



HASC Briefs

First Annual Hospital Wellness Conference A Success

HASC, in partnership with the Corporate Health and Wellness Association, hosted the first annual Hospital Wellness Conference Aug. 4 in Los Angeles. The event drew 133 attendees from across the state who were interested in learning about effective strategies for implementing employee health and wellness programs.

This intensive one-day event explored various case studies from leading employers that have succeeded in their wellness initiatives. Educational sessions and networking focused on corporate wellness, value-based benefit design, and reducing health care costs through health and wellness promotion. A key reason for hospitals to improve their health and wellness programs, as mentioned by the American Hospital Association's January 2011 *Call to Action*, is to provide an example of health to the community.

The conference offered a chance for facilities to highlight their exemplary work in this area. *In the Spotlight: Wellness Programs that Work* featured success stories and presentations by Children's Hospital Los Angeles, Saint John's Health Center - John Wayne Cancer Institute and Verdugo Hills Hospital.

HASC thanks all attendees and



Leonard Kirschner, MD, MPH, AHA Committee on Research, and HASC Vice President of Human Resource Services Teri Hollingsworth.

sponsors for their participation in this year's program, including the following presenters:

- *A Call To Action: Creating a Culture of Health*
Leonard Kirschner, MD, MPH, AHA Committee on Research
- *Legal Requirements for Wellness Programs and Their Impact on Key Program Design Choices*
Christopher Scanlan, Director, Litigation Department, Howard Rice
- *Are Your Employees as Healthy as They Can Be? Changing Employees' Behaviors and Environments to Save Lives and Money*
L. Casey Chosewood, MD, Senior Medical Officer for WorkLife, National Institute for Occupational

Safety and Health Centers for Disease Control and Prevention

- *Research-Proven Wellness Programs at Henry Ford Health System, a Recognized Leader in AHA's "Creating a Culture of Health"*

Alba I. Rodriguez, PhD, Associate Director, Center for Integrative Wellness and Integrative Medicine Research, Henry Ford Health System

Ramon Nunez, DAC Sensei, Director, Waterford Center for Integrative Medicine

- *Creating a Vision and Culture of Workplace Health - It Starts at the Top*

Elizabeth Glenn-Bottari, MA, RN, CRRN, Vice President & COO, St. Joseph Health System

Maracie Wilson, MSN, RN, CES, PHN, Director of Wellness and Health Improvement, St. Joseph Health System

- *Partnership Perspective for a Healthy Workforce*

Judy Heinrich, EAP, Regional Manager, Kaiser Permanente Southern California

- *Communications that Drive Change and Get Results - Getting Employees to Take Action*

Diana White, Executive Director, Aetna

Tina Seniff, Director of Client

Continued on page 2

Register Now for Sept. 26 Disclosure Seminar

Sorry Works! Disclosure, Apology & Relationship: Prevent Medical Malpractice Claims, a half-day program presented by HASC, will take place Monday, Sept. 26 at Pomona Valley Hospital Medical Center.

Full information and registration for this program is available at <http://www.brainshark.com/HASC/sorryworks>.

The program will focus on how post-adverse event communication drives success of health care organizations and professionals from a liability risk perspective. Attendees will hear about the liability landscape for 2011 and will learn “how” to disclose. The program will specifically cover who should disclose, when disclosure should be made and what should be said. It includes video presentations showing positive and negative examples of disclosure and provides opportunities to roleplay

potential scenarios.

Participants will learn to use skills and strategies to enhance post-adverse event communication; will hear about the disclosure continuum; and will learn the difference between “sorry” and “apology.”

The course will be taught by Douglas B. Wojcieszak, a disclosure training consultant and creator of the Sorry Works! Coalition, a national organization advocating full disclosure as a middle-ground solution to the medical malpractice crisis; and Peter A. Schwartz, MD, of Stevens & Lee, who assists the firm’s health care medical malpractice defense lawyers with clinical case analysis.

Program cost is \$165 for HASC hospital members and \$195 for non-members.

Contact: Jamila Mayers
(213) 538-0739, jmayers@hasc.org

Wellness Conference from page 1

Services, Aetna

• *Changing Employee Behavior to Control Healthcare Cost*

Hamilton Mears, PT, FABC,
Administrator, Scripps Wellness Program

• *Making the Carrot a Stick - Using Incentives and Plan Design*

to Drive Wellness Participation

Todd Limm, M. Ed., CSCS,
Employee Wellness Coordinator,
AltaMed Health Services
Thomas Siegmeth, MPH, CHES,
Director of Wellness & HIV
Services, AltaMed Health Services

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

HASC Charity Golf Classic Coming Oct. 17

Join us Monday, Oct. 17 at the Oakmont Country Club in Glendale for a day filled with great golf, great company and great fun—all for a good cause.

Every year, the HASC Golf Classic brings together c-suite health care executives, physician leadership and other hospital staff in support of the National Health Foundation (NHF), a charitable, tax-exempt 501(c)(3) corporation dedicated to improving health in underserved communities. Last year’s event raised more than \$56,000 for NHF.

The day-long event gives participants access to one of Southern California’s premiere golf courses and includes breakfast, a 10 a.m. shotgun start tournament, opportunities to network with members and prizes handed out at an evening reception.

Member hospitals are encouraged to bring a cross section of their staff—including physicians and board members. Tax deductible corporate sponsorship opportunities are available for member hospitals and corporate partners. For more information, please visit www.hasc.org/CharityGolfClassic.

Contact: Leticia Salcido
(213) 538-0737, lsalcido@hasc.org

Join HASC on Facebook, Twitter and LinkedIn

Join HASC on Facebook at <http://www.facebook.com/pages/Hospital-Association-of-Southern-California>.

Visit HASC on Twitter at <http://twitter.com/socalhospnews>.

Visit HASC on LinkedIn at www.linkedin.com/company/hospital-association-of-southern-california.

Contact: Denise Barrett, (213) 538-0728, dbarrett@hasc.org

PDS University Offers Two Sessions on Contract Performance

PDS University presents two dates for *Is the Shift in Your Patient Mix Hurting or Helping Your Contract Performance?* This 20-minute interactive webinar will focus on how you can use PDS

data to prepare for the current shifts in treatment settings in the market.

The sessions are set for Wednesday, Aug. 17, at 1:00 p.m. (<https://www2.gotomeeting.com/re>

[gister/303583850](https://www2.gotomeeting.com/register/303583850)) and Tuesday, Aug. 30, at 10:00 a.m. (<https://www2.gotomeeting.com/register/202941242>).

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

Save the Date: Associate Members Luncheon Scheduled for Sept. 30

What does the future of health care hold in this volatile economy? Join HASC staff at the annual Associate Members Luncheon on Friday, Sept. 30 at the HASC Los Angeles Office

to hear what the association's leaders think about government affairs, health care costs, physician integration and other key topics. The event is also a great opportunity to discuss

ways to increase the value of your Associate Membership. Please call (213) 537-0718 to RSVP.

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

HASC Welcomes New Members

HASC is pleased to welcome three new hospital members and four new associate members.

Prospect Medical Holdings hospitals:

Alta Hollywood Community Hospital/Hollywood Community Hospital of Van Nuys

www.hollywoodcommunityhospital.com

Mike Sarian, CEO
59 Licensed Beds

Alta Los Angeles Community Hospital/Norwalk Community Hospital

Mike Sarian, CEO
130 Licensed Beds

Brotman Medical Center

www.brotmanmedicalcenter.com

Barbara Schneider, CEO
420 Licensed Beds

Associate members:

Emergent Medical Associates

Manhattan Beach, CA

www.ema.us

Emergent Medical Associates provides emergency care and episodic care management services to hospitals throughout California.

Minuteman Parking Company

Manhattan Beach, CA

www.minutemanparking.com

Minuteman Parking Company provides valet parking, self-parking, shuttle transportation for patients and visitors, and parking consultation at several major medical facilities in Southern California.

The Peira Group

New Rochelle, NY

The Peira Group is a team of health care consultants that evaluates health care investment opportunities; develops new business strategies; and provides bankruptcy management, patient financial services and revenue cycle management.

Wells Fargo Insurance Services

Irvine, CA

www.wfis.wellsfargo.com

Wells Fargo Insurance Services provides insurance brokerage and administrative services, as well as a wide range of financial and consulting services to businesses, including health care organizations.

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