

# *C-Suite Newsletter*

HOSPITAL COUNCIL *of* WESTERN PENNSYLVANIA



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## **Governance Institute Offers Stellar Program at Hospital Council**

Governance, quality measures and finance for healthcare executives, physicians and trustees are the key topics at a special program being offered by The Governance Institute and Hospital Council at Hospital Council's Conference Center on April 18th and 19th. The Governance Institute has partnered with Hospital Council to offer the program called *Governance Best Practices on Advancing Quality in the New Era of Regulation*.

This special program is being offered at a reduced rate and is designed for facilities to bring members of their leadership teams and trustees to the event. The program is specifically designed for chief executive officers, medical directors, chief financial officers, trustees and other members of the c-suite team.

Featured speakers and topics include Gregg Loughman, vice president of The Governance Institute, who will speak on *The Role of the Board in Driving Patient-Centered Care & HCAHPS*, and Gary Meyer, President and Chief Executive Officer, and Tammy Dye, vice president of Clinical Services & Chief Quality Officer of Schneck Medical Center, who will speak on *The Baldrige Journey: Quality & Process Improvement*. Other topics include Price-Based Costing in Healthcare and Value-Based Purchasing. In addition to the educational program, participants will have the opportunity to network at a special reception on April 18th and at a networking luncheon on April 19th.

Members of The Governance Institute can attend this conference free of charge. Hospital Council members can pay for three attendees and receive the fourth registration free of charge. Because of the generosity of sponsors, Hospital Council and The Governance Institute can offer this special program at a reduced rate of \$450 per attendee. Hospital Council and The Governance Institute thank Amerinet and Cura Hospitality for sponsoring this special program. Because teams are encouraged to attend, healthcare facilities are asked to limit registration to five individuals from one organization.

Participants are also eligible to receive the following credits: Accreditation Council for Continuing Medical Education; American College of Healthcare Executives (can be used for qualified education); and, CPE through the National Association of State Boards of Accountancy. For more information, contact [Jane Montgomery](#) or [Pat Raffaele](#).

## Member Issues Briefing on Health Reform and Its Economic Impact

*Health Reform Implications and It's Economic Impact* is the title of Hospital Council's Member Issues Briefing on March 15, 2013. The briefing features three distinguished panelists and the moderator for the event is Everette James, JD, MBA, director of the Health Policy Institute at the University of Pittsburgh and former Pennsylvania Secretary of Health. The briefing will be held at Hospital Council's Conference Center and will begin with registration at 9 a.m. and conclude by 11:30 a.m.

The three distinguished panelists are Stephen Foreman, Ph.D., associate professor of Economics and Health Administration from Robert Morris University; Martin Gaynor, Ph.D., E.J.Barone Professor of Economics and Health Policy at Carnegie Mellon University; and, Mekael Tashome, assistant vice president and economist at PNC Financial Services Group.

The panelists and the participants will discuss issues related to health reform and the impact of these issues on the region's hospitals and the communities they serve. Topics include Pennsylvania's decision to have a federally-run health insurance exchange, the implication of the federal mandate, the role of employers and employer-sponsored health insurance and the future of Medicare as Medicare moves to a "value" based system rather than a "volume" based system.

As in the past, Hospital Council offers member briefings free of charge to institutional members, Allied members and Business Partners. Although the program is free of charge, registration is required and space for this program is limited. To register or for more information contact [Pat Raffaele](#) or [Jane Montgomery](#).

## Care Transitions Focus of May Program

Hospital Council members will be invited to a program *Innovations in Care Transitions* hosted by both Hospital Council and the Southwestern Pennsylvania Partnership for Aging (SWPPA). The program will be held on May 8th at Hospital Council's Conference Center and details will be available in mid-March.

The program will highlight several initiatives in the region related to care transitions. The program will focus on models featuring hospitals integrating with the community; hospitals and long term care facilities collaborating; and primary care practices collaborating with home health and hospitals, among other models. For more information, contact [Jane Montgomery](#) .

## Update on Medicare Wage Index and Medical Assistance

Hospital Council continues to focus on opportunities to improve the area **Medicare Wage indices** for the region. The recently completed review of both the Pittsburgh and Youngstown, Ohio, Core Based Statistical Areas (CBSAs) has resulted in adjustments and financial improvements totaling \$7.2 million for the Pittsburgh CBSA and \$292,000 for the Youngstown CBSA. Hospital Council is also focused on ways to increase the Pennsylvania Rural Wage Index.

Hospital Council has been working with member hospital's chief financial officers to assess opportunities to improve **Medical Assistance Fee for Service** payment levels, particularly for both Observation and Outpatient. These initiatives are ongoing for Hospital Council members. Members involved with these initiatives are asked to discuss these initiatives with their senior leadership team.

For more information, contact [Denis Lukes](#).

## Hospital Readmissions Reduced Due to Collaborative Effort

Hospital Council staff members, Clearfield Hospital and two long-term care facilities in the Clearfield area, have been working for the past year to reduce readmissions. The project focuses on implementing the Interact II tools into the two nursing homes to improve the assessment and communications between the residents, their families, the nursing staff, physicians and Clearfield Hospital's Emergency Department.

The project has resulted in a nearly 50 percent reduction rate in 30-day readmissions for the nursing homes, not just to Clearfield Hospital, but to all acute care facilities. A third long-term care facility recently joined the project and several educational events are planned for this year.

The team worked with the staff of the Emergency Department and the Hospice program to better understand the needs of the long-term care facilities and the resources each facility has available to care for the residents within the long-term care facility rather than being admitted to the hospital.

For more information, contact [Jane Montgomery](#) or [Kathy Wonderly](#).

## Survey Update

Hospital Council will be releasing both the Benchmark Salary Survey and the Management Compensation Survey results to participating facilities within the next week. Each participating facility will also receive their compa-ratio charts as well. For more information about the survey, contact [Pat Raffaele](#).

Hospital Council will be closing the collection of data in the near future for the first Physician Practice Management Survey. This survey was launched last month and was developed with input from both the HR Committee and the Physician Practice Administrator's Committee. For more information, contact [Jane Montgomery](#) or [Pat Raffaele](#).

For information about data submissions for Hospital Council's surveys, contact [Carmela Breslin](#).

## Upcoming Member Meetings

### **Fund Development Committee**

Corporate sponsorships will be the key topic of Hospital Council's Fund Development Committee on March 5, 2013. The meeting will begin at 9:30 a.m. at Hospital Council's Conference Center. Helene Conway-Long, vice president of Institutional Development at The Children's Institute, will provide information and insight on corporate sponsorships as well as facilitate a discussion on the topic. In addition, Michael Henderson, director of Major Gifts and Research, from the St. Clair Hospital Foundation will provide feedback on a brief survey being conducted by the Committee and discuss development of an additional survey. The roundtable discussion will include the topic of planned giving, among others. For more information, contact [Pat Raffaele](#).

### **HR Committee**

Hospitals as employers and preparing for health reform will be the focus of Hospital Council's HR Committee meeting beginning at 9:30 a.m. on March 7, 2013. The meeting will be held at Hospital Council's Conference Center. Norm Kerr from the firm Buck Consultants will provide the Committee with a presentation and facilitate a discussion on the topic. The meeting will also include a roundtable discussion. For more information, contact [Pat Raffaele](#).

### **CNO Committee**

The implementation of the Affordable Care Act will be the topic presented by William Maruca, partner at Fox Rothschild, at the March 8th meeting of the Chief Nursing Officers Committee. The meeting will be held at Hospital Council's Conference Center. Denis Lukes, Hospital Council's vice president of Financial Services, will review the most current quarter of the Flash Survey and will facilitate a discussion on observation. The meeting will conclude with a roundtable discussion. For more information, contact [Jane Montgomery](#).

### **Managed Care Committee**

The Managed Care Committee will meet on March 27, 2013 at Hospital Council's Conference Center. Sonya Schwartz, program director for the National Academy for State Health Policy, will join the meeting via audio-conference to discuss insurance exchanges and expansion of Medical Assistance. The meeting will conclude with a roundtable discussion. For more information, contact [Jane Montgomery](#).

## Past Meetings

### **Continuum of Care Committee**

The Continuum of Care Committee met on February 7th at Hospital Council's Conference Center. Tracy Meure, director of Meadville Medical Center's Community Care Network, discussed Community Care Network's care transitions process and the efforts the Network is taking to assist residents in managing their care. The Committee also reviewed a survey that was completed to guide the direction of the Committee. Care transitions is a priority for the Committee and participants believe the *Innovations in Care Transitions* program is an appropriate way to share the region's advances in care transitions. For more information, contact [Jane Montgomery](#).

### **Practice Administrators Committee**

*Maximizing & Measuring Performance of the Physician Revenue Cycle* was the key topic of the Practice Administrators Committee meeting on February 12th. Donna Kell, chief executive officer of The Kell Group, in conjunction with executives from Revenue Cycle Solutions, gave the presentation. She discussed the work flow processes necessary to maximize performance and also provided the group with benchmarking tools. The group also discussed issues related to physician credentialing. A variety of roundtable topics were also discussed. For more information, contact [Denis Lukes](#) or [Jane Montgomery](#).

### **Risk/Quality Committee**

The topic of risk assessments was presented by Georganna Horell, director of Risk Management at Altoona Regional Medical Center at the February 13th meeting of the Risk/Quality Committee. She gave the group three tools that she uses in different situations. Sandra Kozielec, director of Quality Management for Altoona Regional Medical Center presented the top quality issues for 2013. The Committee also held a roundtable discussion. The meeting was held at Hospital Council and participants also met at Brookville Hospital's Education Center to join the meeting via video-conference. For more information, contact [Jane Montgomery](#) or [Kathy Wonderly](#).

### **Compliance Committee**

The newly-released HIPAA Omnibus Rule was the key topic at Hospital Council's Compliance Committee meeting on February 14th. William Maruca, a partner with the firm Fox Rothschild, gave an overview of the new regulations and highlighted several key areas including breach reporting standards, business associate/subcontractor issues, notices of privacy practices, marketing, sale of personal health information and penalties and factors used. The Committee also discussed current practices under HIPAA and what they would change to meet the new rule. The Committee also discussed RAC and other audits and discussed the Health Care Compliance Association's regional conference scheduled for October 11, 2014 at the Regional Learning Alliance in Cranberry Township, Pennsylvania. The Committee also held a roundtable discussion. For more information, contact [Pat Raffaele](#).

## **Other Items of Interest**

### **Hospital Council President Named to Board**

A. J. Harper, president of Hospital Council, was recently named as a Board member of the Brother's Brother Foundation located in Pittsburgh. He was added as a voting trustee of the Board. The mission of the Foundation is to promote international health and education through the efficient and effective distribution and provision of donated medical, educational, agricultural and other resources. For more information, visit [www.brothersbrother.org](http://www.brothersbrother.org) or contact [A. J. Harper](#).

### **Coventry HealthAmerica Implements Joint Operating Committee**

Coventry HealthAmerica continues to implement Joint Operating Committees (JOCs) with network providers to address clinical, administrative, operational and contractual issues and to identify collaborative opportunities, such as shared savings programs. For more information about JOCs, contact John Grese, vice president of Provider Affairs for Coventry HealthAmerica, at 412-553-7574.

**Hospital Council of Western Pennsylvania** is a strategic partner with health care providers and affiliated organizations, enabling them to realize their mission while maintaining their status as economically viable entities.

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