



Leadership in Health Affairs



# HASC Briefs

## Hospital System Improves Relationship with Uninsured Community While Increasing Revenues

San Diego's Sharp HealthCare has seen a \$4.7 million increase in cash flow from self-pay uninsured patients at its four busy ERs over the past year because of taking action and advantage of a partnership with the non-profit Foundation for Health Coverage Education (FHCE).

In its efforts to reduce the numbers of uninsured, the FHCE offers a simple online eligibility system that determines uninsured patients' eligi-

bility for public and private health coverage and hospital charity care programs through five basic questions at point-of-care. In 2010, Sharp embedded this online Eligibility Quiz into its patient admission process, and the result has been a dramatic reversal in Sharp's rising uncompensated care numbers.

A resultant study, published in *Health Affairs*, summarized that 80 percent of the uninsured patients who entered Sharp's ERs were

qualified, but not signed up for, public health coverage programs. The point-of-care eligibility approach has demonstrated Sharp's ability to strengthen the patient advocate role of hospitals while improving cost efficiencies.

For more information about FHCE's eligibility program, go to [www.CoverageForAll.org](http://www.CoverageForAll.org) or contact FHCE President, Ankeny Minoux, at (650) 762-1928.

## Start Your Journey to Fee-for-Value on March 15

Friday, March 15 marks the first webinar in a five-part series that lays out a roadmap for hospitals making the journey from fee-for-service to fee-for-value.

*Your Journey to Fee-for-Value: Where to Begin and Why You Need to Start Today*, scheduled for 10-11 a.m., looks at the trends and forces driving the move to fee-for-value. You'll assess where you are on the journey, establish critical next steps and understand the timing required for a successful transition.

Presented by HASC, the Hospital Council of Northern and Central California, and The Camden Group, *Your Journey to*

*Fee-for-Value* will be followed by four other webinars providing critical insight on positioning your hospital for the new health care landscape:

- April 19 - *Ensuring Your "Engine" Runs Smoothly: Reducing Readmissions and Improving Patient Throughput* ([www.hospitalcouncil.net/post/navigating-road-fee-service-fee-value](http://www.hospitalcouncil.net/post/navigating-road-fee-service-fee-value))
- May 17 - *How to Take the Curve: Repositioning Your Service Lines to Deliver Value* ([www.hasc.org/event/how-take-curve-repositioning-your-service-lines-deliver-value](http://www.hasc.org/event/how-take-curve-repositioning-your-service-lines-deliver-value))
- June 21 - *Engaging All*

*Passengers: Hospital/Physician Alignment in a Fee-for-Value World*

([www.hospitalcouncil.net/post/navigating-road-fee-service-fee-value](http://www.hospitalcouncil.net/post/navigating-road-fee-service-fee-value))

- July 19 - *Closing the Distance to Your Destination: ACOs and Clinical Integration* ([www.hasc.org/event/closing-distance-your-destination-acos-and-clinical-integration](http://www.hasc.org/event/closing-distance-your-destination-acos-and-clinical-integration))

Register for the series or sign up for individual webinars at <http://www.hospitalcouncil.net/post/navigating-road-fee-service-fee-value>.

**Contact:** Pat Wall  
(213) 538-0715, [pwall@hasc.org](mailto:pwall@hasc.org)

## LEAD Academy Offers New Structure with Greater Flexibility

Understanding health care professionals' tight schedules, HASC's LEAD Academy now offers greater flexibility. Select the single session that works for you to best transform your managerial skills into highly effective leadership techniques or enroll in the entire series.

Designed specifically for newly

appointed or previously untrained health care professionals, LEAD teaches practical skills that will help you to align work goals and actions with your organization's broader vision. Session topics range from coaching employees to leading others through change to resolving interpersonal conflict.

Session 1, coming up on March

30, will focus on *From Peer, to Manager, to Leader*, as well as *Leading People Differently*.

Cost is \$250 per session, which includes two modules.

Register online at <http://www.hasc.org/education-event/lead-academy-session-1>.

**Contact:** Karen Ochoa  
(213) 538-0765, [kochoa@hasc.org](mailto:kochoa@hasc.org)

## Register Now for April 5 Gang Awareness/Prevention Seminar

Has your hospital ever been the target of gang violence? Even the safest communities are not immune from this potential threat, and hospital leaders have a responsibility to protect their staff, patients and visitors from potentially dangerous situations.

Learn how to identify potential gang activity and prevent or diffuse violent situations at HASC's upcoming seminar, *Gang Awareness Program for Health Care Professionals*, on Thursday, April 5 at The California Endowment in Los Angeles.

Three of our six dynamic presenters grew up in gangs, turned their lives around, and now help to educate others on gang awareness and

the prevention of violence within the hospital community.

Come away from this session learning how to:

- Develop an increased awareness of the problem of gang activity in hospitals.
- Assess any preparedness gaps in the hospital.
- Create local hospital models for gang preparedness and identify opportunities for organizational and community involvement.
- Become familiar with the warning signs of gang affiliation, gang signs, language, markings and identifiers.

Session topics will cover practical knowledge in the following areas:

- *What Hospitals Should Know About Gangs* - Father Greg Boyle, Homeboy Industries

- *Case Study #1: Keeping the Safe Zone Safe* - White Memorial Gang Intervention Program
- *Case Study #2: Hospital Based Gang Violence Prevention & Intervention* - St. Francis Medical Center
- *Hospital Preparedness and Response: What Hospitals Need to Consider* - Pomona Valley Hospital Medical Center

Cost is \$99 for HASC members and \$110 for non-members.

To register, visit [http://www.hasc.org/sites/main/files/file-attachments/gang\\_awareness\\_program\\_for\\_health\\_care\\_professionals.pdf](http://www.hasc.org/sites/main/files/file-attachments/gang_awareness_program_for_health_care_professionals.pdf).

**Contact:** Karen Ochoa  
(213) 538-0765, [kochoa@hasc.org](mailto:kochoa@hasc.org)

## Birth & Beyond Seminar Scheduled for April 18 and May 2

With a current strong cultural emphasis on attachment parenting, hospital staff members need tools to foster this approach in their labor and delivery units. To meet this need, HASC and FlexEd present *Birth & Beyond*, a seminar that provides the evidence, knowledge and skills participants need to confidently support, establish and protect early mother-infant attachment and breastfeeding in the hospital setting.

Adapted from the Perinatal Services Network at Loma Linda University Medical Center, this

course will highlight the personal tools necessary to enhance early parent-infant attachment, as well as listening to and understanding the language of the newborn. Learn how to create an environment that supports and enhances the newborn's natural capabilities and practice the skills necessary to organize care to maximize mother and infant skin-to-skin contact and bonding. Activities during the seminar will promote learning by doing.

Encourage your hospital's RNs, lactation consultants and lactation

educators to attend.

The seminar is scheduled as two all-day seminars, April 18 and May 2, at Verdugo Hills Hospital. Program cost for HASC members is \$200.

For more information and to register, go to [http://www.hasc.org/sites/main/files/file-attachments/birth\\_\\_\\_beyond\\_seminar\\_0.pdf](http://www.hasc.org/sites/main/files/file-attachments/birth___beyond_seminar_0.pdf).

**Contact:** Karen Ochoa  
(213) 538-0765, [kochoa@hasc.org](mailto:kochoa@hasc.org)

## PDS University Session Set for March 27

How does your payer mix compare to your peers? Hospitals are seeing their revenue stream challenged by shifts in their payer mix, downward pressure on government reimbursement and a decline in inpatient cases. Do you have the data you need to respond to these changes? PDS can provide critical data to help hospitals maximize

their leverage on these points. For more information, visit <http://www.hasc.org/pds-news/how-does-your-payer-mix-compare-your-peers>.

Also, mark your calendar for the next PDS University session, scheduled for Tuesday, March 27: *PDS Payer to Payer and Commercial Average Reports*. This 20-minute

interactive webinar will dig into the details of the 'Payer to Commercial Average' and the 'Payer to Payer' reports in PDS. We will discuss what the data shows and how to use it in your decision making. To register, go to <https://www2.gotomeeting.com/register/578903258>.

**Contact:** Leslie Gold  
(213) 283-8003, [lgold@hasc.org](mailto:lgold@hasc.org)

## Annual Palliative Care Conference Fosters Connections in Post-Acute Care

Nearly 100 health care professionals from acute and post-acute care facilities gathered to hear from new and early adopters in palliative care continuum programs at the 4th Annual HASC Palliative Care Conference on Feb. 29 at Quiet Cannon in Montebello. Attendees celebrated successes and took a closer look at where they can accelerate the adoption of this growing movement in cost-effective integrated care delivery.

Keynote speaker June Simmons, CEO, Partners in Care Foundation, addressed the current and future state of palliative care programs in the new health care landscape. Other topics included broadening the perception of palliative care, the pros and cons of implementing continuum models, the importance of listening to the patient and their

family, and clinical follow-through post-consultation.

Representatives of AltaMed, a designated primary care medical home in Southern California, also reviewed their Program of All-Inclusive Care for the Elderly (PACE), an alternate model of continuum care.

Small group discussions and an open forum provided newcomers and returning attendees with an opportunity to share their own experiences in palliative care program development and deployment. As a result of this collaborative approach, a HASC list serve dedicated to ongoing knowledge sharing for palliative care professionals is now in development.

HASC thanks our sponsors for their generous support of this event – GeriNet Medical Services,

Coalition for Compassionate Care of California, The C.A.R.E. Channel, Grand Canyon University College of Nursing, Health Essentials, Hospice Touch, and Payers & Providers.

**Contact:** George Mack  
(213) 538-0717, [gmack@hasc.org](mailto:gmack@hasc.org)



Esquio Casillas, MD, medical director, AltaMed

## HASC Thanks Upcoming Annual Meeting Attendees

Thank you to all HASC members who have registered for this year's annual meeting, May 23 to 25 at The Grand Del Mar. Visit [http://www.hasc.org/sites/main/files/hasc\\_annual\\_meeting\\_registrants\\_031412\\_2.pdf](http://www.hasc.org/sites/main/files/hasc_annual_meeting_registrants_031412_2.pdf) for a full list of registered annual meeting attendees to date.

To register for the meeting, visit <https://www.cvent.com/events/2012-hasc-annual-meeting/registration-fb14fba7922146f0b6707910bf50c13e.aspx>.

Breakouts for this year's meeting will feature the following topics and speakers:

*How to Avoid Collaboration Traps,*



Morten Hansen

*Create Unity and Get Results – Morten Hansen, management professor at University of California, Berkeley School of Information*

*Cont'd on page 4*



## Annual Meeting from page 3

This session distills more than a decade of field-tested research into a disciplined approach that helps managers separate good collaboration opportunities from bad ones.



James L.  
Reinertsen

*Leading the Transformation of the Health Imperative – James L. Reinertsen, head of The Reinertsen Group, practicing rheumatologist*

In a session developed specifically for CEOs, Dr. Reinertsen will take us through six leadership challenges in transforming health care systems.

*The Great Race from Volume to Value – Ted Schwab, partner in Oliver Wyman's Health and Life Sciences Practice, and Eric Klein, partner (Century City/Los Angeles) and National Healthcare Team Leader for Sheppard Mullin Richter & Hampton LLP*  
Leading physician alignment strategists and transaction experts



Eric Klein

Schwab and Klein will examine the mega forces shaping health care – including recent industry consolidation transactions and health plan initiatives – and their surprising implications for hospitals, health systems, physician organizations and health plans in California.

**Contact:** Pat Wall  
(213) 538-0715, [pwall@hasc.org](mailto:pwall@hasc.org)

## Chance to Win Hotel Stay: Register for HASC Wellness Conference

The first 50 people who register for HASC's 2nd Annual Health Care Provider Wellness Conference will be entered into a drawing for a grand prize of a two-night stay for two at the Hilton LA/Universal and two tickets to Universal Studios.

To register, visit <https://www.signup4.net/Public/ap.aspx?EID=2NDA24E&TID=wrahkOt60d3g%2fUr2M%2fC%2fAQ%3d%3d>.

The conference takes place June 14-15 at the Hilton LA/Universal. Our dynamic speakers will share best practices and innovative ideas you can immediately implement to promote a culture of health in the workplace. A cultural shift toward a healthier workforce and community is taking place right now. Lead the effort and witness a return on

your investment.

Speakers and topics include:

- Paul Celuch, 2012 HASC Wellness Committee Chair, Vice President, Human Resources and Support Services, Verdugo Hills Hospital – *Welcome*
- Toni Yancey, MD, MPH, Professor, Department of Health Services, and Co-Director, UCLA Kaiser Permanente Center for Health Equity in the School of Public Health – *Instant Recess*
- Diana Bontá, DrPH, President & CEO, The California Wellness Foundation – *A Healthy Future: Why Wellness Matters*
- Dee Edington, PhD, Professor, University of Michigan Division of Kinesiology – *Zero Trends: Health as a Serious Economic Strategy*
- Rajiv Kumar, MD, Founder,

Chief Medical Officer, *ShapeUp – The State of Employee Wellness Programs in America and How Mobile, Social, Gaming, Device, and Incentive Technologies Are Transforming Them*

- Christopher T. Scanlan, Partner, Arnold & Porter LLP – *Waiting for Wellness: How Unclear Laws are Affecting Key Wellness Program Choices*

Concurrent breakout session topics include:

- *Hospital-Based Health and Wellness Programs (Non-incentivized)*
- *Living the Good Life: A Snapshot of Memorial Health Systems Wellness Program*

**Contact:** Teri Hollingsworth  
(213) 538-0763,  
[thollingsworth@hasc.org](mailto:thollingsworth@hasc.org)