



HASC Briefs

News

EMSA Seeks Partnerships for Mobile Field Hospital Program

The California Emergency Medical Services Agency is currently seeking interested parties to enter into a public/private partnership to maintain the integrity of its Mobile Field Hospital (MFH) program, which provides up to 600 beds of acute care hospital surge capacity anywhere in the state within 72 hours.

EMSA's MFH program was developed with an "all hazards" approach to California's hospital surge needs during emergencies.

The MFH program:

- Is designed for use during earthquakes, fires, floods and man-caused events
- Is based on the U.S. Air Force Expeditionary Medical System
- At 600 beds is the largest non-

military mobile hospital program in the world

- Contains three 200-bed hospitals that allow for rapid transportation, set-up and patient treatment process to begin in 72 hours or less anywhere in the State (ED, ICU and OR ready in about 48 hours)
- May be deployed as one 600-bed hospital, or configured in any size necessary to fit the needs generated by the event (beginning at 50 beds)
- Is able to be transported by ground, sea or air as necessary

Public/private partnerships will ensure long-term survival of this valuable program. EMSA seeks private partners in California to ensure the ongoing availability of its hospital surge program whenever the need arises. The ideal part-

ners must provide either financial support or maintenance and storage for one or more of these units in California. In exchange for providing this service, the partnered hospital will be able to use the unit for exercises, for training purposes or real-life events.

Facilities included are: 200-bed MHF, 50-bed critical care facilities, 50-bed alternative care facilities, and 60-bed evacuation facilities.

Letters of interest specifying level of program participation can be submitted by Dec. 14 to:

*Tim DeHerrera, Contracts Analyst
California EMS Authority
10901 Gold Center Drive, Ste. 400
Rancho Cordova, CA 95670*

Contact: Jaime Garcia
(213) 538-0702, jgarcia@hasc.org

HASC Hosts Coordinated Care Initiative Meeting in Inland Area

HASC held a meeting with the Department of Health Care Services (DHCS) late November to provide information for Inland region hospitals regarding the Coordinated Care Initiative (CCI). Approximately 30 representatives from Inland area facilities attended the meeting, which was hosted by Prime Healthcare.

The CCI aims to improve service delivery for people with Medicare and Medi-Cal — dual-eligible ben-

eficiaries — and Medi-Cal-only beneficiaries who rely on long-term services and supports to maintain residence in their communities through the movement of those populations into managed care. Under the CCI, a single health plan will generally be responsible for the delivery and coordination of all benefits.

Jane Ogle, deputy director, Health Care Delivery Systems from DHCS, provided background

on the program, the current timeline for implementation of the CCI and answered questions from attendees.

The CCI is a pilot program that will be implemented in eight counties—Alameda, Los Angeles, Orange, Riverside, San Bernardino, San Diego, San Mateo and Santa Clara—beginning in 2013.

Contact: Dimitrios Alexiou
(951) 222-2284, dalexiou@hasc.org

Informative Healthy Way LA Meeting Takes Place at HASC LA

HASC hosted more than 45 hospital representatives in a meeting with Healthy Way LA, the low-income health plan established under the Medicaid 1115 waiver. The meeting sought to update private non-contracted hospitals in Los Angeles County on program changes as the program approaches its 17th month of operation.

Since going live in July 2011, HWLA has enrolled more than 200,000 of the total estimated 500,000 people who qualify for the program. In addition, participating enrollment sites were expanded beyond the initial six county-designated sites. A listing of participating health clinics can be found in the HWLA Provider Directory located at www.ladhs.org/wps/por-

[tal/HWLA](http://www.ladhs.org/wps/por-).

Healthy Way LA also addressed hospital concerns regarding HWLA recipients failing to self-declare their plan status when visiting a private hospital emergency room. Emergency room visits are reimbursed at 30 percent of Medi-Cal per standard terms of condition. Other concerns raised at the meeting were delays associated with obtaining HWLA authorization for inpatient admission. These delays are further complicated by the perception of inadequate staffing at the HWLA call center, and the need to repeatedly resubmit documentation. HWLA acknowledged that repatriation of HWLA members into the DHS system is a significant problem due

to capacity limitations. However, HWLA believes DHS facilities will create additional capacity as InterQual is deployed at all DHS hospitals by February 2013.

In order to work through the operational challenges, HWLA representatives and private hospitals agreed to establish a workgroup that will be charged with trying to resolve communication, operational and claims processing delays as this program will sunset Dec. 31, 2013. HWLA recipients will then transition to Medi-Cal under the health care coverage expansion program created by the Affordable Care Act effective January 1, 2014.

Contact: Jaime Garcia
(213) 538-0702, jgarcia@hasc.org

HASC/Blue Shield of CA Collaborative Presents at the World Health Care Congress

Members of the HASC/Blue Shield Claims Adjudication Process Improvement Collaborative presented a “Case Study: A Partnership in Operational Excellence and Transparency (POET),” at the 5th Annual Hospital Health System and Payer Executive Summit, Nov. 7-8.

The presentation, hosted by the World Health Care Congress in Arlington, Va., and themed *Optimizing the Revenue Cycle and Billing Process*, drew more than 500 health plan and provider representatives and consultants, and featured a review of the four-year collaborative effort describing:

- How health plan/provider collab-

orations improved the claim payments processes, extracted inefficiencies and sped payments using shared data analytics and user accountability for ongoing oversight.

- How HASC was able to accelerate the health plan/provider operational improvements by facilitating an open and transparent interactive work group process.

- Strategies for health plans to broaden their provider network communications in a more standardized methodology given their respective geographic networks



Left to right: Dan Martinez, Director of Patient Financial Services, St. Joseph Health; George Mack, HASC VP, Payer/Provider & Member Relations; Kenny Deng, Senior Director, Provider Services and Operations, Blue Shield of California.

and markets.

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

Events

Early Bird Rates Available for 5th Annual Palliative Care Conference

Early registrants for the 2013 Palliative Care Transitions Conference, Feb. 26 at the Hilton Pasadena, can save \$25 on program fees for individuals. The discounted registration includes all event materials, breakfast, lunch and continuing education credits for ACHE, BRN, BBS or NAHP.

The 2013 conference, themed *Growing Continuum Conversations*, features distinguished speakers in supportive care who are actively breaking down barriers to optimal care delivery and expanding conversations among physicians, providers and patients to achieve the triple aim in health care.

Speakers include:

- Dr. Robert Bear, nephrologist and consultant – *How a Nephrologist*

Became a Palliative Care Medicine Champion through Personal Epiphany and Change Leadership

- Dr. Richard Brumley, Chief Medical Officer, GeriNet – *Patient Dilemma: Aggressive Care vs. Supportive Care – My Wishes; Physician to Physician: Approaching the Reluctant Physician*

- Pat Forman, consultant, the Schwartz Center for Compassionate Healthcare – *Schwartz Rounds*

- Mark Livingston, PharmD, Director of Clinical Services, CareEx – *The Optimizing Role of the Pharmacist*

- Dr. Mark Leenay, National Medical Director and Senior Vice

President, OptumHealth – *Post-Acute Transitions in Patients with Complex and Chronic Conditions*

- Dr. Parag Bharadwaj, Medical Director, Cedar-Sinai Medical Center – *Comfort Care vs. General Inpatient Care ... Who's Getting G.I.P. 'd?*

Group networking sessions will also provide opportunities for attendees to share best practices and concrete strategies with peers.

Registration must be received no later than Jan. 8 to be eligible for the early-bird rate. Visit www.hasc.org/2013PalliativeCare Conference for more information and to register.

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

HR Issues for 2013 Will be Focus of February Seminars

2013 HR Issues: Are You Ready? will explore the need to examine the engagement culture in hospitals and consider revising or developing new strategies to better prepare for the impact of health care reform.

The session will take place in Northern California on Feb. 13, 2013 at the Patrick Hays Learning Center, San Francisco / San Joaquin Rooms in Sacramento and in Southern California on Feb. 21 at the Quiet Cannon Meeting Center in Montebello.

Timely topics will include:

- Steps HR leaders should initiate and implement to help their organization move through the changes of health care reform

- Strategies utilized by organizations to proactively maintain a union-free environment

- How to determine the vulnerability of an organization to organizing

- Key issues for HR leaders to successfully manage a merger, acquisition or affiliation

- How to link strategic workforce planning to your business and strategic plans

The event is sponsored by HASC and Hospital Council of Northern and Central California.

For more information and to register online for the Southern California program, go to <http://events.SignUp4.com/hrissues>. For the Northern California seminar, visit <https://www.thinkreg.com/coral/register.do?formId=NF1BYI0F4PP2>.

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

Registration Now Open for 2013 Health Care Provider Wellness Conference

Register today for the 3rd Annual HASC Health Care Provider Wellness Conference, June 13-14, 2013, at The Westin

San Diego.

Representatives from human resources, risk management, case management, medical affairs,

nutrition and more will join executives and worksite wellness champions as they examine the ROI of

Continued on page 4

Wellness Conference from page 3

employee health programs and strategies for cultivating a successful culture promoting better health, increased productivity and lower costs.

Featured topics and speakers for this two-day event include:

- *Then, Now and in a Galaxy Far, Far Away* - Lee Dukes, President, Principal Wellness Company
- *The Art and Science of Engagement: Exploring Common Pathways to Well-Being* - Dr. Timothy L. Newman, Medical Director, FirstEnergy
- *Total Employee Well-Being Integration and Engagement as Key to Workforce Health and Productivity* - Tammy Green, MPH, CHES, Director, Well-Being

& Absence Management, Providence Health, Anchorage, Alaska

- *What's the Value of the Investments Your Company is Making in Health? Your CFO Will Be Asking Soon* - Tom Parry, PhD, President and CEO, Integrated Benefits Institute
- *Insights and Outlook: Worker Fatigue* - BJ Bartleson, RN, MS, NEA-BC, Vice President, Nursing and Clinical Services, California Hospital Association; Gail Blanchard-Saiger, Vice President, Labor and Employment, California Hospital Association
- *Diet and Obesity: The Connection and State of the Science* - Gary Taubes, Journalist and Co-Founder, Nutrition Science Initiative
- *The Straight Dope on Cholesterol*

- Peter Attia, MD, President/Co-Founder, Nutrition Science Initiative

- *Trial and Error in Workplace Wellness* - Christopher Scanlan, Partner, Arnold & Porter LLP

Do not miss the opportunity to learn from these nationally respected experts in employee wellness—sign up today at <http://bit.ly/TPTLx1>. Early-bird rates apply now through May 8.

For more information, please contact Karen Ochoa at (213) 538-0765, kochoa@hasc.org. Potential sponsors can contact Lu-Shonda Johnson Wilson at (213) 538-0705 or lsjohnson-wilson@hasc.org.

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

LEAD Academy Closes a Successful 2012, Announces Dates for 2013

A near-capacity audience attended the last LEAD Academy workshop for the year on Dec. 7. Dedicated to building leadership capabilities for emerging and veteran managers, LEAD is a six-session, 12-module workshop highlighting communication and conflict resolution skills as well as basic business and finance skills for the health care environment.

Session Six was led by Pamela Cunningham, a Six Sigma Black Belt. With an in-demand blend of technical skills and deep knowledge of the human side of high performance, Cunningham has conducted leadership training for clinical and non-clinical managers in private- and public-sector health care organizations.

Limited to 30 attendees per session, LEAD Academy has hosted more than 170 participants in its first year and will graduate 38 with a Certificate in Health Care Leadership at a special ceremony in the spring.

The popular workshops will return to Los Angeles in 2013 on Mar. 29, April 26, May 24, June 28, July 12, and Aug. 16. Register online at <http://bit.ly/VzqHpE> for single sessions or all six for the certificate. Each full-day session is \$250 and includes two modules, all workshop materials and lunch. Visit <http://bit.ly/VNhmAC> or contact



Small groups are a highlight of the LEAD sessions, allowing for maximum interaction and sharing of personal experiences.

Karen Ochoa, (213) 538-0765,
kochoa@hasc.org.

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

HCE Conference Highlights Health Care Reform, Next Generation of Leaders

More than 250 people attended the recent HCE Annual Leadership Conference at The California Endowment on Dec. 4. Titled *Executive Skills – Evolving for the Future*, the conference hosted stellar representatives from Southern California's health care community exploring what it takes to create and implement leadership under health care reform.

Among the topics at the day-long event:

- Economic Dynamics Affecting Health Care Reform
- Successful Physician-Hospital-Payer Strategies
- Health Care Delivery
- Leadership Skills
- Investment Capital in Health Care

In addition to leaders from local and national health care organizations, the conference also featured several HASC staff members. Jim

Lott, executive vice president, presented “Navigating through Change,” a look at how to manage the changes being ushered in by health care reform.

George Mack, VP, Payer/Provider & Member Relations, participated in a networking session titled, “How Can Early Careerists Achieve Success in a Changing Environment?” providing upcoming leaders firsthand access to established health care executives. Joel Bergenfeld, CEO, Physicians for Healthy Hospitals; Mark Andrew, Sr. VP, Witt/Kieffer; and Michael Vestino, VP, Pomona Valley Hospital Medical Center, were among the executives in this small group.

The conference also featured David Belson, PhD, editor-in-chief of the HASC-affiliated *Journal of the Society for Health Care Improvement Professionals*, and

his co-presenter Imran Chaudhry, Providence Health System. Their session—“How Will Health Care Reform Impact Reengineering Strategies to Transform Health Care Delivery?”—examined what some providers are doing and what others could do to improve productivity at their facilities.

The forward-thinking event was well received by attendees.

“The speakers were excellent, the organization was terrific and the networking was a big part of the value,” said Jim Barber, HASC president and CEO.

These comments were echoed by Mark Gamble, Sr. VP/COO: “All of the sessions were extremely timely and relevant. Each and every one of the panelists are proven leaders in the industry. Well done, HCE!”

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

Featured Services

Healthcare Career Center Simplifies the Search for Candidates

Reach the right candidates rather than the largest number of candidates. When you post jobs on the California Healthcare Career Center, you gain access to a sophisticated referral network of associations, industry periodicals, training literature, conferences and seminars. So instead of having to filter through hundreds of resumes from commercial sites to find your two or three top choices, you gain immediate access to dozens of the most qualified candidates in the field.

Employers can count on these key features and benefits to simplify the search process:

- Easy online job management—Enter job descriptions, check the status of postings, renew or discontinue posting and make payments

online at your convenience 24/7.

- Job activity tracking—Track your job posting activity anytime to see the number of job viewers, how many have applied, how many times it was distributed in a job agent email and how many people emailed your posting to a friend
- Auto notifications—Set criteria for the ideal candidate and system will email when new resumes are posted matching the criteria
- Increased company awareness—Each job posting allows you to include detailed information about your company, your logo, a map to your location and a link to your website

The site is also friendly for job seekers, making it easier for the right candidates to find you with

features like:

- Free resume posting
- Free account registration
- Confidential posting options
- Ability to upload searchable documents
- Ability to set up job alerts without registering an account
- State-of-the-art security to post personal profile information with confidence

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 the Career Center online to learn more.

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