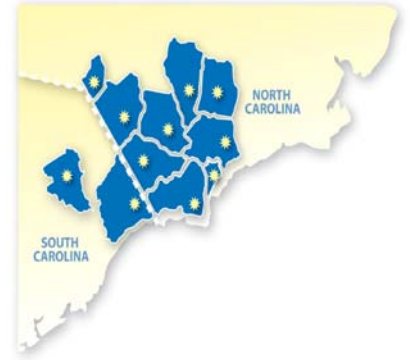




CCHA

Coastal Carolinas Health Alliance



EXECUTIVE DIRECTOR UPDATE:

Happy New Year! We hope that you are off to a good start in 2008. The Alliance finished a good year, thanks to the support and efforts of all of our teams. Our first quarter savings are on track to exceed last years savings and we'll start to see the benefits of several new or renegotiated contracts in the months ahead. Our quantifiable savings goal for this year is \$6.6 million in savings.

Alliance Day 2007 was a lot of fun. Liz Jazwicz, R.N. was our key note speaker and her humor and enthusiasm held our attention throughout the presentation. Her message on "Creating a Culture of Accountability" was entertaining as well as informative. She will be hard to top for next year!

SPECIAL POINTS OF INTEREST:

- 2007 Alliance Day and Residents Reception
- 2008 Nurse Leadership Conference
- 2008 Chargemaster Review Seminar
- Medicare Boot Camp

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2008 CHARGEMASTER CONFERENCE

Coastal Carolinas Health Alliance in partnership with HMI will host the "2008 Chargemaster Education and OPPS Reimbursement Training" in Carolina Beach NC. This two-day seminar will take place on Thursday, February 28th and Friday, February 29th at the Courtyard Marriot in Carolina Beach. The purpose of the conference is to provide you with the latest changes and

updates for CPT, HCPCS, Cat II & III Codes, APC's, and provide a forum for you to exchange ideas and interact with peers from across the region. Visit our website to view a comprehensive agenda for the sessions offered.

Speaking at this year's conference will be HMI presenter: G. Maria Caston, CCS, CPC-H, CCS-P, Senior Executive Di-

rector. Ms. Caston has over 30 years of experience in clinical healthcare settings. She specializes in performing full updates of facility charge description master; reviewing for appropriateness, and compliance of the CPT/HCPCS and UB revenue code assignments. The Chargemaster not only plays a critical role in generating revenue for hospitals.....



L to R—Jack Barto, NHHN; Avery Cloud, NHHN; Donna Bost, Cape Fear Hospital, Keith Strawn, NHHN; Dave Masterson, Bladen County Hospital Alliance Day 2007



2007 Strategic Partners Display

Twenty-four of CCHA's strategic partners participated in the vendor fair at Alliance Day.



2007 Strategic Partners Display

We truly appreciate their continued support.



Mark your calendars for the 2008 Alliance Day on November 7th!

Don't miss it!

EXECUTIVE DIRECTOR UPDATE, CONTINUED

The 2007 Residents Reception was a huge success! We had a record number of Resident Physicians attend and we look forward to hosting the event again this year on October 7th!

CCHA has expanded the number of educational programs and conferences for 2008 so be sure to visit our updated website at www.coastalalliance.org to check for our upcoming conferences. We will host a leadership-management training program offered during two days in the

spring and fall. The Education Directors Team and CCHA staff has worked to develop an informative program. Look for Leadership-Management Academy outline.

We would like to thank our 25 teams who worked on a variety of projects and community health programs throughout the year. Team participation continues to be the hallmark of our Alliance and makes us stronger. Teamwork, sharing of ideas, networking and cost savings initiatives are the cornerstones of our Alliance.

We look forward to working with you again this year and welcome your thoughts and suggestions on how we can make our Alliance even better.



Larry Matheny

THE 2008 NURSE LEADERSHIP CONFERENCE

On Friday, February 15, 2008, the Chief Nursing Officers of Coastal Carolinas Health Alliance will hold its fourth annual Nurse Leadership Conference at the Courtyard Marriott, Carolina Beach. Sponsored by McNeary, Inc; the purpose of the conference is to provide a forum for today's and tomorrow's CCHA nurse leaders to learn about the pertinent issues facing the nursing profession, exchange ideas, and interact with their peers from across the Alliance. This year's conference is entitled, "Developing a Just Culture. Patient Safety: Concepts and Action".

Speaking at this year's conference will be Michelle Hoppes, the Chief Executive Officer of Patient Safety and Risk Solutions. In addition to leading Patient Safety and Risk Solutions; Ms. Hoppes is a Distinguished Fellow of the American Society for Healthcare Risk Management. Michelle has over twenty-seven (27) years of experience in the health care industry and specializes in clinical risk management, just culture training, coaching, education,



disclosure, failure mode effects analysis, root cause analysis, and the evaluation and design of risk management and patient safety programs. She is a dynamic speaker who promises to make this year's conference informative and enlightening.

As you can see, this year's conference promises to be the most exciting ever. If you would like to attend please contact the Chief Nursing Officer or Education Director of your respective facility.

2008 CHARGEMASTER CONFERENCE, CONTINUED

Continued from page 1: but it is also a valuable tool for internal utilization and development of management reports and in the overall function of your hospital's compliance program. This presentation reveals the proper use of the Charge Master system for the process of review, assessment, and enhancement. Discussion will focus on the practical application of reviewing a ChargeMaster and participants will learn how to develop, review and implement changes to maintain a clean Charge Master for proper billing and reimbursement. The presenter will also review and discuss the departments with the highest risk of reimbursement and / or fraud and abuse issues. The presentation will also focus special atten-

tion to the problems associated with OPPS 2006 APCs and the Charge Master. Attendees will learn ways to streamline hospital procedures in order to speed up payments, minimize coding errors, and enhance internal communication and teamwork. Additionally, you will receive the framework and grounding to implement your internal ChargeMaster process.



The following topics will be covered:

- Overview of the ChargeMaster Process
- ChargeMaster Concepts
- 2008 APC Update
- 2008 CPT / HCPCS / Category II
- Codes and Category III Codes Update
- Revenue Center Codes – Important Areas of Concern With Coding / Billing Accuracy Challenges And Application To APCs

We look forward to seeing you there!

THE COMPETITION FOR 2008 CCHA TEAM OF THE YEAR ALREADY HOT AND HEAVY

The 2007 Team of the Year, the Cardiopulmonary Directors have begun 2008 fiercely defending their crown. Having not met in person at all this year the Cardiopulmonary Directors have already sent out a Request For Proposals (RFP) for the group purchase of medical gases. The team's new Chairperson, Rick Hinson of Scotland Healthcare System, is committed to keep the Team of the Year crown where it belongs

The Chief Nursing Officers have in no way conceded the throne to the Cardiopulmonary Directors. On February 15, 2008 the Chief Nursing Officers will

host the fourth annual CCHA Nurse Leadership Conference. The team is also working to secure grant funding to establish a mobile simulation laboratory and exploring the feasibility of establishing a Sexual Assault Nurse Examiner program in the region.

Not to be outdone, the Chief Operating Officers have their eyes on Team of the Year also. In their first meeting, set to occur February 22, 2008 the COOs plan to discuss the new JCAHO standards and begin devising alliance wide strategies to meet the standards. The Operations Team will also be evaluat-

ing equipment maintenance agreements and utility audits.

As you can see, these three teams have gone into 2008 with a strong desire to support the mission and vision of Coastal Carolinas Health Alliance. It's you, our team members, who keep CCHA one of the preeminent Alliances in the country. Is your team currently involved in initiatives that compares to those listed above? If not, get to work so we can make 2008 CCHA's most successful year ever.

BUSINESS DEVELOPMENTS



For nearly five months now Corporate Express has been in implementation at most of the

CCHA facilities. Corporate Express is an office supply company (i.e., paper, pens, staples, office furniture) which is enabling facilitates to decrease cost with great customer service. During the first quarter of 2008 it is expected that all implementation will be completed throughout the CCHA region and final calculations of savings will be available.

The Chief Financial Officers have recently finalized a standing agreement with Cleverley & Associates. Cleverley & Associates' goal is to enhance the financial performance of hospitals. They aim to provide quality benchmarking and consultative services to hospitals in financial, operating and clinical areas with an emphasis on data interpretation and business solution identification.

Many CCHA facilities are completing or in the midst of large construction projects. This building trend can be seen throughout the State of North Carolina



and across the country. CCHA, in conjunction with Western North Carolina Health Network, is currently evaluating the possibility of a

business partner that would be able to audit construction bills. Companies currently under evaluation estimate finding corrections to construction bills in excess of 2% of the total cost of the construction project. As this initiative is currently under evaluation: total possible savings would only be projections.

Leadership-Management Academy

The Regional Education Directors have developed a leadership-management academy in conjunction with Pinnacle Performance Improvement Worldwide. Topics that will be covered include:

Leadership-Management Essentials 100
Time Management is Self-Management
Understanding Delegation
Managing Multiple Priorities- Focus on the Important and Valid Coaching

Developing a Performance Improvement Plan

Leadership-Management Essentials 200

Managing Accountability
Performance Management
Communication Skills: Organizational Goals and Mission
Hiring Effectively: Using Behavioral Interviewing Skills and Hiring Techniques

Going from Peer to Supervisor: Helping Yourself and Others Make the Transition

The first set of Academy classes will take place March 27-28. As the date approaches the Education Directors at each facility will facilitate the registration process. This is an exciting new addition to CCHA's continued efforts to support the educational needs of the region.



Coastal Carolinas Health Alliance

COASTAL CAROLINAS www.coastalalliance.org
HEALTH ALLIANCE

5305 - D Wrightsville Avenue
Wilmington, NC 28403

Phone: 910-332-8019
Fax: 910-332-8042
www.coastalalliance.org

Mission:

Coastal Carolinas Health Alliance (CCHA) is a network of hospitals whose mission is to provide value to its 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, sustained strength of member hospitals, and a focus on local and regional healthcare issues.

UPCOMING EVENTS / OTHER NEWS

- Nursing Leadership Conference—Feb 15—The Courtyard Marriot @ Carolina Beach
- Chargemaster Seminar—Feb 28 and 29—The Courtyard Marriot @ Carolina Beach

The 2008 Medicare “One Day” Intensive



2008 Medicare Seminar

Training Seminar was a great success. There were 31 attendees and the meeting evaluations have been very positive!

Welcome Back!

The Alliance is thrilled to welcome Angela Clemmons back! Angie accepted the Office Manager position and began working with us again in December 2007!



“I would like to thank everyone for the warm welcome back to the Alliance, and I look forward to working with everyone in the future.”

FREE EDUCATIONAL SESSION: Managers—New and Senior Level:

On Wednesday March 19, 2008 CCHA will sponsor a free educational seminar entitled: “Justifying New

Equipment: Using Break-Even Analysis and Net Present Value” at Brunswick Community College – Leland Campus. Sponsored by the Radiology Director’s Team, the purpose of the seminar is to educate managers on how to analyze the financial impact of a potential equipment purchase and justify new equipment using sound financial and mathematical principles.

The speaker for the seminar will be Mindy Goldsmith, Director of Radiology for Bladen County Hospital. Ms. Goldsmith has over twenty-five years of health care experience and holds a Masters Degree in Business and a Ph.D. in Healthcare Administration. In addition to being a leader at Bladen County Hospital, Ms. Goldsmith has written several articles for the industry magazine “Radiology Today” on managerial and financial issues facing today’s health care worker.