



HASC Briefs

News

DHS Proposes Reimbursement Reduction Rate for PSIP

The Department of Health Services (DHS) has proposed a Physician Services for Indigents Program (PSIP) ER reimbursement rate reduction to 9 percent from the current 14 percent of the Official County Fee Schedule based on a projected shortfall in state funding and increased claim volume. PSIP provides reimbursement to the estimated 5,569 private physicians who provide emergency, obstetric and pediatric services to eligible indigent patients.

DHS believes this reduction is necessary to ensure that some pay-

ment is made on all submitted claims. Unlike previous cuts, DHS holds delegated authority to institute PSIP cuts without a vote by the Board of Supervisors.

HASC provided comment at a special EMS Agency public hearing this week regarding the need for the County to identify a solution to a program that's been cut by 18 percent since 2008. Other providers commented on the County's obligation to support a program that serves the indigent population. Providers also mentioned that reimbursement cuts

have started to affect physician recruitment in communities that are already struggling with access. This environment then has a ripple effect on the entire health care delivery system.

Comments received will be compiled and included in a report for presentation to DHS. If implemented, this rate reduction will be effective for fiscal year FY 2012-13 (July 2012 to June 2013) claims.

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St. Joseph Health, St. Mary Breaks Ground on New Medical Center

Last week, 300 health, business and civic leaders gathered with St. Joseph Health, St. Mary leaders to break ground on its new \$261 million medical center, the St. Mary Victorville campus. St. Joseph Health, St. Mary Victorville is designed with a Level 3 Trauma Center – the first in the High Desert – and 128 private rooms.

When the new medical center opens in 2016, the Apple Valley campus will continue to operate as an acute-care hospital. Together the two St. Mary campuses will have 328

Continued on page 3



Officials break ground at the St. Joseph Health, St. Mary Victorville campus, set to open in April 2016.

NHF Offers Effective Aftercare Solutions for Homeless Patients

Los Angeles hospitals have saved more than \$4 million by using the Recuperative Care Center of Los Angeles to safely and appropriately discharge homeless patients, according to a recent report by National Health Foundation (NHF).

The Recuperative Care program, developed by NHF in partnership with HASC, currently provides 35 private Los Angeles hospitals with cost-effective medical aftercare and housing assistance for discharged homeless patients. The program arose in response to local outcries against hospitals' alleged "patient dumping."

Prior to the NHF program, pri-

vate hospitals faced a shortage of post-acute care services for their homeless patients and as a result, reported keeping them up to four days longer than medically necessary. Hospitals in Los Angeles County treat more than 18,000 homeless patients each year at a cost that contributes to the more than \$4 billion in uncompensated care that Los Angeles hospitals provide.

The report highlights some of the program's achievements since opening 22 months ago:

- More than 500 homeless patients have been admitted from private Los Angeles hospitals.

- 67 percent were discharged to some form of housing option.

- Only 10 percent of admitted patients were readmitted to the hospital.

- Hospital savings so far are estimated at more than \$4 million.

The program is sustained by fees paid by participating private hospitals and receives no government funding.

Download the complete report at www.nhfca.org. For more information about this project, contact NHF or visit the program website at www.nhfca.org.

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CEO Update and New Associate Member for HASC Region

Congratulations to the following recently appointed executives at HASC member hospitals:

August

- Karen Faulis, interim CEO, Palmdale Regional Medical Center
- Mary Miles Hunt, CEO, Ballard Rehabilitation Hospital
- Paul Lorenz, chief deputy director, Ventura County Medical Center
- Kim Milstien, president/CEO, Simi Valley Hospital/Adventist Health
- Bockhi Park, CEO, Encino

Hospital Medical Center and Sherman Oaks Hospital

- James Theiring, CEO, Mission Community Hospital

September

- Gary Honts, interim CEO, JFK Memorial Hospital
- Dr. Bernard Klein, interim chief executive/CMO, Providence Holy Cross Medical Center
- Michael Rembis, CEO, Providence Saint Joseph Medical Center
- Saliba Salo, president, Northridge Hospital Medical Center

- Rudy Shutta, interim CEO/CFO, Bear Valley Community Hospital

October

- Carolyn Caldwell, CEO, Desert Regional Medical Center
- Ken Rivers, CEO, Hollywood Presbyterian Medical Center

HASC is also pleased to welcome Irvine-based CTPartners (www.ctnet.com) as a new associate member. CTPartners is an executive search firm. Brian Sullivan is chief executive officer.

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Sponsorship Opportunities Available for Hospital Hero Awards

Sponsorships are currently available for the Hospital Hero Awards, an annual media event honoring health care professionals who are dedicated to patient care and those who help to create miracles for patients.

This year's event, set for Friday, Nov. 9 at the Omni Hotel in Downtown Los Angeles, is an opportunity to recognize the outstanding achievements and events

that occur at the front line throughout hospitals in the HASC region.

Providence Health & Services California is this year's presenting sponsor. Other sponsorship opportunities are available in the following categories:

- Host Sponsor (\$10,000)
- Event Sponsor (\$5,000)

Individual tickets to the event are \$300. Ads in the tribute journal are

also available at \$500 for a half-page ad and \$750 for a full-page ad.

For more information on sponsorships, please visit www.hasc.org/sites/main/files/file-attachments/hhsponsorship.pdf. For more information, visit www.hasc.org/2012HospitalHeroAwards.

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Events

LA County Health Facilities Communication Summit Oct. 25

Health facility CEOs, administrators, public information officers, emergency managers and other decision makers are invited to attend the Los Angeles County Health Facilities Communication Summit.

This summit will convene hospital, clinic and long-term care facility leaders, communicators, disaster experts and local government to discuss disaster preparedness to better integrate efforts to save lives

in the wake of potential earthquakes, wild fires, health emergencies and other natural and man-made disasters.

Learn how you can build resiliency in your organization and stay informed in the aftermath of an emergency at this free seminar, set for Thursday, Oct. 25, 9 a.m. to 4 p.m.

Keynote speaker Skip Harper from Joplin, Missouri will discuss his experience at Freeman Health System, the receiving hospital in the

aftermath of the 2011 Joplin tornado.

The event will take place at the Japanese American National Museum, 100 N. Central Ave. in Los Angeles. RSVP online at <http://bit.ly/LACHealthSummit2012>.

Space is limited so please sign up today. For more information, please contact Phyllis Tan at ptan@ph.lacounty.gov or (213) 989-7150.

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Register Now for LEAD Academy Upcoming Fall Sessions

Space is still available for LEAD Academy sessions for the fall in Los Angeles and the Inland Empire.

Register online for these upcoming sessions in the Inland Empire:

- Session 4: Oct. 4, Loma Linda University Health System
Building and Leading Effective Teams; Planning and Running Effective Team Meetings
- Session 5: Oct. 11, Loma Linda University Health System
Resolving Interpersonal Conflict; Organizing Your Time, Work and Priorities

Sessions 2 and 3 are upcoming in the Los Angeles area:

- Session 2: Oct. 5, Verdugo Hills Hospital

Leadership Communication Best Practices; Coaching Employees to Higher Performance

- Session 3: Oct. 12, Verdugo Hills Hospital

Leading Others Through Change; Managing Performance

LEAD Academy is uniquely designed to help empower recently hired, newly appointed or previously untrained health care leaders to better understand and use their strengths. LEAD is built on the underlying principle that effective leadership requires productive relationships to support excellence in

patient care, sustainable business objectives and a safe patient environment.

Originally launched in March 2012, LEAD Academy attracts a cross section of attendees—from nurse leaders and human resources personnel to administrators and education trainers and more.

The cost per session is \$250. Enrollment is limited to 30 participants per session. Participants completing all six sessions earn a certificate. Visit www.hasc.org/lead-academy for more information.

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St. Mary *continued from page 1*

beds, and care for approximately 225 patients each day including more than 216,000 outpatient visits a year.

“It is an honor to stand here today and see the beginnings of a new medical center that will continue the work of improving the lives of High

Desert residents and future generations,” said Alan Garrett, president and CEO of St. Joseph Health, St. Mary. “We at St. Mary believe the care provided to all of our friends, families and community is sacred, and we are privileged to serve all who call the High Desert home.”

Along with the medical center,

St. Joseph Health, St. Mary is building a medical office building and ambulatory care center. This is the first phase of the campus and is expected to be completed in 2016.

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Thank You, Associate Members

More than 25 associate members got a look at the current health care landscape at HASC's annual Associate Member Luncheon held Sept. 27. The event, which also serves as a forum for associate members to ask questions, provide feedback and meet with colleagues, featured several HASC staff members.

Jim Barber, HASC president/CEO, provided an overview of health care reform, and Jim Lott, executive vice president, Health Care Policy Development and Communications, presented an update on government affairs. The afternoon also featured Julia Slininger, vice president, Quality and Patient Safety; Teri Hollingsworth, vice president,

Human Resource Services; and George Mack, vice president, Payer / Provider & Member Relations, with a brief introduction of Southern California Patient Safety Colloquium, LEAD Academy and the Palliative Care Transitions Conference, three of HASC's educational offerings.

Thank you to all who attended. Associate membership is an opportunity for non-hospital organizations such as consulting firms, architectural groups and law firms that serve hospitals and health systems to expand their network. For more information about becoming an associate member, please visit



HASC president/CEO Jim Barber discusses universal coverage options at the Associate Member Luncheon.

www.hasc.org/associate-membership, or contact Pat Wall.

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HASC Hosts Successful Forum for Administrative Professionals

More than 40 attended the HASC Administrative Professionals Forum on Sept. 21. This annual educational event draws administrative professionals supporting C-suite executives from dozens of hospitals throughout Los Angeles, Orange, Riverside, San Bernardino, Santa Barbara and Ventura counties.

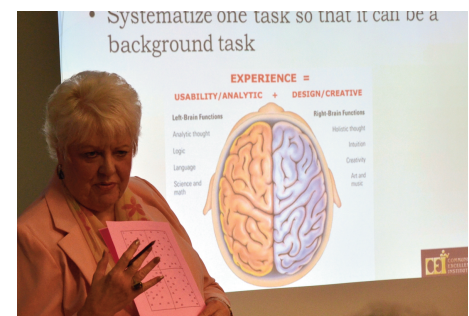
Jennifer Wortham, Dr.PH, president of Institute for Performance Excellence, presented an introduction to project and change management. Beginning with the basics, Wortham outlined the discipline of planning, organizing, securing and managing resources to achieve specific goals. Noting that defining the project is the most important step, she reviewed how to use a charter template, a Lean tool for

clearly defining the project for the team.

Special guest speakers Janet Larsen Palmer, PhD, and Neal Larsen Palmer, PhD, from Communication Excellence Institute, presented *How Taxing is Multitasking? Communication Strategies for Surviving in a High-Tech Workplace*. Pointing to

research indicating multitasking can decrease efficiency despite being an integral part of today's workplace, the team shared practical methods of approaching tasks differently to improve efficiency and time management such as:

- Systemizing tasks so they can become background tasks
- Setting specific times for checking emails
- Flagging emails that require



Janet Larsen Palmer listens intently to an audience member's question about multi-tasking.

action beyond two minutes and immediately responding to emails taking less than two minutes

The interactive forum also featured a networking lunch along with key information on current HASC products and services. Next year's forum is currently being planned.

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Innovation Expert to Be Featured at 2013 HASC Annual Meeting

Innovation and implementation expert Chris Trimble will be the keynote speaker for the 2013 HASC Annual Meeting, May 8-10, at St. Regis Monarch Beach Resort in Dana Point.

As a researcher and speaker on how to execute innovation initiatives for clients such as United Health Group, IBM, ASAE and the Center for Association Leadership, Trimble's work exemplifies this year's Annual Meeting theme—Making Innovation Happen. He is the author of best-seller *The Other Side of Innovation: Solving the Execution Challenge*. His book *Ten*

Rules for Strategic Innovators – from Idea to Execution was named to the *Wall Street Journal's* Top Ten Recommended Reading list. And co-authored with Vijay Govindarajan, his much-anticipated *How Stella Saved the Farm: A Wild and Woolly Tale About Making Innovation Happen* will be released in March 2013. Trimble is on the faculty at the Dartmouth Center for Health Care Delivery Science.

Each year, the HASC Annual Meeting examines challenges and solutions facing health care today.

Please visit the webpage www.hasc.org/2013AnnualMeeting



Bestselling author Chris Trimble.

for more information about the agenda and other updates. Register online.

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Featured Services

Connect with Top Health Care Talent on Career Center

Are you looking for top talent in health care? Rely on the California Healthcare Career Center, a partnership between HASC and the National Healthcare Career Network. With listings exclusively for the health care industry, the Career Center provides potential employers access to the millions of members of nearly 300 professional and trade associations, including niche organizations like the Renal Physicians Association and the Infusion Nurses Society.

Professional societies attract candidates dedicated to their fields and taking steps to advance their skills. The California Healthcare Career Center uses your screening criteria to find professional society members who meet your specific needs,

and each job posting appears on all applicable association sites, so you save on search time and advertising costs.

The Career Center's robust services feature:

- **Account Management:** Build a professional job posting with ready-to-use tools.
- **Activity Reports:** Track each job posting including the number of candidate views and applications.
- **Resume Database Access:** Proactively search for candidates from our extensive database of professional society members.
- **Online Resume Agent:** Set the criteria for your ideal candidate and receive daily emails when matching candidate resumes are posted.

- **Posting Packages:** Choose the options to suit your organization.
- **Member Pricing:** Get discounted posting packages as a member.
- **Advertising Enhancements:** Distinguish your organization with information that attracts top-quality job seekers.

As an association initiative, all job posting fees are reinvested in professional societies and associations, ensuring a continually strong candidate pipeline for the future of the health care industry. Visit <http://careers.allhealthinc.com/> to learn more.

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