

COUNCIL CONNECT

Excellence Through Leadership & Collaboration

August 1, 2009

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REGULATORS AND HOSPITAL LEADERS CONFER Representatives from 26 Hospitals Meet with CDPH

State and regional leaders from the California Department of Public Health, Licensing and Certification, conferred with representatives of 26 hospitals in the eight counties served by the Redwood Coast/Santa Rosa district office.

The Hospital Council, in collaboration with CDPH's Center for Healthcare Quality, has held several similar 'convenings' in multiple locations throughout Hospital Council's 50 county region. This was the first for the combined North Bay, Redwood/Mendocino/Lake and East Bay (Solano County) sections.

Speakers included Kathleen Billingsley, Deputy Director, Center for Healthcare Quality; Lorianne De Martini, Chief Pharmaceutical Consultant, CDPH, and Helgi Teixeira, District Administrator, Redwood Coast/Santa Rosa office.

Billingsley addressed state and federal oversight and regulatory functions; the nature and number of adverse events reported since legislation was enacted, including comparisons by CDPH district office; administrative penalties; medical records breaches; and patient safety and infection control.

Audited number of adverse events reported in 2007-08 was 964 with the highest five reported being	Unaudited number of adverse events reported in 2008-09 was 1571, with the highest five reported being
• Pressure ulcers (574)	• Pressure ulcers (1049)
• Retention of a foreign object (158)	• Retention of a foreign object (204)
• Death during or up to 24 hour after surgery (32)	• Adverse event or series of adverse events (56)
• Medication error (32)	• Death during or up to 24 hours after surgery (43)
• Death associated with a fall (31)	• Death associated with a fall (42)

Prior to January 2009, there were 349 known breaches of confidential medical information affecting 5,235 patients. Since more restrictive legislation took effect in January 2009, there have been 930 medical privacy breaches. Of the 319 initiated investigations, 196 have been substantiated. Many recorded breaches have been due to faxing internal to the hospital. Billingsley encouraged hospitals to review and update fax machine numbers and programs. She also noted minor breaches related to unintentionally leaving medical records in public places. For these first two, she requested that hospitals NOT report. Billingsley said she was most concerned about intentional breaches which result in the immediate jeopardy penalty. Other areas of concern include patients discharged with the wrong instructions and medications, and records dumped on the street.

De Martini reviewed statewide progress in medication error reduction planning (MERP) and what CDPH teams have learned from initial hospital reviews. She explained the required plan elements and the survey process. In early 2008, over 70 hospitals statewide collaborated with De Martini and her staff to develop the survey document and the process. Forty hospitals have been reviewed thus far, with a maximum 90 day notice. An additional 39 hospitals are slated for review in the near future.

She noted areas of deficiency in recent hospital surveys, primarily plans that did not include all 11 elements requested, plans that were not reviewed annually, the lack of use of error reporting data to determine weaknesses and plans not modified to minimize the weaknesses in the medication delivery system. She also recommended using a multidisciplinary team, including MD's, for system and error reporting analysis, and for determining effectiveness.

Helgi Teixeira explained the district office oversight role for hospitals, nursing facilities, clinics, home health, facilities for the developmentally disabled, and other healthcare providers. She was accompanied by three of senior district office staff. She also explained the priority for her work with facility-reported immediate jeopardy events at the top of the list, followed by suspected abuse, adverse events, administrative penalties, privacy breaches and suspected EMTALA violations.

For more information contact Suzanne Ness, Regional Vice President, 916-552-7534, sness@hospitalcouncil.net.

SANTA CLARA COUNTY MEDICAL RESPITE PROGRAM LEADS THE WAY A Model in Identifying Respite Patient Needs

After just nine months of successful service to homeless patients from seven participating hospitals, the Santa Clara County Medical Respite Program has been recognized in other geographic areas as a leading model in meeting existing and additional respite patient needs. The counties of San Mateo, Fresno, and Contra Costa have requested the Hospital Council to provide presentations on the formation and services of the program.

An important aspect of the medical respite program is the ability to utilize the intensive case management expertise of the New Directions Program, implemented in 2003 by the Hospital Council through an initial grant from The California Endowment. New Directions is a program designed to assist frequent users of emergency departments in Santa Clara County. Additionally in 2008, the Hospital Council received the United Pacificare Grant awarded for these programs, as well as an additional grant funded by Kaiser Permanente.

The services provided by New Directions ensure that clients connect with and maintain their primary and specialty care physician contacts, apply for appropriate medical and social programs for which they qualify, and obtain housing. As a result, none of the people using the medical respite program have returned to the streets and all of the individuals who were uninsured upon admission obtained coverage before discharge from the program.

The Advisory Board is considering two new opportunities to provide medical respite services to as many clients as possible. Over the next year, the program is looking to expand the capacity from 15 to 20 beds and considering the development of a step-down program that would provide beds for individuals medically ready to transition who still have housing pending. Obtaining stable housing has proven to be an important success factor leading to appropriate use of medical services and enhancing outcomes.

For more information contact Pamela Smith Martin, Regional Vice President, 415-505-5030, pmatrin@hospitalcouncil.net.

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CALIFORNIA'S MLT PROGRAMS IN JEOPARDY

Clinical Training Sites Needed

Hospitals fought for and achieved recognition and licensure for medical laboratory technicians (MLT) in the State of California, under the leadership of the Hospital Council. In addition, hospitals in the Santa Clara and Monterey Bay Sections provided funding to start MLT training programs – the first ever in California. The programs at DeAnza and Hartnell Community Colleges have become the model for establishing programs in other areas of the state but now they are in danger of closing.

In these times of tight dollars for community colleges, MLT programs have to prove they are needed in their communities. One measure of success is the number of students admitted to the program. While student interest is high, enrollment in MLT programs has decreased because of the lack of hospital training sites. Clinical training is a requirement for MLT licensure and schools can only accept as many students as they have training slots.

Now is the time to address this issue before we lose valuable training resources. The addition of MLTs in California created a career ladder in the laboratory from phlebotomists to MLTs to Clinical Laboratory Scientists. As mid-level laboratory professionals, MLTs can help to increase productivity in the workplace, address the shortage of laboratory workers, and create a pool of trained workers whose skills can be upgraded.

Currently, there is an urgent need for hospitals to provide clinical training opportunities, both to support the two existing MLT programs and also to support other programs that are being developed in our regions. Now is the time to get your laboratory involved and participate as a training site!

For more information regarding MLT training programs and to express your interest in participating as a training site, contact Rebecca Rozen, Regional Vice President, 925-746-1550, rrozen@hospitalcouncil.net or Pamela Smith Martin, Regional Vice President, 415-505-5030, pmartin@hospitalcouncil.net.

TRANSFORM YOUR HOSPITAL SO PATIENT SAFETY ERRORS BECOME RARE EVENTS: All Hospital Council Members Invited to Participate

Over the past three years Beacon Collaborative has achieved impressive patient safety improvements. Since its inception in 2005, Beacon has been limited to hospitals located in five San Francisco Bay counties as determined by our funder, the Gordon and Betty Moore Foundation.

We are delighted that we can now invite all Hospital Council members to participate in this highly successful initiative and accelerate your change efforts towards patient safety. In the coming weeks you will receive invitations to participate in a variety of Beacon events, including:

- Beacon Institute, offering skills development in quality improvement and project leadership for anyone leading patient safety improvement projects
- Annual Patient Safety Conference, held every April
- One-day educational programs offering peer-to-peer learning, expert presenters and networking on topics such as improving leadership engagement in your patient safety efforts, and quarterly meetings built around your most common patient safety initiatives
- Web-based video education

Beacon programs are extensively designed for front line clinical and operational leaders with a focus on practical how-to implementation. Visit our web site www.beaconcollaborative.org for a full overview of programs, initiatives and results.

Beacon is sponsored and operated by the Hospital Council. The special clinical/change knowledge necessary to quickly and successfully implement patient safety initiatives is provided by Bruce Spurlock, MD, and his team from Convergence Health Consulting. This partnership is designed to provide participating hospitals with the very best support for patient safety initiatives.

To review both the Beacon 2008 Annual Report and newsletter, *The Navigator*, go to: http://www.hospitalcouncil.net/Upload/Beacon_Annual_Report_2008.pdf. The documents provide an overview of Beacon initiatives and programming designed to accelerate the achievement of exceptional patient safety improvement results.

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

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CHA BRIEFS HUMAN RESOURCE LEADERS FROM 'FAR NORTH' CALIFORNIA Current Labor and Employment Issues Presented

Hospital Council provided an extraordinary networking and learning opportunity for hospital human resource leaders located along I-5 from Yreka to Marysville, more than 300 miles apart.

More than 25 human resources leaders from 15 hospitals across 'far north' California gathered on July 17 for a luncheon meeting at Mercy Medical Center Redding to hear CHA Vice President for Labor and Employment, Gail Blanchard-Saiger, address current labor issues and get a preview of human resources issues on the horizon.

Blanchard-Saiger provided valuable information on pending state legislation including measures that would affect workers' compensation, nursing orientation requirements and the state budget impact. She also addressed proposed federal legislation related to nursing shortages, nurse staffing ratios, nurse and healthcare worker protection, and the Employee Free Choice Act or "card check" legislation. She reviewed the progress on meal period legislation, describing CHA's continuing collaboration with other employer groups in California. She also reviewed relevant court cases.

Attendees agreed that a similar gathering should be an annual event for the 'far north' California group. To schedule a similar event for your area, contact your Hospital Council regional vice president.

For more information contact Suzanne Ness, Regional Vice President, 916-552-7534, sness@hospitalcouncil.net.

2009 SUMMIT TO ADDRESS LEADING EDGE TOPICS Breakout Sessions Presented by Experts in the Field of Health Care

Hospital Council's 2009 Leadership Summit, October 1 - 3, at Napa's Meritage Hotel is quickly approaching. Visit www.hospitalcouncil.net to REGISTER NOW!

This annual conference brings to the forefront important topics of interest to hospital CEOs, CFOs, CNOs, and other executive level managers, including board

members. This year's experts will address leading edge topics of industry concerned. Breakout sessions include:

Impact of Dismantling Local Government Health Services

Liz Kniss, Supervisor, District 5 (Invited)
President, Santa Clara County Board of Supervisors

Paul McIntosh, Executive Director, and Kelly Brooks, Health & Human Services
*Legislative Representative
California State Association of Counties*

Who Will Save Primary Care? How the Shortage of Primary Care Physicians Threatens Healthcare Reform & What Can Be Done About It

Kurt Mosley, Vice President for Business Development
Merritt Hawkins & Associates

Legal Issues in the Care of Pressure Ulcer Patients: Key Concepts for Healthcare Providers

Elizabeth A. Ayello, PhD, RN, ACNS-BC, ETN, FAPWCA, FAAN
The International Expert Wound Care Advisory Panel

Healing the Harm from a Full House: Reducing Errors During High Patient Loads

Bruce Spurlock, MD, President
Convergence Health Consulting

Balancing Emergency Departments Through-Put for Safety, Quality and Hospital Admissions

Mike Williams, MPA/HSA, President
Abaris Group

Strategies for Conflict Engagement and Disruptive Behavior

Debra Gerardi, RN, MPH, JD, President and Chief Executive Officer
Emerging Health Care Communities, LLC

Optimizing the Use of Blood Products

Timothy Hannon, MD, MBA, President and Founder
Strategic Healthcare Group

Current Contracting Strategies

Noah Rosenberg, Esq., Partner
Rosenberg and Kaplan

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This program lineup, coupled with opportunities for collaboration and networking with your peers, makes the Summit the essential event for all hospital leaders. The first 100 hospital members registered for the Summit will be entered into a drawing for a complimentary two-night stay at the Meritage during the Summit. Four winners will be chosen. Visit www.hospitalcouncil.net to REGISTER NOW!

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

Hospital Council appreciates the generosity of our early bird 2009 Summit Sponsors:

DIAMOND LEVEL

- ★ Anthem Blue Cross
- ★ HFS Consultant

GOLD LEVEL

- ★ CIGNA Healthcare
- ★ McKesson Corp.
- ★ Medline Industries

BRONZE LEVEL

- ★ Moss Adams, LLP
- ★ Russell Reynolds Associates
- ★ The Camden Group
- ★ MDS Consulting
- ★ Medline

SILVER LEVEL

- ★ Commerce Bank
- ★ Davis Wright Tremaine, LLP
- ★ Elite Biomedical, Inc
- ★ HBE Corporation
- ★ HeartMath, LLC
- ★ Lincoln Financial Advisors
- ★ Merritt Hawkins & Associates
- ★ Newsura Insurance Services
- ★ Sodexo Health Care Services
- ★ Sullivan Cotter & Associates
- ★ TIAA-CREF
- ★ Valley Emergency Physicians
- ★ VergeSolutions

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

TEE TIME! 2009 Charity Golf Tournament Benefits Health Sciences Scholarship Fund

The Healthcare Foundation of Northern and Central California is holding its 2009 Charity Golf Tournament on October 1 in conjunction with the Hospital Council's 2009 Leadership Summit. The tournament takes place at the beautiful Eagle Vines Vineyards & Golf Club in the Napa Valley.

Net proceeds from the tournament will benefit the Foundation's Health Sciences Scholarship fund. The fund provides scholarships to students who are enrolled in accredited healthcare clinical education degree or credential programs leading to practice in California for the first time. A portion of your tournament fee is tax deductible to the extent allowed by law. Please consult your tax advisor.

The course at Eagle Vines is a challenging test of golf for all players, yet is playable for all skill levels with four sets of tee boxes to choose from. The golf course was designed by World Golf Hall of Fame member Johnny Miller. The course has taken advantage of the natural beauties of Napa Valley by featuring rolling hills, majestic oak trees, ambling creeks, and working vineyards. A round of golf at Eagle Vines will leave a lasting memory and will not soon be forgotten. Tee time is 9:30 am with a scramble format. For online registration and complete tournament information, visit www.hospitalcouncil.net

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

CHPAC UPDATE Hospitals Reach 100% of Goal

Hospital Council is proud to announce the 30 hospitals reaching 100% of their CHPAC fundraising goal for 2009. Congratulations go out to:

- Adventist Health/Central Valley General Hospital
- Adventist Health/Feather River Hospital
- Adventist Health/Hanford Community Medical Center
- Barton Memorial Hospital
- Chinese Hospital
- Coalinga Regional Medical Center
- Colusa Regional Medical Center
- Fremont Hospital
- Frank R. Howard Memorial Hospital/Adventist Health
- Good Samaritan Hospital
- Heritage Oaks Hospital
- John C. Fremont Healthcare District
- John Muir Medical Center – Walnut Creek

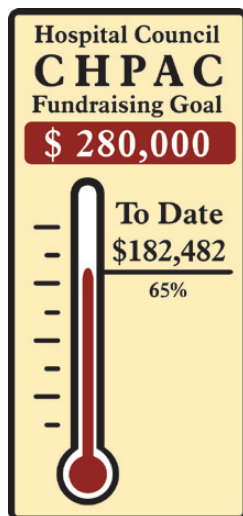
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- Kentfield Rehabilitation Hospital
- Kindred Hospital - Sacramento
- Kindred Hospital - San Francisco Bay Area
- Marin General Hospital
- Marshall Medical Center
- Mercy Hospital of Folsom
- NorthBay VacaValley Hospital
- Plumas District Hospital
- Regional Medical Center of San Jose
- Saint Louise Regional Hospital
- Shriners Hospitals for Children Northern California
- Sierra Vista Hospital
- St. Helena Hospital/Adventist Health
- St. Rose Hospital
- Trinity Hospital
- Ukiah Valley Medical Center/Adventist Health

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 fundraising 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.



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, Senior Vice President, 415-616-9990, rlsmith@hospitalcouncil.net.

BUSINESS PARTNER PROFILE HFS Consultants

HFS Consultants provide complete health care management solutions for hospitals, skilled nursing, senior housing and long-term care facilities, clinics, medical groups, and other health care organizations. Their distinctive approach in integrating services yields the greatest long-term benefit to clients. They offer a broad range of consulting services including financial, clinical, and operations management; materials management and supply chain consulting; strategic planning; interim and permanent executive placement; health information management; reimbursement and revenue cycle management; and licensing and regulatory compliance.

HFS has released the attached paper describing the Build America Bonds (BAB) program made possible by the American Recovery and Reinvestment Act of 2009. BAB is a new financing option that allows qualifying hospitals to access affordable, long-term fixed rate money supplemented by a direct payment from the United States Treasury. Visit http://www.hospitalcouncil.net/Upload/Council_Connect_July_09_HFS_Build_America_Bonds.pdf to access a complete copy of the paper authored by HFS. To learn more about HFS Consultants, visit www.hfsconsultants.com.

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 Petrina Aiello, Manager, Member Services, 925-746-5106, paiello@hospitalcouncil.net.

CEO UPDATES

Sue Murphy is the new Interim SVP/Area Manager for Kaiser Permanente Santa Clara Medical Center, replacing Mary Ann Barnes.

Virginia Campbell, RN, PhD, is the new CEO at Kaiser Walnut Creek Medical Center, replacing Sherie Hickman, Interim CEO

James E. Conforti is the new CEO at Memorial Medical Center, Modesto, replacing David Benn, who is now the President of Sutter Health Central Valley Region.

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Educational Programs

August 18, 2009 10:00 – 11:00 am
(Hospital Council Beacon Collaborative WebEX)
Reducing Birth-Related Trauma and Liability Exposure

Representatives from Lehigh Valley Hospital in Allentown, PA, will discuss their successful reduction in birth trauma rates utilizing a package of changes as well as streamlining documentation. For additional information contact Teresa Roebuck, 925-746-0728.

September 3, 2009 9:00 – 10:30 am
(Hospital Council Webinar)
Assessing Fair Market Value in Hospital/Physician Arrangements: What Healthcare Executives Should Know

Presented by: John Fink, Senior Manager, ECG Management Consultants, and Jill Gordon, Esq., Davis Wright Tremaine

This presentation is to provide hospital executives with workable guidelines for establishing when and how to assess Fair Market Value (FMV) in a variety of hospital/physician arrangements. For additional information and to register, contact Cheree Munoz, 925-746-1552.

September 10, 2009 9:30 am – 3:30 pm
Perinatal Improvement Session 2
(Hospital Council Beacon Collaborative)
Good Samaritan Hospital Auditorium, San Jose
Bring your teams and join Bruce Spurlock, MD, Executive Director, Clinical Acceleration, Beacon Collaborative and Joseph Derrough, MD for a collaborative session where you can share your success and learn from others' experiences. For additional information contact Teresa Roebuck, 925-746-0728.

October 21, 2009 9:00 – 10:30 am
(Hospital Council Webinar)
Evolution of the Physician Market in Northern California: The Role for Hospitals
Presented by: Gerry Hinkley, Esq., Davis Wright Tremaine

This program will educate Hospital executives about the recent trends in Physician Affiliation and the more flexible options they should consider. For additional information and to register, contact Cheree Munoz, 925-746-1552.

November 10, 2009 9:00 – 10:30 am
(Hospital Council Webinar)
Bundled Payments and the Need for Tighter Integration Among Healthcare Providers

Presented by: John Fink, Senior Manager, ECG Management Consultants

Is your hospital prepared to be an “accountable care organization”? Does your relationship with your medical staff allow you to minimize preventable readmissions? Are you ready to partner with your medical staff and share a bundled payment with them? This program will help you answer yes to these questions. For additional information and to register, contact Cheree Munoz, 925-746-1552.

SPECIAL EVENTS

September 14 – 16, 2009
California Hospital Association
Disaster Planning for California Hospitals
Sacramento Convention Center
Contact 916-443-7401

October 1, 2009
Healthcare Foundation Charity Golf Tournament
Eagle Vines Golf Club, Napa
Contact Petrina Aiello 925-746-5106

October 1 – 3, 2009
Hospital Council
2009 Leadership Summit
Meritage Hotel, Napa
Contact Petrina Aiello 925-746-5106

AUGUST/SEPTEMBER SECTION MEETINGS

August 21, 2009 12:00 – 2:00 pm
Sacramento-Sierra Section Meeting
Mercy San Juan Medical Center
Carmichael
Contact Kathy Sowers 916-552-7565

August 24, 2009 1:30 – 3:30 pm
Central Coast Section Meeting
Arroyo Grande Community Hospital
Contact Loretta Manning 559-221-6154

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August 27, 2009 12:00 – 2:00 pm

San Joaquin/ Mother Lode and
Stanislaus/Merced Section Meeting
Doctors Medical Center, Modesto, Board Room
Contact Kathy Sowers 916-552-7565

September 10, 2009 3:00 – 5:00 pm

San Mateo Section Meeting
San Mateo Medical Center, Board Room
Contact Marsha Yaranon 925-746-5108

September 10, 2009 5:30 – 8:30 pm

San Francisco Section Meeting
Farallon Restaurant, San Francisco
Contact Kathy Walker 415-616-9990

September 23, 2009 12:00 – 2:00 pm

North Bay Section Meeting
Ca' Bianca Restaurant, Santa Rosa
Contact Kathy Sowers 916-552-7565

September 25, 2009 12:00 – 2:00 pm

Kern Eastern Sierra Section Meeting
San Joaquin Community Hospital, Adventist Health
Lower level, Kern River Room, Bakersfield
Contact Loretta Manning 559-221-6154

