

COUNCIL CONNECT

Excellence Through Leadership & Collaboration

June 30, 2009

IN THIS ISSUE

- *Mitigating the Impact of Psychiatric Patients in Hospital Emergency Departments: Hospital Council Facilitates Implementation of Training Course for Fresno County*
 - *“Best Practices” Forum Demonstrates Successes With Homeless, 5150 Patients And Medical Respite Programs: Hospitals, Clinics and County Staff Join Together to Improve Outcomes of Patient Care*
 - *Jobs For New RN Graduates: Sonoma County Hospitals Initiate Specialty Training for New Nurses*
 - *Hospitals Sing Praises for New Commerce Bank Program: New Business Partner Wins Endorsement from Member Hospitals*
 - *Advanced Needs Assessment and Community Building Tools Available at Reduced Cost: Hospital Council and Healthy Communities Institute Join Forces*
 - *New Public Advocacy Program Designed to Communicate the Plight of Hospitals: ProtectMyER.com Will Better Connect Patients and Consumers with Local Hospital Issues*
 - *California State Rural Health Association Taps Hospital Council Expertise: Suzanne Ness Appointed to Advocacy Committee*
 - *Generational Differences in the Healthcare Workforce: A Not-To-Be-Missed Presentation During the 2009 Leadership Summit*
 - *CHPAC Update: Hospitals Reach 100% of Goal*
 - *CEO Updates*
 - *Educational Programs*
 - *Special Events*
 - *July/August Section Meetings*
-

MITIGATING THE IMPACT OF PSYCHIATRIC PATIENTS IN HOSPITAL EMERGENCY DEPARTMENTS Hospital Council Facilitates Implementation of Training Course for Fresno County

Headlines in our local papers routinely announce budget and staff reductions in county and city programs and services. Of all the county budget reductions, there is little question that those eliminating or reducing mental health services present some of the most significant challenges to hospitals in our communities. In Fresno County, the Hospital Council has invested significant resources over the last several years to lead a county-wide work group that has convened all key stakeholders (hospitals, law enforcement, EMS, patient advocates and others) around managing declining mental health services and mitigating the impacts on hospital emergency rooms.

On July 1, 2009, when Fresno County closes its 24/7 crisis unit, all mental health patients will be sent to a community hospital's emergency room, regardless of their need for medical care or clearance.

To mitigate this change in service delivery, the Hospital Council facilitated the development and implementation of a four-hour training course designed to increase the knowledge and skills of emergency room staff in dealing with psychiatric patients. Led by the expert clinical staff from Community Behavioral Health Center (a part of the Community Medical Centers system), the training focuses on all aspects of caring for psychiatric patients in an emergency department, including

- An overview of current trends in mental health care
- An overview of psychiatric diagnoses
- Criteria for legal holds in California

- Patient rights
- Medication management
- Physical space considerations
- An overview of county programs and resources

The training will be repeated twice this month and future courses are planned. The ability to ensure that hospital staff is prepared to deliver the best and safest care to these mental health patients is an important priority in the changing landscape of acute care hospitals in California.

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

“BEST PRACTICES” FORUM DEMONSTRATES SUCCESSES WITH HOMELESS, 5150 PATIENTS AND MEDICAL RESPITE PROGRAMS Hospitals, Clinics and County Staff Join Together to Improve Outcomes of Patient Care

The Hospital Council recently convened a “best practices” forum in the Fresno-Madera Section to demonstrate the achievements possible when hospitals, clinics and county staff come together. The forum featured staff speakers from Santa Clara and Visalia who shared their successes with a frequent emergency department user initiative; staff speakers from Bakersfield and Santa Clara showcased medical respite programs; and Kern County Mental Health staff speakers demonstrated the impact of their mobile mental health teams on 5150 patients in hospital emergency rooms.

The audience of more than 50 staff identified collaborative opportunities in the community where a collective effort could reduce the impact of these same challenges on hospital capacity and resources and, most importantly, improve the outcomes of patient care. Follow-up plans are underway to move these initiatives forward and all stakeholders in community health, with hospitals leading the way, are sure to benefit.

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

JOBS FOR NEW RN GRADUATES Sonoma County Hospitals Initiate Specialty Training For New Nurses

The Hospital Council’s Sonoma Workforce Taskforce has initiated a new specialty training program for new nursing graduates with associate degrees (ADN) in ICU, OR, and labor and delivery.

During a spring meeting of the Sonoma Workforce Taskforce, the lack of job opportunities for new nursing graduates was discussed and creative minds starting working overtime. “Why couldn’t the hospitals train these nursing graduates who can’t find a nursing job in these specialties?” stated Robin Hagenstad, CNO, Sutter Medical Center of Santa Rosa, who is experiencing a shortage of nurses in certain specialties. Patty Andrews, Workforce Investment Board (WIB) of Sonoma County, suggested the possibility that stimulus money might be available to train some students. Sharon Johnson, ADN program director at Santa Rosa Junior College, offered to host the students in its work/study program.

Within 60 days the program began. Santa Rosa Junior College enrolls the new nursing graduates in its work/study program, the hospitals select the graduates they want to train and fund the hospital training, and the Sonoma WIB provides child care, books and a stipend for qualified students.

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

HOSPITALS SING PRAISES FOR NEW COMMERCE BANK PROGRAM New Business Partner Wins Endorsement from Member Hospitals

“A viable resource to help reduce increasing overhead expenses,” stated Tracy Harrison-Valney, Director of Finance, Barton HealthCare System, speaking of Commerce Bank’s innovative “push payment solution ControlPay™ Advanced. Barton HealthCare requested a product presentation after learning of Commerce Bank’s endorsed business partner relationship with the Hospital Council. Barton HealthCare plans to reinvest its revenue share from the ControlPay program in capital equipment to provide the latest in technology for

cont from page 2

patient services. Visit http://www.hospitalcouncil.net/Upload/Commerce%20Bank_Barton%20Support%20Letter.pdf for a copy of Harrison-Valney's support letter.

After hearing Commerce Bank had enrolled over 80 percent of his vendors in the first two weeks of implementation, Bill Chase, Director of Finance, Dameron Hospital Association, remarked "this is excellent, thanks to everyone involved."

ControlPay automatically pushes approved invoice payments directly into the vendor's merchant account, reducing check writing costs and earning revenue share based on dollar volume. "A typical 200-bed hospital can be paid in excess of \$130,000 in revenue annually, in addition to the process improvements gained," stated Dean Christman, National Account Vice President for Commerce Bank, "and there is no cost or setup fee to the hospital."

To learn more about this outstanding new program, visit www.commercebank.com. To get a closer look at how ControlPay can benefit your hospital, contact Dean Christman, National Account Vice President, for an appointment, 925-984-2860, dean.christman@commercebank.com.

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

ADVANCED NEEDS ASSESSMENT AND COMMUNITY BUILDING TOOLS AVAILABLE AT REDUCED COST Hospital Council and Healthy Communities Institute Join Forces

Hospital Council has entered into an agreement with Healthy Communities Institute (HCI) of Sausalito, California to provide member hospitals with a new Web-based information system to help meet IRS and California SB 697 requirements and to strengthen their role in their own communities.

Referred to as the Healthy Communities Network (HCN), the system provides hospitals with a dynamic and interactive dashboard of indicators for their community and other Web-based capabilities that enable local best practice sharing and collaboration building. To access an overview of HCN, visit http://www.hospitalcouncil.net/Upload/Council_Connect_Healthy%20Communities%20Description%206-20-09.pdf.

Objectives and design of the system include:

- Immediate and constantly updated community needs assessment
- Help meet regulatory requirements
- Generation of instant reports based on evaluations of your community
- Motivation for stakeholders to plan community interventions that work and help hospitals earn a positive image and reputation in the community

Through this agreement between Hospital Council and HCI, member hospitals will be able to license this valuable tool at a reduced cost and a simplified contracting process. San Francisco, Fresno and Madera Counties are operating an HCN system. To view examples of HCN reports and other available information, please click on any of the following links: San Francisco, www.healthmattersinsf.org; Marin County, www.healthymarin.org; or Whatcom County, www.whatcomcounts.org. For answers to your questions, contact Deryk Van Brunt, President, Healthy Communities Institute, 415-456-1842, derykvanbrunt@healthycommunitiesinstitute.com.

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

NEW PUBLIC ADVOCACY PROGRAM DESIGNED TO COMMUNICATE THE PLIGHT OF HOSPITALS ProtectMyER.com Will Better Connect Patients and Consumers with Local Hospital Issues

Hospitals provide vital health care services 24/7 and act as a community safety net in times of natural disasters and during public health episodes. Yet, more than 50 percent of California hospitals are operating in the red and working hard to keep emergency rooms open and available along with many other essential health care services.

To better connect patients, consumers, community leaders, and policymakers with their local hospitals, the California Hospital Association has launched a new Web site, www.ProtectMyER.com. This Web site is designed to keep these important audiences continually updated on the financial and other pressures facing hospitals.

cont on page 4

cont from page 3

Hospital Council urges its members to link their hospital Web site to www.ProtectMyER.com/link and keep the public knowledgeable of the ongoing concerns of health care providers. For assistance with this Web link, contact Tracy Campbell, CHA Vice President of Public Advocacy, at 916-552-7594, tcampbell@calhospital.org.

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

CALIFORNIA STATE RURAL HEALTH ASSOCIATION TAPS HOSPITAL COUNCIL EXPERTISE

Suzanne Ness Appointed to Advocacy Committee

Congratulations to Suzanne Ness, Regional Vice President, Hospital Council, who recently was nominated and appointed to the Advocacy Committee of the California State Rural Health Association (CSRHA).

The Advocacy Committee provides leadership, guidance and recommendations to the CSRHA Board of Directors regarding legislative, administrative and fiscal policy proposals. Recognizing that rural communities face unique barriers in regards to healthcare access and overall health and well being, and that those barriers are rooted in broader infrastructure deficiencies, the Advocacy Committee supports policies and efforts that will improve healthcare access and service delivery as well as prevention-oriented health promotion efforts.

CSRHA is a nonprofit, nonpartisan, grassroots organization that works to improve the health of rural Californians and the quality and accessibility of the health care they receive. CSRHA brings together health care providers, consumers, educators, researchers, public health and economic development agencies and others to work on a variety of issues related to preserving and enhancing the health of rural California.

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

GENERATIONAL DIFFERENCES IN THE HEALTHCARE WORKFORCE A Not-to-be-Missed Presentation during the 2009 Leadership Summit

Award-winning author and widely respected expert on organizations and the changing workforce, Tamara Erickson will present, *What Are They Thinking? Why the Generations Clash in the Workplace*, during the 2009 Leadership Summit, October 1 – 3, at the Meritage Hotel, Napa.

“Four generations are working together in today’s workplace, each bringing different experiences and assumptions to the job,” stated Tamara. “It’s easy to misinterpret ‘the other guy’ or fall into easy stereotypes for thinking about the other generations’ actions. But as the talent shortage grows, it’s increasingly important to create a culture that is welcoming and engaging for talented individuals of all ages.”

Based on years of in-depth research on the changing workforce and the assumptions each generation brings to work, Erickson will cut through common stereotypes and help you understand the underlying evolution of an individual’s point of view. Learn why our own assumptions and values often lead us to misinterpret another’s actions and how each generation’s experience with technology has shaped fundamental assumptions about how to get things done. Gain practical approaches to leverage each generation’s values in positive ways within your organization, including specific ideas such as lateral career moves, “task not time,” no “prove it” tasks, cyclic work, bell-shaped or even “carillon” career paths, and many others.

Ms. Erickson co-authored four Harvard Business Review articles: “It’s Time to Retire Retirement” (winner of a McKinsey Award), “Managing Middlecence,” “What It Means to Work Here” and “Eight Ways to Build Collaborative Teams.” She wrote the book *Workforce Crisis: How to Beat the Coming Shortage of Skills and Talent*; co-authored an MIT Sloan Management Review article, “Bridging Faultlines in Diverse Teams”; and wrote “Task, Not Time” for Harvard Business Review’s “Breakthrough Ideas for 2008.” Erickson earned a bachelor of arts degree in biological sciences from the University of Chicago and a master’s degree from the Harvard Graduate School of Business Administration, where she was the recipient of the James Thomas Chirurg Fellowship.

cont from page 4

Complete Summit program information and on-line registration are available by visiting www.hospitalcouncil.net. 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. Register Now!

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

DIAMOND LEVEL

- ★ Anthem Blue Cross
- ★ HFS Consultant

GOLD LEVEL

- ★ CIGNA Healthcare

BRONZE LEVEL

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

SILVER LEVEL

- ★ Commerce Bank
- ★ Davis Wright Tremaine, LLP
- ★ HBE Corporation
- ★ HeartMath, LLC
- ★ Lincoln Financial
- ★ Merritt Hawkins & Associates
- ★ Sodexo Health Care Services
- ★ Valley Emergency Physicians
- ★ VergeSolutions

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

**CHPAC UPDATE
Hospitals Reach 100% of Goal**

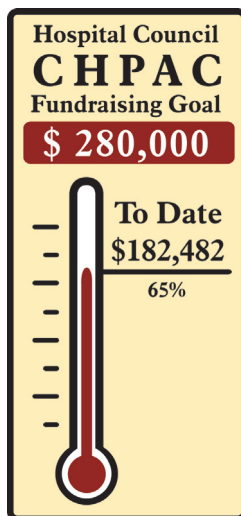
Hospital Council is proud to announce the 22 hospitals reaching 100% of their CHPAC fundraising goal for 2009. Congratulations go out to:

- Adventist Health/Central Valley General Hospital
- Kindred Hospital - Sacramento
- Adventist Health/Feather River Hospital
- Kindred Hospital - San Francisco Bay Area
- Adventist Health/Hanford Community Medical Center
- Marshall Medical Center
- Barton Memorial Hospital
- Mercy Hospital of Folsom
- Chinese Hospital
- Marin General Hospital
- Coalinga Regional Medical Center

- NorthBay VacaValley Hospital
- Colusa Regional Medical Center
- Plumas District Hospital
- Fremont Hospital
- Regional Medical Center of San Jose
- Frank R. Howard Memorial Hospital/Adventist Health
- Saint Louise Regional Hospital
- Good Samaritan Hospital
- Shriners Hospitals for Children Northern California
- Heritage Oaks Hospital
- Sierra Vista Hospital
- John C. Fremont Healthcare District
- St. Helena Hospital/Adventist Health
- John Muir Medical Center – Walnut Creek
- St. Rose Hospital
- Kentfield Rehabilitation Hospital
- Trinity Hospital

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.



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.

cont from page 5

CEO UPDATES

Virginia Campbell, RN, PhD, is the new CEO at Kaiser Walnut Creek Medical Center, replacing Sherie Hickman, Interim CEO, who will resume her role as COO.

Timothy McGlew is the new CEO at Kern Valley Hospital District, replacing Chet Beedle, Acting CEO, who will resume his duties as CFO.

Lex Smith is the new CEO at George L. Mee Memorial Hospital, replacing Michael French, Interim CEO

Harry Weis is the new CEO at Natividad Medical Center, replacing William Foley

Thomas Hayes is the Interim CEO at Eastern Plumas Health Care, replacing Charles Guenther

Effective July 1, Mike Wiltermood will be the new President/CEO at Enloe Medical Center, replacing Deborah Yancer.



Educational Programs

July 8, 2009 9:30 am – 3:30 pm
Hospital Council
Beacon Collaborative
Practical Skills for Quality Improvement
UCSF School of Nursing, San Francisco
Contact Teresa Roebuck 925-746-0729

July 10, 2009 10:00 – 11:30 am
Hospital Council
Trends in Healthcare Executive Compensation
in Challenging Times
California Chamber of Commerce, California Room
Sacramento
Contact Petrina Aiello 925-746-5106

July 14, 2009 9:00 – 10:00 am
Hospital Council
Beacon Collaborative
How to Successfully Implement the Joint Commission's
Infection Control Related National Patient Safety Goals
WebEx
Contact Teresa Roebuck 925-746-0729

August 5, 2009 9:00 – 10:00 am
Hospital Council
Impact of Future Trends on the Healthcare Workforce
Webinar
Contact Cheree Munoz 925-746-1552

August 11, 2009 9:00 – 10:30 am
Hospital Council
Personalized Care Delivery: Creating the Perfect
Patient Experience
Webinar
Contact Cheree Munoz 925-746-1552

September 3, 2009 9:00 – 10:30 am
Hospital Council
Bundled Payments and the Need for Tighter
Integration among Healthcare Providers
Webinar
Contact Cheree Munoz 925-746-1552

SPECIAL EVENTS

July 23 – 25, 2009
Health Forum and the American Hospital Association
17th Annual Leadership Summit
San Francisco Marriott
Contact Connie Lang 201-238-2546

July 29, 2009
Hospital Council Beacon Collaborative
Quarterly Meeting
South San Francisco Convention Center
Contact Teresa Roebuck 925-746-0729

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

cont from page 6

October 1, 2009

Healthcare Foundation Charity Golf Tournament
Eagle Vines Golf Club, Napa
Contract Petrina Aiello 925-746-5106

October 1 – 3, 2009

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

JULY / AUGUST SECTION MEETINGS

July 7, 2009 1:30 – 3:30 pm

Kern/Eastern Sierra Section Meeting
Kern Medical Center, Sierra Room
Bakersfield
Contact Loretta Manning 559-221-6154

July 31, 2009 9:00 – 11:00 am

Contra Costa County Specific Meeting
John Muir Medical Center, Martinez Room
Concord Campus
Contract Marsha Yaranon 925-746-5108

July 31, 2009 1:00 – 3:00 pm

Central Coast Section Meeting
Arroyo Grande Community Hospital
Annex Building, Room #10
Arroyo Grande
Contact Loretta Manning 559-221-6154

August 12, 2009 12:00 – 2:00 pm

San Mateo Section Meeting
Sequoia Hospital
Redwood City
Contract Marsha Yaranon 925-746-5108

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 27, 2009 12:00 – 2:00 pm

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

