

Cooperative Connections

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THC Announces Exciting Start to 2010 Leadership Development Series



The Hospital Cooperative's 2010 Leadership Development Series starts off with a bang by welcoming author, speaker, and expert, Don Aslett on Friday, March 26th at the Pocatello Holiday Inn. Mr. Aslett will present on "How to Have a 48-Hour Day" and "How to Upgrade and Motivate Your Employees...and Yourself". This educational opportunity will be from 9:30 a.m. to 4:00 p.m. with registration beginning at 9:00 a.m. In addition, lunch and exciting giveaways will be a part of the day. THC members, please see your human resources department to register. We hope to see you there!

Looking Ahead

March 4

THC Board Meeting

March 5

Peer Group Meetings
 Long Term Care
 10:00 am to 1:00 pm
 Nutrition Services
 1:00 pm—4:00 pm

March 16

Jennifer Presents...
 "Program Planning
 and Implementation"
 12:15 pm—1:00 pm

March 18

Brown Bag Lunch Series
 "Presentation Magic"
 12:15 pm—1:00 pm

March 19

Peer Group Meetings
 Quality Management
 10:00 am TO 1:00 pm
 Acute Care
 1:00 pm—4:00 pm

March 25

Business Series
 "Microsoft Outlook
 2003"
 10:00 am—12:00 pm

March 26

Leadership Education
 Don Aslett
 9:00 am—4:00 pm

Casting for Recovery

Today, over 500 women will be diagnosed in the United States with breast cancer. One of those women may be you, or someone you know and care about. A breast cancer diagnosis has a deep impact on family, friends, and neighbors. That's where Casting for Recovery can help.

The mission of Casting for Recovery (CFR), a national non-profit support and educational program for women who have or have had breast cancer, is to provide no cost fly fishing retreats. CFR makes a difference to women in their survivorship by providing essential skills to assist them to better cope with the emotional and physical issues they experience. Weekend retreats incorporate counseling, educational services and the sport of fly-fishing to promote mental and physical healing. CFR is committed to socioeconomic and cultural diversity. Women whose lives have been profoundly affected by breast cancer are given the opportunity to gather in a beautiful, natural setting and learn fly fishing, "a sport for life." Just as importantly, CFR offers an opportunity to meet new friends and have fun.

Casting for Recovery provides weekend retreats at no cost to the participants including lodging, meals, and professional instruction. **Any woman who has experienced breast cancer is eligible to attend a retreat (with medical clearance from their physicians).** Trained facilitators staff each retreat including: a psychotherapist, a health care professional (e.g. physical therapist, nurse), and four fly fishing instructors.

Why Fly Fishing and Breast Cancer? To Fish is To Hope!

The retreats provide an avenue for social support and group interactions, reducing the feeling of isolation many survivors might have. The dynamics of fly fishing provide a healing connection to the natural world, relieving everyday stressors and promoting a sense of calm. Fly fishing techniques provide a gentle exercise for joint and soft tissue mobility. The retreats offer a forum for women with similar experiences to meet, learn a new skill, and gain a respite from their everyday concerns.

The Program

Volunteers and organizations from each community are involved in the retreat. Guidelines are used to maintain the quality and consistency of retreats. Participants learn the fundamentals of fly casting, entomology, knot-tying, and equipment basics – but most importantly, participants spend time on the water practicing catch-and-release fishing. Counseling and medical information is available throughout the weekend, including an evening group session on Saturday nights. Educational resources are available, such as fly fishing opportunities and breast cancer information. Women are encouraged to participate at their own level of comfort.

The 2010 retreat for the state of Idaho will be held June 4-6 at Living Waters Ranch, Challis, ID. Breast cancer survivors interested in attending must apply by March 26, 2010. Information and applications can be obtained at www.castingforrecovery.org.



Of Note

Bear Lake Memorial Hospital

June Mortenson was nominated for March's "Above and Beyond" award by Dr. Thakur. June has worked at Bear Lake Memorial for four years. She graduated from Idaho State University's Associated Degree Registered Nursing (ADRN) program and received her RN certification in August 2009. She is currently working in dialysis, acute care and is also the hospital lactation counselor. June has two daughters and is very excited to become a Grandma in July.

Zach Phelps, Dialysis Administrator, comments that "June has been an excellent addition to the dialysis staff. Not only does she have excellent clinical skills, but she continually goes out of her way to make sure that each patient feels like they are the only person in the room. She always maintains a positive attitude and brightens the day of everyone around her with her wit and charm. Bear Lake Memorial is privileged to have her on our staff, and I am thrilled that she is a member of our team."



Bingham Memorial Hospital

In December, the College of Massage Therapy at Bingham Memorial Hospital received a letter from the Accrediting Bureau of Health Education Schools (ABHES) to commend them on a flawless on-site evaluation in September 2009, and has been awarded a Certificate of Accreditation.

This designation signifies that the College of Massage Therapy has met the eligibility criteria and evaluation standards of the ABHES and will continue to comply with the policies and procedures for maintenance of accreditation as established by this organization.

In February, the College of Massage Therapy attended the National ABHES Convention in Las Vegas to receive special recognition and an award for their extraordinary efforts that led to their flawless on-site evaluation.

"Accreditation is a major step in allowing students to use federal funding, and student loans to gain an education in massage therapy" said Gail King, Director, College of Massage Therapy.

Students at the College of Massage Therapy attend a ten-month training program while completing over 600 hours of classroom instruction and clinical experience. Upon completion, students are prepared to enter the workforce as massage therapists and complete the national certification exam. Bingham Memorial Hospital is the only hospital in Idaho to offer in house massage therapy for both patients and the community.

The College of Massage Therapy is currently welcoming students who wish to pursue a career in massage therapy, and offers discounted student massages every Friday and Saturday. For more information call (208) 785-3859.

Portneuf Medical Center

Mary Murphy, RN Behavioral Health Services was recently awarded the **March of Dimes Idaho Nursing Excellence Award** in Boise on November 14th. This year, the Idaho March of Dimes honored forty nurses across the state of Idaho whose contributions have made a significant impact in their workplace, community, and in the enhancement of the nursing profession.

Criteria for the award includes:

- Licensed and currently practicing in the state of Idaho for at least three years
- Sets highest standards for outstanding patient care
- Significant contributions to the image of the nursing practice
- Affected positive change in the workplace and community



Below are comments presented in Mary's nomination for this award:

"As a psychiatric nurse, Mary has a gift for working with patients who are struck with chronic mental illness, such as schizophrenia. Her patience and compassion with these individuals creates a trust that provides the patients a feeling of comfort as they comply with their medication management and other aspects of the treatment plan. This is a rare talent when working with patients suffering an acute psychosis."

"In the mental health profession, it is not uncommon to find patients disheveled and at the bottom in regards to self-esteem. Mary will focus on dignity in her patient care, and uses her past skills as a hair stylist to literally transform patients overnight. The combination of a new haircut and good psychiatric nursing can carry a patient to a new point of self worth. These actions inspire our patients, her peers, and our physicians to achieve greater results."

Please join us in congratulating Mary Murphy and recognizing the gifts she provides our patients on a daily basis.

Steele Memorial Medical Center

Steele Memorial Medical Center was recognized for achieving first place in the rural category of the Blue Cross of Idaho 2009 Hospital Quality Awards. The award honors top performing hospitals, participating in the Blue Cross Hospital Quality Incentive Program, for providing quality patient care. Ms. Alexander-Lane, CEO stated that, "SMMC has a wonderful and effective staff. Receiving this award would not have been possible without their dedication to patient care." Steele Memorial also received this award of achievement in 2007. This year's award will be presented at the Annual Patient Safety and Quality Improvement Conference on April 15, 2010 in Boise, Idaho.

In addition, Steele Memorial Medical Center was recently recognized in *Health & Health Networks* online magazine for the successful implementation of information technology. As noted in the article written by Cynthia Hedges Greising, she highlights the benefits of the implementation by stating, "SMMC's IT system has reduced patient transfers, improved the timeliness of treatment and provided physicians with work flexibility—all changes that have improved care."



Insights—by Jon Smith

Becoming an employer of choice within your community is very powerful. This will enable you to attract the best and the brightest talent available in your community, regardless of the role for which you are hiring. Below are six key principles, according to Sandy Asch, author of *Excellence at Work—The Six Keys to Inspire Passion in the Workplace*, that will help your hospital become an employer of choice:

1. **Use your word wisely.** It is important to communicate with employees with honesty, openness, and respect. Communications should focus on what is possible.
2. **Be accountable.** Employers should act proactively and be committed to truth telling, focusing on the question behind the question rather than offering excuses or explanations.
3. **Focus.** By focusing on independent goals, employers can extract the greatest value from the efforts of employees.
4. **Mine the gold.** Employees and managers should strive to bring out the best in their employees, and be committed to collaboration and cooperation.
5. **Strive for balance.** Employees will be vital and energetic at work as a result of a balanced life. Employers should therefore give their employees the opportunity to refresh and renew.
6. **Lighten up.** Perhaps the most difficult of the six principles, employees should not take themselves so seriously. Employers and their employees should seek to bring laughter and joy to the workplace and look for opportunities to make other people's day.

Health care settings are unique as typically our customers are not happy to be there. Creation of a positive working environment is critical to providing the best quality health care environment. I encourage each of your hospitals to review the principles listed above, assess where you are, and strive to become an employer of choice. ●

*March is
National Nutrition Month*

For more information on Health Weight Management and great ideas on how to Cut Calories—please visit www.eatright.org



Cooperative Questions of the Month

Below are the questions that we received in the past month. If you would like a copy of the answers we received, please e-mail Jamie at jamiiep@portmed.org.

- *Does your facility have any light duty policies? Do you offer them to all employees or only those with work related injuries?*
- *Do you have any information on what other COOP hospital do regarding benefits. Do they offer them at hire or after 90 days d are they offered to all or just employees that work FT or RPT? Also how many hours do employees have to work to be eligible for benefits?*
- *“A hospital has contacted us in regards to the use of social networking/media tools such as Facebook and Twitter within a facility. Has anyone created policies or procedures on using these tools? Have they been banned for usage or encouraged for hospital marketing purposes? Please provide your hospital’s stance and any experiences on using Facebook and Twitter.”*
- *I have been asked about forming an Ethics Committee in our Facility. Do you know if any of the other small facilities have done this and if so – do they have a Policy or Plan we could copy? ●*

Cooperative Connections

Jamie Pehrson, Editor

The Hospital Cooperative Executive Board

John Hoopes, Chairman	Dallas Clinger	Rod Jacobson
Steve Perry, Vice Chairman	Kim Dahlman	David Rowe
Victoria Alexander-Lane	Jeff Daniels	Norman Stephens
Mike Andrus	Mitch Felchle	Alan Stevenson
Carl Hanson	Todd Winder	

Staff

Jon Smith, Executive Director
 Robert Cuoio, Director of Operations
 Jamie Pehrson, Administrative Specialist



Telehealth Corner

Telemedicine is an incredibly valuable resource due to the intricate and immediate nature of what and how it can communicate. Being able to openly discuss a patient’s medical records with a specialist many miles away in a video-conference is all incredibly beneficial to both patients and physicians. However, security measures have to be taken to keep that same information confidential. Each patient is entitled to privacy and the knowledge that only qualified medical professionals are involved in their care plan. Much of the improved security in telemedicine can be attributed to the development and use of encryption keys. These SSL (secure socket layer) keys often have a 128 bit or even 256 bit encryption method, which means that there are up to 256 individual variables that can each have permutations. It would take a super computer hundreds of thousands of years to simply print out the number of possible permutations, let alone actually try to ‘crack’ the code. Only the matching key can unlock the encryption. Thus, the use of telemedicine not only increases access to care and but also is extremely secure for the patients. **C**



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Helpful Links

www.hospitalcooperative.org

www.aha.org

www.healthandwelfare.idaho.gov/Health/RuralHealthandPrimaryCare

www.ichnllc.org

www.idahohospitalcareers.org

www.isu.edu/irh

www.narhc.org

www.nchn.org

www.nrharural.org

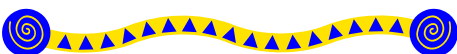
www.ruralcenter.org

www.ruralhealthweb.org

www.teamiha.org

www.wyhospitals.com

www.yourbrightpath.com



Spotlight: National Cooperative of Health Networks Association (NCHN)



National Cooperative of Health Networks Association (NCHN) is a not-for-profit national professional membership organization, which is governed by its members through an elected Board of Directors. Founded in the late 1980s, NCHN was incorporated in 1995. In the beginning, NCHN was comprised of 5-7 members representing newly formed health networks. Today the membership is approximately 60 organizations across the nation and growing. Our mission is to support and strengthen health alliances through collaboration, networking, leadership development and education. NCHN provides a variety of services to help members maximize the potential of their networks. Some of the major benefits of membership include the annual education conference; regional meetings focusing on a specific topic; quarterly membership calls; access to Business Partner Program; Network Director Salary Survey; Executive Coaching Program; and a deeply discounted subscription rate to Grant-Station. The major benefit that members repeatedly report receiving from their NCHN connection is the opportunity to network with peers to share best practices & solutions to challenges.

NCHN's headquarters is located in Hardinsburg, Kentucky. Rebecca J. Davis, Ph.D., serves as their Executive Director. Their 16th Annual Conference will be held in San Antonio, TX, April 19-21, 2010. For more information about NCHN please visit their website at www.nchn.org or call Rebecca at 270-925-5611.

The Hospital Cooperative is currently an active member of NCHN and has been since its creation in 1999. Jon Smith, Executive Director is currently a board member and a committee chair for this outstanding organization.



Visit www.hospitalcooperative.org to see how we're Connecting Health Care in the Intermountain West