic medical conditions. Almost all of them are single adults without a family support system.

The intensive case management intervention used by New Directions is similar to the assertive case management model used by the Veterans Administration and other mental health systems. Case managers intervene to provide:

- Access to primary and specialty medical care
- Advocacy to move through barriers to service and health care access
- Assistance in finding and adjusting to permanent housing
- Assistance in accessing mental health and substance abuse services
- Access to financial assistance and health insurance
- Assistance in accessing employment and training services
- Access to transportation

The program has been funded by grants from The Health Trust in Santa Clara County and The Frequent Users of Health Services Initiative (a joint initiative of the California HealthCare Foundation and The California Endowment). Finding permanent sources of revenue to continue the program and expand it to additional hospitals is an ongoing task.

For additional information, contact Pamela Smith Martin, Regional Vice President, (925) 746-5106, pmartin@hospitalcouncil.net.

HOSPITAL CARE FOR STATE PRISONERS

Hospital Council Board Urges Advocacy

During the January board meeting, several directors urged the associations to make a case to the federal receiver for the California Department of Correction and Rehabilitation (CDCR), formerly the DOC. The receiver has plans to build prison hospital beds within the CDCR health care system rather than contract with existing hospitals for prisoner inpatient care. A number of concerns were expressed by directors:

- Existing non-prison hospitals can provide better quality care at a lower price and already have the necessary capacity.
- Contracting with non-prison hospital will continue to have a positive financial impact on hospitals and their communities.
- If the federal receiver initiates a major building program with unlimited funding, the overburdened hospital construction field would be severely impacted to the detriment of every hospital completing seismic retrofit work.
- The CDCR health system is a failed system; adding capacity is not warranted.

The Hospital Council and the California Hospital Association (CHA) are organizing a task force of interested members who will work with the federal receiver. We want to ensure that non-prison hospital contracts are a viable part of the federal court's plan for improving hospital care for prisoners.

For additional information, contact Lynne Ashbeck, Regional Vice President, (559) 650-5694, lashbeck@hospitalcouncil.net.

COMPENSATION SURVEYS

Now a Membership Benefit

Beginning in 2007, Hospital Council members are automatically eligible to participate in three annual Allied for Health compensation surveys: executive, management and non-management reports. There will be a separate fee for the Hot Jobs Report, HR Metrics Report and customized compensation reports. If your Hospital Council membership lapses, reports can be accessed for a fee.

The cost of participating in the compensation surveys is now included in your membership dues. The board approved this change with the expectation that more

hospitals will participate, thereby generating a more robust data set. This portion of the dues increase does not exceed 2006 survey participation fees and in many cases is lower.

2007 Compensation Survey Schedule

Allied for Health Surveys	Data Effective Date	Data Collection Begins	Data Collection Ends	Target Report Delivery Dates*
Executive Compensation Survey	3/1/2007	4/2/2007	4/27/2007	8/6/2007
Hot Jobs Compensation Survey	4/1/2007	5/7/2007	5/21/2007	4/10/2007
Management Compensation Survey	7/1/2007	7/3/2007	8/6/2007	11/19/2007
Non-Management Compensation and Employee Benefits Survey	7/1/2007	7/3/2007	8/6/2007	11/19/2007

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

2007 REGIONAL PUBLIC ADVOCACY

Let the Campaigns Begin

Approved by the CHA board at its February 9, 2007 meeting, public advocacy campaigns for both the CHA and Hospital Council have begun. Polls conducted by the CHA prior to this year's campaign revealed that 76% of voters have a favorable opinion of their local hospital, 75% believe hospitals are as important to public safety as police and fire departments, and 72% consider community hospital services to be a very high priority.

This summer Hospital Council public information officers (PIO) and government relations officers will attend a conference that will focus on achieving greater news coverage. News stories could highlight "hospital champions" as well as community support for the CHA's 2007 policy initiatives like seismic compliance requirements, funding and on-call issues in EDs, increasing the health care workforce, and influencing health care reform legislation.

The Hospital Council's 2006 public advocacy campaign generated over 50 print and electronic media placements throughout the 50 counties represented by the association. Topics included patient safety, disaster preparedness, health care workforce shortages, preparing for flu pandemics, and the effect of the under- and uninsured on EDs. Those stories showcased the work of hospitals, the concerns and challenges they share, and their extraordinary contributions to the communities they serve. The stories were generated through regional collaboration among hospital PIOs.

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We will continue to rely upon PIO collaboration to achieve media placements in 2007. A recently appointed advisory committee, representing 12 hospitals or systems served by the Hospital Council, will offer its advice in monthly meetings.

Hospital Council regional vice presidents will again hold regular PIO meetings to emphasize increased access to local media markets and to identify common challenges that translate into compelling news stories. These VPs will also hold “desk side” briefings with local media to increase reporters’ understanding of the regional and statewide issues affecting the ability of hospitals to serve their communities.

SECTION MEETINGS They’re Yours!



Section meetings are your meetings. Hospital Council section meetings provide a forum for hospital chief executive officers to discuss mutual health care issues with colleagues and to strategize methods to reach common goals. When all

section CEOs participate, the section meeting can be a place to:

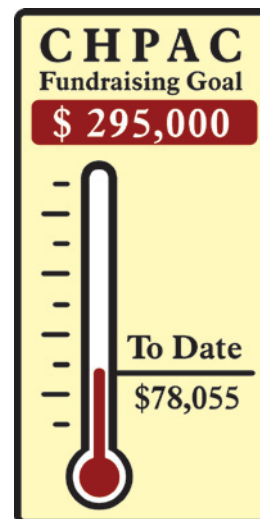
- Maximize your ability to influence and shape health care in the communities you serve.
- Express your suggestions, comments, criticisms, and ideas.
- Present the views of your own organization and constituency groups.
- Bring an important subject before your section.
- Consider leading the discussion or recommending a guest speaker.

You are a health leader in your community. Your contributions are integral to these meetings. Three weeks before the meeting is the best time to discuss a potential agenda item with your regional vice president. They’ve scheduled section meeting for your convenience and have made every attempt to avoid scheduling conflicts. Read the agenda and meeting materials before the meeting and be ready to participate!

For more information, contact your Regional Vice President or Petrina Aiello, Manager, Member Services at (925) 746-5106 or paiello@hospitalcouncil.net.

CHPAC CAMPAIGN Support It, Appoint a Coordinator

California Hospital Association’s political action committee (CHPAC) is the only organization that gives financial support to responsible pro-health care candidates running for office throughout the state. We ask you to support our goal and make your CHPAC contribution now at one of the following levels: President’s Club Member at \$1,250, Leadership Member at \$750, or Golden State Member at \$500. We also ask each facility to appoint a CHPAC campaign coordinator and conduct a 2007 campaign.



Pledge forms are available on the CHPAC website, www.calhealth.org/public/chpac/index.html.

For more information, contact Justin Matheson, CHPAC, Executive Director, (916) 552-7533, jmatheson@calhealth.org or Anna McAleer, Administrative Assistant, (916) 552-7560, amcaleer@calhealth.org

BUSINESS PARTNER PROFILE Verge Solutions, LLC

Verge Solutions provides health care organizations with a streamlined process that manages regulatory compliance surveys and information gathering requirements. Verge Solutions simplifies the compliance process with web-based software that records regulatory compliance while managing underlying quality improvement data. This pairing effectively ties together administrative responsibilities with ongoing operations. Verge clients use built-in, customizable medical record audits, environmental tours and incident reporting to integrate compliance with patient safety, infection control, safety rounds, and the like. VSurvey is a software platform that manages the operational processes that affect a health care organization’s accreditations. This tool was developed to comply with Joint Commission standards and now

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interfaces with other regulatory standards such as Centers for Medicare and Medicaid Services (CMS), HIPPA, Title 22, College of American Pathologists (CAP), Commission on Accreditation of Rehabilitation Facilities (CARF), Healthcare Facilities Accreditation Program (HFAP), OSHA, Magnet Recognition Program, and a host of other federal and state compliance agencies.

See below for scheduled VSurvey web casts. Please register by sending an e-mail to Barbara@verge-solutions.com. Include the date and time of your preferred session.

Date: Wednesday, March 7, 2007
Time: 11:00-11:30 a.m. PST

Date: Tuesday, March 13, 2007
Time: 2:00-2:30 p.m. PST

Date: Monday, March 19, 2007
Time: 11:00-11:30 a.m. PST

Date: Thursday, March 29, 2007
Time: 3:00-3:30 p.m. PST

Remember: When you do business with a Hospital Council business partner, you help generate non-dues revenue in support of member services.

For more information, contact Barbara Norman, Vice President, (408) 227-1314, barbara@verge-solutions.com, visit www.verge-solutions.com or contact Petrina Aiello, Manager, Member Services, (925) 746-5106,

CEO UPDATE

David L. Hill is the new CEO at Corcoran District Hospital, replacing Jimmy Knight, interim CEO.

Mark Lisa is the new CEO at Doctors Hospital of Manteca, replacing Sean Fowler.

Theresa Hamilton is new President/CEO for Fremont-Rideout Health Group, replacing Thomas P. Hayes.

Katharine Ann Campbell is the new CEO at Mayers Memorial Hospital District, replacing Jerry Fikes who retired February 21, 2007.

Stan Opegard is the new interim CEO at Mountain Community Medical Services, replacing Jim Sato.

Larry Blitz is the new interim CEO at Seneca Healthcare District, replacing Warren Benincosa.

Barbara Maselli, Human Resources Director, has been named interim CEO at Sierra Kings District Hospital, replacing Melvyn Patashnick. Maselli will also continue as Human Relations Director.

Carl Gerlach is the new interim CEO at Sonoma Valley Hospital, replacing Robert Kowal.

Effective April 1, 2007, Deborah Yancer will be the new CEO at Enloe Medical Center, replacing Beth O'Brien, interim CEO.

Effective April 1, 2007, Terry Burns will be the new CEO at Ukiah Valley Medical Center, replacing Mark LaRose. Cheryl Curry, Vice President, is currently acting as interim CEO.

UPCOMING SPECIAL EVENTS

- **Health Policy Legislative Day**

March 14, 2007
Convention Center, Sacramento
For additional information, contact Dawn Vicari, (916) 552-7659, dvicari@calhealth.org.

- **Behavioral Health Care Symposium**

March 26 - 27, 2007
Mission Inn, Riverside
For additional information, contact the CHA Education Department at (916) 552-7637.

- **CHPAC/Hospital Council Reception with Congressman Mike Thompson**

April 5, 2007 4:00 – 6:00 pm
Kendall Jackson Winery Center, Santa Rosa
For additional information, contact Justin Matheson, (916) 552-7533, jmatheson@calhospital.org or Anna McAleer, (916) 552-7560, amcaleer@calhealth.org

- **CHPAC/Hospital Council Sierra Nevada Brewery Lunch**

April 25, 2007
Sierra Nevada Brewing Company, Chico
For additional information, contact Justin Matheson, (916) 552-7533, jmatheson@calhospital.org or Anna McAleer, (916) 552-7560, amcaleer@calhealth.org.

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- **California Congressional Action Program**
May 6 - 9, 2007
Mayflower Hotel, Washington, D.C
For additional information, contact Dawn Vicari,
(916) 552-7659, dvicari@calhealth.org.
- **Hospital Council Annual Healthcare Summit**
October 10 – 12, 2007
Portola Plaza Hotel, Monterey
For more information, contact Scott Seamons, (916)
552-7564, sseamons@hospitalcouncil.net, or Petrina
Aiello, (925) 746-5106,
paiello@hospitalcouncil.net.

MARCH SECTION MEETINGS

- **Northern Sierra Section**
(in conjunction with CHA 22nd Annual Rural Health
Care Symposium)
March 1
8:00 – 10:00am
Hyatt Regency Hotel
- **East Bay Section**
March 9
9:00 – 11:00am
Kaiser Corporate Offices, Oakland
- **Central Coast Section**
March 19
11:00am – 1:00pm
Twin Cities Community Hospital, Templeton
- **Redwood/Mendocino/Lake Section**
March 23
1:00 – 2:30pm
Conference Call 1-800-882-3610;
pass code 1542800#

