

# Cooperative Connections



The Hospital Cooperative

Welcome to 2011!  
By Jon Smith, Executive Director



In late 2010, The Hospital Cooperative celebrated its 10<sup>th</sup> birthday as a network. This was certainly an exciting achievement as many non-profit collaborative groups like THC only last for a couple of years. As we begin the next decade for THC, I thought it would be appropriate to look ahead to some of the future plans for your network. THC will continue its work on bringing valuable programs and opportunities to member hospitals in the following key areas: *service, quality, finance, people, and growth*. Here is a brief review of goals within each:

## Looking Ahead

### January 5

Board Meeting  
10:00 am

### January 14

Peer Group Meeting  
Acute Care/Longterm Care /  
Quality—10:00 am

### January 20

Brown Bag Lunch Series  
12:15 pm

### January 21

Peer Group Meeting  
Nutrition Services—10:00 am

### January 28

Peer Group meeting  
CFO— 10:00 am

### February 3

Board Meeting—10:00 am

### February 8

Conference calls  
Laboratory—11:00 am  
Clinics—12:00 pm  
Pharmacy—2:00 pm  
Radiology—3:00 pm

### February 11

Peer Group Meeting  
Business Office/ HIM—10:00 am

### February 17

Brown Bag Lunch Series  
12:15 pm

### February 18

Peer Group Meeting  
IT—10:00 am

### February 25

Peer Group Meeting  
Education / HR —10:00 am

### March 3

Board Meeting—10:00 am

### March 11

Peer Group Meetings  
Env Serv / Facilities—10:00 am

### March 17

Brown Bag Lunch Series  
12:15 pm

### March 25

Peer Group Meetings  
Foundation / Marketing —  
10:00 am

**SERVICE:** The Hospital Cooperative will provide services that are valuable to member hospitals. Services will include the development of both a shared hospital employee insurance product and products that can be made available in each of your communities.

**QUALITY:** The Hospital Cooperative will support quality activities and best practices at member hospitals. THC will continue to support the sharing of information achieved through successful peer networks and the further development of shared information systems between members.

**FINANCIAL:** The Hospital Cooperative will achieve financial stability by planning and diversifying revenue streams. New vendor partners are being developed to bring value to the hospitals and help with the future growth of THC. THC will continue to review and apply for funding for programs that support the mission, vision, and values.

**PEOPLE:** The Hospital Cooperative will develop partnerships and support community based activities with member hospitals. Telehealth expansion will continue to be a network priority as this allows rural residents to gain access to needed services.

**GROWTH:** The Hospital Cooperative will foster growth of THC staff and staff at member hospitals. THC will bring high-quality and timely leadership education and training to member hospitals both in a face-to-face and tele-health environment.

During the first 10 years, THC has been successful because of the commitment of member hospitals. Each of you should be proud of your individual and facility contributions, as without you there is no us. Continue to stay involved, ask questions, and make suggestions to THC and the next 10 years will be even better!

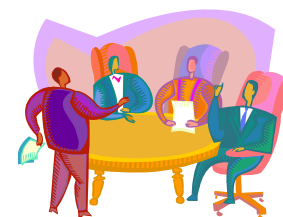


## ISU

The next Northwest Rural Nurse Residency cohort begins in January. During the last two years, 220 nurses from 23 states have enrolled in the year long program. Graduates' retention and competencies rates are well above 80%. Contact [nurseopd@isu.edu](mailto:nurseopd@isu.edu) for applications. Go to <http://isu.edu/nursing/opd/> for more information. In addition to residency benefits, residents and members of the Rural Nurse Organization are entitled to a free monthly rural nurse video webinar series. Others pay \$10.

## Western Region Flex Conference

Ninth Annual Western Region Flex Conference  
June 22-23, 2011  
Harrah's Lake Tahoe  
Lake Tahoe, Nevada  
*Hosted by the Nevada Office of Rural Health*



## The Hospital Cooperative Website Update



The Hospital Cooperative website ([www.hospitalcooperative.org](http://www.hospitalcooperative.org)) is currently under construction. Web Impakt is redesigning our website to have a fully functional calendar, forums, and a blogging feature. Our new website should be completed around March 1. We are excited to work with member hospitals to have useful and valuable tools available on our website.

## Of Note

### Bear Lake Memorial Hospital

Bear Lake Memorial Hospital announces the launching of its \$3 million "Make-a-Healthy Donation" capital campaign dedicated to build new private patient rooms, a new nurses station, and private intensive care unit patient rooms. The three-year campaign, which will seek tax-deductible contributions from individuals and hospital employees, funding from grants and federal appropriations, and utilize funds pledged by the hospital auxiliary, will be conducted by the Bear Lake Valley Health Care Foundation.

"I've worked at Bear Lake Memorial Hospital for 33 years now and in that time, we have remodeled nearly every area of the hospital and nursing home, with the exception of our patient rooms," says Rod Jacobson, BLMH administrator. "The rooms are the same size and design as they were in 1950 when the hospital was built. When you are sick enough to be in a hospital you don't need or want to have a roommate. Providing private rooms is a must if Bear Lake Memorial is going to hold itself out as a state-of-the-art, high-quality hospital."

The new design will create 20 private patient rooms, four new private I.C.U. rooms and a new nurses station. The new, larger private patient rooms will have private bathrooms, a family area for lengthy and comfortable visits, and a nurse's computer station for access to electronic medical records. Jacobson notes, "We are not adding more general patient rooms with the design. We are currently licensed for 21 beds and when the remodel is over we will have 20 beds plus 4 I.C.U. beds. The point of the remodel is not to add beds, but to make our patients and their family members more comfortable in the beds we have." The two new patient wings will look and feel much like the new north wing on the hospital's nursing home. The hallways will be extra wide, the ceilings extra high and sky lights will be added for new more natural lighting. The atmosphere is designed to be homier and less medical. "We are a community hospital, not a sterile, tertiary care, mega-medical center," Jacobson says, "and we want to stay that way."

The hospital's renewal project has been under consideration for more than a year, and every possible funding source has been deliberated. The campaign plan includes \$1 million from grants and government allocations, \$200,000 from the hospital's ambitious and successful auxiliary, \$200,000 from the employees of the hospital, \$1 million from 4 or 5 major donors and \$600,000 from personal donations. Jacobson expresses great confidence in the community and feels the campaign will be a success.

### Bingham Memorial Hospital

This year may be the first in the 60 year history of Bingham Memorial Hospital that the New Year's Baby was born to a Bingham Memorial employee.

Addison Joanne, or Addie Jo as she will be called, was born on 1.1.11 at 9:30 PM. She weighed 8 lbs. 5 oz., and was 22 inches long. Her parents are Jason and Holly Annen of Pocatello. Holly has worked in Bingham Memorial's Radiology department for the past two years.

Addie Jo is Jason and Holly's first child, and they are excited to begin parenthood. Their families are thrilled with the arrival of their newest grandchild. "Addie is the beginning of a new generation of grandchildren in both of our families," said Jason. "It has been almost 10 years since my parents have had a grandchild, and close to 8 years in Holly's family."

For delivering the New Year's Baby, at Bingham Memorial Hospital, the Annen's received over \$500 worth of gifts from the hospital. Baby Addie received a stroller, clothes, toys, blankets, bath supplies, a wet-wipe warmer, and car seat cover. Jason and Holly were given a digital camera that they will use to take many pictures of their new baby.



### Madison Memorial Hospital

#### Hospitalist Program

We are pleased to share our Hospitalist Program at Madison Memorial Hospital. We are excited to have added this service, because studies have proven such programs have shown increase efficiency, lower hospital care costs, reduces readmission rates, demonstrates a higher patient satisfaction rate, sustains the quality of care provided, and ultimately better outcomes for the patients.

The in-house Hospitalist works very closely with the patient's primary care physician to provide care for the hospitalized patient. While the patient is here, the Hospitalist provides daily visits, ongoing care for intensive care patients, and consultation services. The Hospitalist Program is used at the primary care provider's discretion. Our premier Internal Medicine providers, Dr. Rodney Bates and Dr. Steven Lofgran, are available on a 24/7 basis as the designated Hospitalists. They also remain available to see patients at their Seasons Medical office for outpatient needs.

#### World Research Group Conference—A Division of World Congress

Congratulations to Kathy Virgil-Belding, CNO, and Dr. Edward Evans, OB/GYN, for presenting at the World Research Group Conference in Orlando Florida on December 8 and 9. This year's forum was entitled *Patient Centered Service Lines for Women* and featured twelve speakers, two of which represented Madison Memorial Hospital, from healthcare systems around the country.

Kathy presented on *Developing a Perinatal Financial Center of Excellence to Capture the Scope of Care*. It focused on how corporate healthcare facilities traditionally consider obstetrical and women's services to be financial "loss leaders" for their healthcare market; however, data has proven that women are the gatekeepers for their families and drive the decision making of when and where to obtain healthcare services. A "strategic model" application was presented with case studies over the past decade from Florida, Virginia, Washington, and preliminary data from Idaho that has consistently enhanced contribution to margin - proving that OB/women's care is indeed a value added service line fiscally.

Dr. Evans presented on *How Evidence Based Medicine Can Establish a Culture of Safety: A Practical Approach to Inpatient Critical Care Pathway Orders for Obstetrics and Gynecology Services*. It discussed utilizing principles that have revolutionized the airline industry and applying them to the medical environment, specifically OB/GYN services.

Dr. Evans discussed examples for replacing ambiguous processes with extensive checklists used to establish critical care pathway orders, described practical approaches for implementation, and highlighted initiatives that achieved results, all while decreasing potential risks and complications.



### Minidoka Memorial Hospital

Minidoka Memorial Hospital volunteer Bonnie Dalley was recognized for 50 years of dedicated service to the patients and visitors of our community hospital.

The original 'Pink Ladies' organization was established in February of 1961 shortly after the opening of the new Minidoka Memorial Hospital. More than thirty women joined the fledgling organization the first month. Bonnie Dalley was elected the first president of the organization in 1961 and continues to serve to this day as the corresponding secretary.

The 'Pink Ladies', now known as Minidoka Memorial Hospital Volunteers, have provided countless hours of service that include an information desk, help with the Red Cross blood drives, registration for our annual health fair, crafts and hair day for our residents of Countryside Care and Rehab. The organization also contributes thousands of dollars annually to brighten and beautify Minidoka Memorial Hospital. Over the years, the MMH volunteer organization has also helped college and university students with scholarships to further their education in health related fields.

Congratulations to Bonnie Dally (wife of Dr. Arthur Dalley - retired) for so many years of service to Minidoka Memorial Hospital and the mini-Cassia community.



## Oneida County Hospital

Oneida County is happy to announce that they now have the latest endoscopic technology for performing colonoscopies to help diagnose disease in the upper and lower gastrointestinal (GI) tract. Oneida County Hospital saw the need for this new, upgraded technology and is leading the way in providing the best possible screening and diagnostic tools for the patients it serves. Colon cancer is the second leading cause of preventable and treatable cancer-related deaths for men and women in the U.S. It is recommended that beginning at age 50, both men and women should be screened for colon and rectal cancer and only 30 percent take the precaution of having a screening colonoscopy. Risk factors, such as a personal history of colorectal cancer (CRC), adenomatous polyps, a strong family history of colorectal cancer or polyps, change in bowel habits, or blood in the stool.

High-definition endoscopy combined with a narrow-band imaging machine provides advanced performance to provide our physicians with the tools needed to perform the most challenging procedures with confidence, and reliable results. The new equipment provides high-definition imaging performance that allows the physician to see and display the images in better clarity. The narrow band imaging machine allows the physician to see hidden tissue structures which helps decrease examination time and reduces unnecessary biopsies. The compact design of the colonoscope improves patient comfort and while still providing outstanding image quality.

Oneida County Hospital is providing the most advanced technology for this procedure. The physicians are able to remove any polyps and obtain biopsies for pathology to help detect cancers early so they can be removed during the colonoscopy.

## Portneuf Medical Center



It is our pleasure to announce a new member of the Portneuf Medical Center leadership team. Brenda Baumgartner (Stanley) is well recognized in the Southeast Idaho area due to her most recent position as News Director and Nightly Anchor of KPVI Channel 6, the local NBC affiliate. Effective January 17, 2011 Brenda will assume the position of Director of Marketing and Public Relations for Portneuf Medical Center.

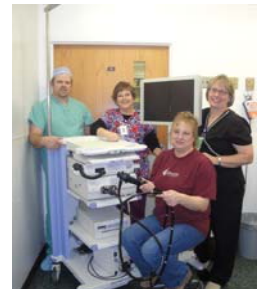
Besides a successful career in the television news business, Brenda was previously the Assistant Administrator and Spokesperson for Eastern Idaho Regional Medical Center in Idaho Falls (EIRMC). In that capacity Brenda oversaw the Marketing and Public Relations functions for EIRMC as well as physician recruiting and hospitality related services.

Brenda holds a B.S. in Broadcast Journalism from the University of Utah, Salt Lake and an A.S. in English from Dixie College in St. George, Utah. She has received numerous awards including: Scripps Howard National Reporting Award, Eastern Idaho's Favorite Anchor Award, Hearst Journalism Award, SPJ, and Idaho Press Club.

Clearly we could do no finer from the ability to communicate to our community on behalf of Portneuf Medical Center. Please join us in welcoming Brenda to the Portneuf Medical Center family.

## St Benedicts Family Medical Center

St. Benedicts was awarded a grant in the amount of \$24,720 to provide mammograms and breast cancer education to Magic Valley residents of Jerome, Lincoln and Gooding counties. "We are proud to offer this invaluable cancer screening service at little or no cost for the women of Magic Valley," states Cindy Lohmann, Assistant Administrator of St. Benedicts. This grant enables women who are over 40 and have not received a mammogram before to have a screening mammogram free or at a reduced cost. "We really want to reach the underserved population of women who cannot afford mammogram services and applaud the continued support Idaho gets from Susan G. Komen," states Betty Sugden, MD, Chief Medical Officer at St. Benedicts. Many Idaho women are unable to afford these services, which is why Susan G. Komen reviews grant applications annually to award medical facilities funds to provide mammograms, breast cancer screening education and treatment services to the women of Idaho. Funding for this program comes in via fundraisers and one of Idaho's largest is the **Susan G. Komen Race for the Cure** which is slated for May 7, 2011 in Boise. To find out if you or a loved one qualify for a free or reduced cost mammogram, please contact the Radiology Department at (208) 324-XYRAY (9729).



## Star Valley Medical Center

Star Valley Medical Center has been awarded a \$54,000 grant from the State Land Investment Board and Wyoming Department of Transportation for a 12 passenger minibus for the Star Valley Care Center. This will allow them to continue to maintain and improve the quality of resident's lives by updating to a more passenger friendly and safety oriented bus for transportation to appointments, field trips and shopping.

Star Valley Medical Center has also recently filmed a virtual tour of the medical center, which will be posted on their website and created a hospital Facebook page to create more exposure to events.



## Teton Valley Hospital

Congratulations to the billing staff and other employees that participated in the rigorous 17-course Coding & Billing training series offered by Brown Consulting Associates. The online classes began August 2010 and ended December 30. Training costs of almost \$2,900 were paid by a grant.

## Cooperative Questions of the Quarter

Below are the questions that we received in the past quarter. If you would like a copy of the answers we received, please e-mail Jamie at [jamiemp@portmed.org](mailto:jamiemp@portmed.org).

- *I am hiring a new cook and would like to ask some situational questions that would be specific to a cook position; I am also thinking about asking them to demonstrate their skills. Does anyone have questions they use that are helpful and has anyone requested a demonstration of skills in the interview process? Thank-you to any responders for suggestions and help!*
- *"What are your medical staff bylaw requirements for Board Certification of physicians on the medical staff at your facility?"*
- *How do you handle MSDS's in your facility? Collect and catalog them in paper format or electronic format? How do you do the hazardous waste break-out? How do you let staff know how to safely handle a hazardous substance? How do you let staff know how to dispose of a hazardous substance? What department is responsible to catalog and collect the MSDS's? How do you update the MSDS's? What department is overall responsible for the MSDS's?*
- *Is anyone currently providing any outpatient plastic surgery and if so, what services are you providing?*
- *Is anyone is doing pre-employment competency testing for computer literacy, customer service, etc.. If, so are they satisfied with the results and would recommend their process? What vendors are being used? Is it cost-effective?*
- *What policy does your facility have in place regarding Workers' Compensation and if anybody has a nurse performing triage to determine the extent of the accident?*





*The Hospital Cooperative*

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### Helpful Links

[www.hospitalcooperative.org](http://www.hospitalcooperative.org)

[www.aha.org](http://www.aha.org)

[www.healthandwelfare.idaho.gov/Health/RuralHealthandPrimaryCare](http://www.healthandwelfare.idaho.gov/Health/RuralHealthandPrimaryCare)

[www.ichnllc.org](http://www.ichnllc.org)

[www.idahohospitalcareers.org](http://www.idahohospitalcareers.org)

[www.isu.edu/irh](http://www.isu.edu/irh)

[www.narhc.org](http://www.narhc.org)

[www.nchn.org](http://www.nchn.org)

[www.nrharural.org](http://www.nrharural.org)

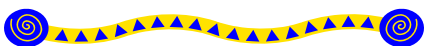
[www.ruralcenter.org](http://www.ruralcenter.org)

[www.ruralhealthweb.org](http://www.ruralhealthweb.org)

[www.teamiha.org](http://www.teamiha.org)

[www.wyhospitals.com](http://www.wyhospitals.com)

[www.yourbrightpath.com](http://www.yourbrightpath.com)



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## Spotlight: MEDICAL MANAGEMENT “MEDMAN”



### Management Support for Your Physician Clinics

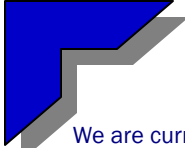
Member hospitals can now help to maximize the performance of their local physician practices through a new THC affiliation with an Idaho practice management company. As our hospitals are integrating by acquiring, developing and managing their owned medical practices, THC has been asked to offer support to these initiatives. Managing physician offices is not just a hospital diversification; it's an entirely different business – one that can perplex hospital CEOs.

Medical Management, or MedMan for short, is a new physician practice management partner for THC. MedMan places and supports practice managers in hospital settings. They guarantee that hospital administrations will be happy with the operation of their owned practices. A team backs up the on-site clinic manager with specialized full time, Boise-based experts in areas such as physician compensation, compliance, coding, revenue cycle management, legal and finance. On-line access to MedMan practice management research, data, policies and forms further extend the local clinic manager.

MedMan's president is Jim Trounson, the former 1970's CEO of Salmon's Steele Memorial. Jim, a native of Wendell, founded MedMan 34 years ago as America's first physician practice management company. Jim states, "MedMan's purpose is simply to create healthcare access through clinics that work. We deploy world-class expertise into rural communities, making quality provider recruiting and retention more likely by helping to create robust medical practices. Physicians appreciate that their hospital thought their practices were so important that they partnered with the oldest and best practice management company in the country, MedMan."

As part of the partnership agreement, MedMan rebates 5% of its fees to THC and will broadcast four free educational sessions into THC facilities each year. They have offered to visit all our sites to introduce their services.

MedMan's website is [www.MedMan.com](http://www.MedMan.com). The phone number is (208) 333-0000.



### Telehealth Corner

We are currently working with THC member hospitals on new clinical services. Starting in January 2011, Oneida County Hospital began offering tele-oncology services from Dr. Andrew Pierson, M.D. and Dr. Michael Francisco, M.D., at Portneuf Medical Center. Tele-oncology was first pioneered at Steele Memorial Medical Center with great success. We look forward to providing greater access for rural residents through telehealth applications in the near future.