



**COASTAL CAROLINAS**  
HEALTH ALLIANCE

*Together we achieve a brighter future.*



## With our 60 contracts the Alliance has saved its member hospitals

This is our FIRST annual report! We hope that you enjoy it and find it beneficial.

I would like to start by thanking our staff, Yvonne Hughes, Michael Smith, Colin

O'Sullivan, Laurel Wendt and Gretchen Bodinsky for their hard work and dedication to our Alliance. They are one of the reasons we have done so well during the past year.

We've completed another successful year of network growth and have strived to fulfill our mission, which is to continue to provide value to all our members by facilitating improvement of quality and delivery of healthcare and the achievement of operational efficiencies through collaborative efforts. Our savings topped \$5.7 million dollars with 60 contracts and the savings to due ratio is 8.1 to 1. This year we embarked on a number of new initiatives that will broaden Alliance contracts into non-supply areas.

Recently, the Board of Directors adopted a new strategic plan that will expand group purchasing, develop joint venture arrangements with other alliances/networks and strategic partners, focus on benchmarking and member communications, continue networking and educational

opportunities, increase membership and strengthen healthcare manpower development in the region.

We would like to thank all of the Team members that have contributed their time and talent to share best practices with colleagues and cost savings ideas. CCHA is a committee driven organization, giving every committee member the opportunity to participate in decision making. Our twenty four teams are the real strength of the Alliance.

In this report we have highlighted some of our accomplishments and initiatives that support our mission. Our commitment is to continue to work for the member hospitals in developing programs and services which is a hallmark of the Coastal Carolinas Health Alliance.

**Larry Matheny**, *Executive Director*



approximately \$5.7 million dollars this year.



# COASTAL CAROLINAS HEALTH ALLIANCE

**Mission:** To provide value to members by facilitating improvement of quality and delivery of healthcare and achievement of operational efficiencies through collaborative efforts.

**Vision:** To be the preeminent hospital network characterized by collaboration, stellar member performance, commitment to mutual success, and a focus on healthcare issues.



CEO Bladen  
County Hospital

For more than sixteen years the Coastal Carolinas Health Alliance has provided a forum for member hospitals to share best practices, network, and work

together collaboratively to improve the quality, accessibility and affordability of healthcare for citizens in North and South Carolina.

There has been a spirit of cooperation and mutual respect between member hospitals, which has made our Alliance unique throughout the years. CCHA continues to be driven by our Mission of working together to make each hospital stronger and the values of Integrity, Trust, Respect, Collaboration and Commitment. We will continue our commitment to our founding principles.

It is a pleasure serving as the Chairman of the Board of Directors of the Coastal Carolinas Health Alliance and I look forward to working with the staff and the other hospital CEO's in expanding our Alliance and fulfilling our mission in the coming years.

**David J. Masterson, CCHA Chairman**



Alliance Day 2006



Bladen County Hospital,  
member since 1993

## CCHA Current Contracts

Automated Med-surg/Pharmacy Dispensing  
Beverage, Baking, Dairy, Fresh Produce  
Blood Services  
Business Office  
Computer Equipment  
Data Analyst Access  
Document Management  
Medical Device Re-manufacturing  
Med-surg Distribution  
Med-surg Products  
Nutritional Products  
Office Supplies  
Operational and Financial Data  
Pharmaceutical Distribution  
Pharmaceutical Products  
Physician Documentation System  
Primary and Secondary Foodservice  
Print Cartridges and Services  
Reference Lab Services  
Shredding Services  
Temporary Staffing



**Doshier Memorial Hospital, member since 1993**



**Alliance Day  
2006**



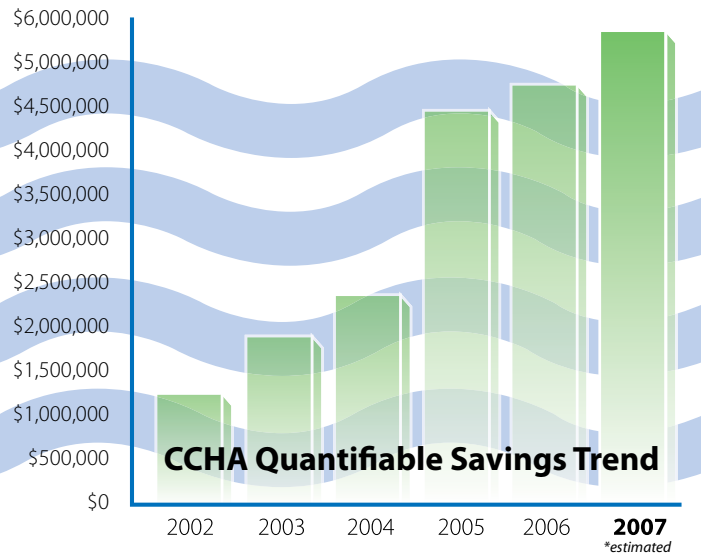
**2007 Chargemaster  
Review Seminar**



**New Hanover Health Network,  
member since 1993**

# We exceeded our Goal!

Coastal Carolinas Health Alliance (CCHA) has a history of producing significant cost savings for our members. This is only possible through regional collaboration efforts of all our members on cost savings initiatives. CCHA has 60 current regional agreements producing approximately \$5.7 million in savings for our members in fiscal year 2006-2007. Over the last five years CCHA members have benefited from nearly \$20 million in cost savings throughout their facilities.



Our organization is funded through a series of dues paid by owner member facilities. As a result of the success of this past year, CCHA members have seen an average of 8:1 return on investment (ROI). There are currently many cost saving initiatives that are being evaluated throughout the CCHA region. We expect fiscal year 2007-2008 to produce an even greater ROI and over all dollar savings to our members.

“Being part of CCHA brings NHRMC many benefits from education, networking to cost savings. CCHA membership is one of the best values in our industry.”

—Jack Barto, President & CEO NHRMC

## Tobacco Free Campus

Just one of the many programs and initiatives set forth by CCHA is becoming tobacco free by March 2008. Some CCHA alliance members plan to launch programs during the Great American Smoke Out November 15th 2007. Becoming tobacco free means that all tobacco products will be prohibited on the hospital property. Smoking will not be allowed by patients, staff and visitors. These principles have far reaching effects on the community and the people served by our alliance members.



**Columbus Regional Healthcare, member since 1993**



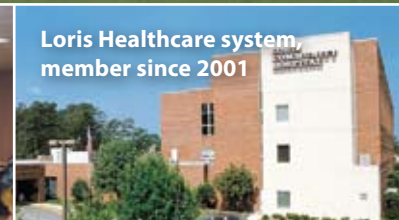
**Duplin General Hospital,  
member since 1993**



**Vendor Relations**



**2006 Medication Reconciliation  
Information Meeting**



**Loris Healthcare system,  
member since 2001**

# Value Added Savings

The Alliance has always generated cost savings through volume purchasing, which has enabled us to pursue other initiatives. Our ability to save money gives us the platform to provide our members with benefits that can't be measured in only dollars and cents. Value Added Savings are those things Coastal Carolinas Health Alliance provides to members to assist in improving the quality and delivery of health care in the communities we serve.

This year CCHA has provided member hospitals with an estimated \$707,000 in "consulting" services, professional development, and continuing education programs. Below are just a few examples of how CCHA has successfully assisted members:

## Consulting Services

- Operational assessment of Loris Healthcare System's Surgical Services Department
- Operational Assessment of Duplin General Hospital's Emergency Department
- MedModel Simulation of the effects increased visits would have on Southeastern Regional Medical Center's Emergency Department.

## Professional Development

- 2007 Nurse Leadership Conference: *Mitigating Risks and Creating a Culture of Safety through Effective Communication*
- 2007 Patient Safety Seminar: *Communicating at all Levels in Your Health Care Organization*
- 2007 Emergency Services Seminar: *Protecting our Caregivers, Violence Epidemic in US Emergency Departments*
- 2007 NC Prevention Partners: *Tobacco Free Initiative – Board Resolution*

One of the major strengths of CCHA is the willingness of our members to share best practices, benchmark data, and assist each other in times of need. Team members benefit through this collaboration and sharing of success stories to help improve the quality of processes in their facilities. This truly is the Mission of our Alliance.

2006 Nurses Leadership Conference

# Fiscal Year 2007 Goals & Objectives

## Value Added Services 10%

**\$707,000 in Value Added Savings**

- Operational Analysis
- Solucient Data Analysis
- Educational Conferences
- Residents Reception
- Consulting Services
- Carolina Amateur Radio
- Emergency Services

## Growth and Satisfaction 20%

**Member Satisfaction Survey Results**

- 11 Hospitals / Health Systems
- 4.3% out of a possible 5.0% Member Satisfaction
- 3.68% out of a possible 4.0% Committee Evaluations

## Networking 10%

**Information Sharing and Pooling of Creative Ideas**

- 24 Active teams; including CEO's of Member Hospitals
- Nurse Leadership/ Professional Development
- Disaster Preparedness
- Legislative Dinner
- Medication Reconciliation Collaborative
- Other Alliances

## Cost Savings 50%

**\$5.7 million in Quantifiable Savings**

- Pharmacy Distribution
- Blood Services
- Collections
- Med Surg Supplies
- Food Products
- Reference Lab
- Capital Equipment

# Initiatives for the Future

CCHA's Teams meet on a regular basis to evaluate a variety of cost savings, revenue enhancement and performance improvement initiatives. The Teams and Staff are currently working on the following initiatives:

## Insurance Products

- LTD, STD and Group Life
- Property and Casualty

## Patient and Equipment Tracking System

## Mobile Simulation Laboratory

## Transcription Services

## Regional Health Information Organization (ambulatory care record)

## Regional Needs Assessment

## Professional Development/Educational Programs

## Laboratory and Plant Operations Equipment Maintenance Contracts

## Employee Scheduling System

## Capital Equipment Purchases

## Increase Quantifiable Savings

## Expand Value Added Services



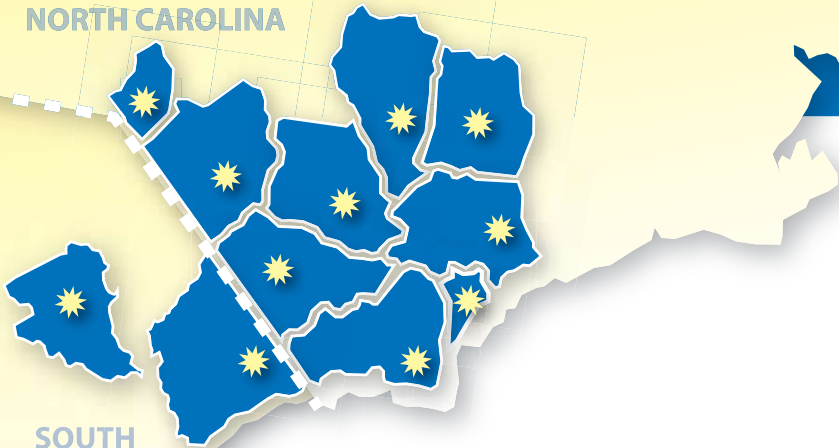
**Southeastern Regional Medical Center,  
member since 1993**



**2007 Chargemaster  
Review Seminar**



**Vendor Relations**



**Sampson Regional Medical Center,**  
member since 2001

**Bladen County Hospital**

CEO: David Masterson  
CFO: Jay Leatherman  
Location: Elizabethtown, NC  
Phone: (910) 862-5100  
www.bchn.org

**Columbus Regional Healthcare**

CEO: Bill Clark  
CFO: Robert Henshaw, Interim  
Location: Whiteville, NC  
Phone: (910) 642-8011  
www.crhealthcare.org

**Duplin General Hospital**

CEO: Harvey Case  
CFO: Lucinda Maready  
Location: Kenansville, NC  
Phone: (910) 296-0941  
www.dgh.org

**Dosher Memorial Hospital**

CEO: Edgar Haywood  
CFO: Dennis Coffey  
Location: Southport, NC  
Phone: (910) 457-3800  
www.dosher.org

**Loris Healthcare System**

CEO: Tim Browne  
CFO: Fred Todd  
Location: Loris, SC  
Phone: (843) 716-7000  
www.lorishealth.org

**New Hanover Health Network**

President/CEO: Jack Barto  
CFO: Ed Ollie  
Location: Wilmington, NC  
Phone: (910) 343-7000  
www.nhnn.org

**Pender Memorial Hospital**

Administrator: David Long  
Financial Officer: Carl Biber  
Location: Burgaw, NC  
Phone: (910) 259-5451  
www.pendermemorial.org

**Sampson Regional Medical Center—  
Affiliate Member**

CEO: Larry Chewning  
CFO: Jerry Heinzman  
Location: Clinton, NC  
Phone: (910) 592-8511  
www.sampsonrmc.org

**Scotland Healthcare System**

CEO: Greg Wood  
CFO: Matt Pracht  
Location: Laurinburg, NC  
Phone: (910) 291-7000  
www.scotlandhealth.org

**Southeastern Regional  
Medical Center**

CEO: Joann Anderson  
CFO: Thomas Johnson  
Location: Lumberton, NC  
Phone: (910) 617-5000  
www.srmc.org

**McLeod Health—Affiliate Member**

CEO/President: Rob Colones  
CFO: Fulton Ervin  
Location: Florence, SC  
Phone: (843) 777-2000  
www.mcleodhealth.org

# Values: Integrity, Trust, Respect, Collaboration, and Commitment.



Coastal Carolinas Health Alliance (CCHA) is a not-for-profit organization owned entirely by its member hospitals. CCHA is a network of hospitals in North Carolina and South Carolina whose mission is to provide value to its members by facilitating improvement of quality and delivery of healthcare and achievement of operational efficiencies. CCHA was established by visionary leaders who believe in simple guiding principles. These values form the foundation of the CCHA culture - Integrity, Trust, Respect, Collaboration and Commitment. CCHA has a proven track record of hospitals working together collaboratively to improve quality, accessibility and affordability of healthcare for the citizens of southeastern North Carolina and northeastern South Carolina.

## CCHA Staff

**Larry Matheny**  
Executive Director

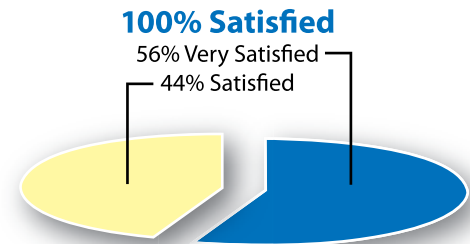
**Laurel Wendt**  
Executive Assistant

**Yvonne Hughes**  
Director of Projects and Alliance Relations

**Michael Smith**  
Director of Operational Improvement  
and New Vendor Relations

**Colin O'Sullivan**  
Director of Business Development and  
Corporate Negotiations

**Gretchen Bodinsky**  
Healthcare Consultant



**Our CCHA Member Satisfaction Survey reveals our members are satisfied with the results achieved by our group.**



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