



# HASC Briefs

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## Increase in Homeless Count in Los Angeles Since 2013; Continued Initiatives Needed

The Los Angeles Homeless Services Authority (LAHSA), the City-County agency tasked with addressing homelessness in Los Angeles County, released the results of its biennial Los Angeles Homeless Count conducted in January 2015. The data show a 12 percent increase in the number of homeless men, women and children across Los Angeles County (this includes Glendale, Pasadena and Long Beach) since 2013, showing 44,359 homeless persons in 2015, compared to 39,461 in 2013.

Service Planning Areas (SPAs) that experienced the largest increase since 2013 were SPA 7 (47%), SPA 8 (39%) and SPA 1 (33%). To prevent people from becoming homeless, Mayor Eric Garcetti is proposing an increase in the minimum wage and calling for more housing and services for the most vulnerable. Coordinated Entry System (CES) is one program, launched as a pilot in 2011, which seeks to improve access to services, service coordination, and targeted housing intervention for

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## Privacy and Security Forum Set for June 4: Receive a 20 Percent Discount on Registration

HASC members are invited to attend the 3<sup>rd</sup> Annual Healthcare Privacy and Security Forum, June 4, 2015 at the Los Angeles Convention Center. HASC members receive a 20 percent discount on registration with the registration code NUJZVV.

Anthem's breach may have exposed more than 80 million customer records. Could this have been avoided? Is your organization at risk?

Sponsored by Healthcare Information and Management Systems Society (HIMSS) Southern California and the Los Angeles Chapter of Information Systems Security Association (ISSA), the event brings together leaders in privacy, security and risk management within government and private industry for a day of collaboration, networking and presentations by leading privacy and security experts.

The forum provides an opportunity to learn how your peers are handling important privacy and security concerns in response to the increasing number and sophistication of data

breaches. What are they doing about other important issues such as compliance and mobile device security?

Personal health records have become prime targets for cyber-criminals. Cybercriminal attacks on health care organizations have doubled in the past three years, according to the 2014 *Ponemon Report on Patient Privacy & Data Security*. *Dark Reading* reported in October 2014 that "credit cards can now go for a dollar or less on the black market, but stolen health credentials may sell for as high as \$10 per patient."

Highlights for the June 4 event include a federal investigator from the Health and Human Services Office of Civil Rights who will share guidance on breach investigations as well as the latest breach reporting requirements. Learn from security experts and law enforcement professionals about best practices for strengthening your defenses.

Register today at <http://summit.issala.org/healthcare-privacy-and-security-forum/>.

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## HASC Administrative Professionals Forum Set for June 19

Mark your calendar for Friday, June 19, 9:00 a.m. - 12:00 p.m. (networking breakfast to begin at 8:30 a.m.) when the HASC Administrative Professionals Group will convene at the Los Angeles Office for a morning of informative talks followed by a networking luncheon for those who are available.

Online registration is currently available at <https://www.signup4.net/Public/ap.aspx?EID=20152712E>.

The following speakers and topics are on this year's agenda:

- *HASC Sponsored Initiatives*, Jim Barber, President/CEO
- *Policy Development & Communications Update*, Marty Gallegos, Senior Vice President, Healthcare

Policy Development & Communications

- *HASC Initiatives 2015-2016*, Mark Gamble, Senior Vice President/COO
- *The Role of an RVP and What It Means To You?* (tentative topic), Audra Strickland, Regional Vice President, Santa Barbara/Ventura Area
- *HASC Business Development Activities*, Shauna Day, Director of Business Development

The 6th annual event is offered to administrative professionals from HASC member hospitals, associate members and strategic partners at no cost.

For more information on the 2015 Administrative Professionals' Forum, please contact Trudy Duncan at (213) 538-0718, [tduncan@hasc.org](mailto:tduncan@hasc.org).

## Wellness Conference Room Block Selling Out Fast

There is only a little time left to make your hotel reservations for the 2015 Health Care Provider Wellness Conference, June 11-12 at Renaissance Long Beach Hotel.

At this year's conference, we will tackle the latest challenges, and hear some inspiring wellness stories. Our panel discussions will give you some concrete ideas for taking a wellness strategy back to your hospital.

And new this year, two days prior to the conference, we're offering Wellness Certification for becoming a Level 1 Certified Wellness Program Coordinator. This program covers key skills that professionals need to build a foundation for results-driven wellness programming.

For more information and online registration, go to [http://www.hasc.org/sites/main/files/file-attachments/15wellattenbrochfull\\_021315.pdf](http://www.hasc.org/sites/main/files/file-attachments/15wellattenbrochfull_021315.pdf).

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## Learn More About Managing 340B Programs at Your Hospital

SUNRx, a HASC endorsed business partner, manages 340B programs that expand access to affordable medications, generate resources for eligible entities, and meet the highest levels of regulatory compliance. SUNRx additionally has extensive pharmacy benefit management, including split billing and invoice analysis, as well as payer experience.

A representative from SUNRx will be available May 20-21 to meet with interested HASC member hospitals that want to learn more about the program.

For more information on SUNRx, please visit <https://www.sunrx.com/>.

Interested hospitals may contact Shauna Day, HASC Director of Business Development, at (213) 537-0772, [sday@hasc.org](mailto:sday@hasc.org) or Mike Roberts with SUNRx at (406) 266-1062, [mroberts@sunrx.com](mailto:mroberts@sunrx.com).

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homeless individuals with the highest need. To learn more about CES, visit the United Way of Greater Los Angeles website ([www.unitedwayla.org](http://www.unitedwayla.org)) for local CES coordinator contact information.

From the health care front, National Health Foundation's Recuperative Care Center, offers two locations (Mid-City/Los Angeles and La Puente/San Gabriel Valley) that provide hospitals a discharge option for homeless patients who are not sick enough to remain in the hospital. It is estimated that patients are kept up to four extra days in the hospital, due to insufficient availability of appropriate beds. Recuperative

Care is a cost effective way to provide needed aftercare to homeless patients in a safe, clean environment so that they can recover, receive medical oversight, attend follow-up appointments, and connect to supportive services and housing options. Since the inception of the program in 2010, the program has provided more than \$28 million in cost savings to hospitals. Additionally, 40 percent of Recuperative Care participants have been placed in supportive or permanent housing after hospital discharge.

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