

MEDICAL INSIDER™

A Newsletter for Physicians Using HMA Facilities

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HAPPY THANKSGIVING, At this time of year as we gather family and friends with us, it is important to reflect on the accomplishments of the year and challenges that lie before us. All of us at HMA want to wish all of you who help care for our patients a very relaxing and enjoyable Thanksgiving Holiday Weekend. We couldn't care for the numerous people who seek assistance at our facilities without the wonderful work you and your team do.

Please feel free to write us with your observations, suggestions or thoughts at Ron.Riner@hma.com or riner@rinergroup.com.— Ronald N. Riner, MD, Chief Medical Officer

CONTINUED FOCUS ON CUSTOMER SATISFACTION

HMA recently entered into a relationship with a premier provider of healthcare satisfaction measurement services—Press Ganey Associates, Inc.

Press Ganey works with more than 7,000 healthcare facilities, including 40% of all U.S. hospitals, and offers the largest comparative data basis in the industry. It is hoped that by harnessing the information provided by Press Ganey HMA will be in a position to benchmark their customer satisfaction and quality improvement efforts.

You should be aware that Press Ganey will be sending surveys to a random sample of patients in the Inpatient, Emergency Department, and Outpatient Surgery and Treatment settings. They will coordinate all HCAHPS (Hospital Consumer Assessment of Healthcare Providers & Systems) serving in accordance with CMS regulations and will conduct The Annual Physician and Employee Survey Process. By administering all of the customer satisfaction surveys, Press Ganey will be able to link various performance metrics and provide HMA with an integrated data set that has never been available previously.

Outputs of the physician survey which will occur in the first quarter of 2010, and other surveys will be shared with physician leadership throughout the company at appropriate forums. Your continued participation and assistance in these surveys is deeply appreciated.

HMA NATIONAL PHYSICIAN LEADERSHIP FORUM

The National Physician Leadership Forum was held in Orlando, Florida at the Marriott Orlando World Center on Oct 1-3, 2009. Physician leadership representatives from each hospital campus as well as the CEOs and numerous corporate executives met to discuss major issues impacting delivery of healthcare across our campuses. The theme of the meeting was Healthcare Delivery Complexity—The Importance of Teamwork and Collaboration. Following are key agenda items and presentations.

Goals & Objectives, Legal Issues

- Ron Riner, MD, CMO
- Tim Parry, Esq., Sr. VP & General Counsel
- **The HMA Company Strategy—Looking Forward**

- Gary Newsome, CEO
- Kelly Curry, CAO

The Power of Teamwork

- Jerry Linenger, MD, former NASA Astronaut
- **Healthcare Current—Healthcare Future—Trends Impacting Healthcare Delivery 2010**

- Ron Riner, MD, CMO

“Customer” Satisfaction—Where are We Currently? Where are We Going? Why Is It Important?

- Scott Campbell, VP Operations, Physicians/Customer Development
- Gary Tomcik, Director
- Mike Heyner, Manager
- Renee Mehrzad, Intern

Emergency Department—Under the Microscope

- Stan McLemore, VP Operations, Finance
- **Understanding Initiatives and Process for Improvement in the Emergency Department**
- Lynne West, RN, Corp. Dir. Emergency Services

Best Practices

Emergency Department Lessons from the Field

- Monte Bostwick, CEO, Yakima RMC
- Doug Coon, MD, ER Director, Yakima RMC
- Lance Jones, CEO Carolina Pines RMC
- Jim Balvich, MD, Carolina Pines RMC

Marketing & Communication—

Getting the Message Out

- Eric Waller, Chief Marketing Officer
- **Practice Management Activities—The “What” and Why” of the Matter**

- Mike Gingras, VP, Physician/Practice
- Brad Jones, Division III President

Physician-Hospital Alignment Activities—Lessons Learned from our Efforts in Hospital Syndication

- Pete Lawson, EVP

Focus on Patient Safety—Falls Program

- Lisa Gore, RN, Sr. VP Patient Safety & Nursing

Focus on Patient Safety—CareView—

A Work in Progress

- Pam Rudisill, RN, VP Patient Safety & Nursing
- **The Patient Safety Committee—An MD’s Perspective**

- Art Cooler, MD, Member, Patient Safety Committee

Healthcare Reform October 2009: Is Healthcare Reform in Your Future

- Gail R. Wilensky, PhD, Senior Fellow, Project HOPE
- **Quality Reporting—At the Level of Your Practice**
- Joseph Cacchione, MD, EVP, St. Vincent Health System, Erie, PA

Physician Leadership Councils,

Lessons from the Front Line

- Stan Holm, CEO Pasco RMC
- Joseph Hubaykah, MD, Chair PLC, Pasco RMC
- Joe Pinion, CEO, Pine Ridge RMC

Controversies & Challenges in Recruitment—

A Team Approach

- Dawn Erickson, Mgr. Physician Marketing & Education
- **Information System & Physician Portal Update**
- Jim Jordan, VP
- Linda Johns, Clinical Systems Analyst