



# President Update

All of you have done an outstanding job in making 2008 our most successful year. Our teams have a common purpose of working together to deliver the best and most efficient healthcare services to the patients we serve. This is becoming increasingly more challenging as the healthcare environment and regulations change. By working together, all of the CCHA hospitals are able to share best practices and operating efficiencies in addition to group purchasing.

Our quarterly newsletter will update you on the many cost saving initiatives, educational programs, in-services and networking opportunities that we have taken on. During the next year we will undertake a couple of major initiatives that have the potential to significantly increase the savings of our hospitals and position our Alliance for the future.

We will be celebrating our successes at Alliance

Day on Friday, November 7, 2008 at the Country Club at Landfall. We have an outstanding program planned with Dr. Tray Dunaway as our guest Speaker. Mark your calendars and get your reservation in to Angela Clemmons.

Thank you for your support and your many contributions. We would not be successful without you!

*Larry Matheny*

## Upcoming Events

CCHA is looking forward to hosting our 18<sup>th</sup> Annual Alliance Day Celebration on Friday, November 7<sup>th</sup>. We will have business partners in attendance again this year and encourage everyone to take a few moments to stop by and say hello to them! This year's motivational speaker is Dr. Tray Dunaway - Dr. Dunaway

received his MD from the University of Pennsylvania and his post-graduate work in general surgery was completed at the University of Virginia and the University of South Alabama. He is a board certified surgeon and a Fellow of the American College of Surgery. Dr. Dunaway's concept of Mutual Value Integration was devel-

oped to connect physicians as well as all segments of healthcare with each other by finding the chemistry to make viable economic linkages and by honoring the contribution all workers in the healthcare industry make to achieve patient care excellence. We are sure you will learn a lot from Dr. Dunaway and enjoy his humorous style!

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### Special points of interest:

- RAC Roundtable Discussion, October 31, 2008
- Alliance Day, November 7, 2008
- NCHICA Town Hall Meeting, November 21, 2008

For more information on any of the listed events, please contact Angela Clemmons at [aclemmons@coastalalliance.org](mailto:aclemmons@coastalalliance.org).

## A Great Success Story

A very special event took place at the Southeastern Regional Medical Center Board meeting recently. Randy Rust, former Board Chair and longest tenured Board member at Southeastern, identified a major accomplishment by the hospital's Business Office Director, Mike Brown. He talked about how Mike's department significantly reduced the hospital's Accounts Receivable, and he recommended that the Board invite Mike to a Board meeting so he could be properly recognized. Randy is a seasoned businessman in Lumberton and knows that it is difficult to achieve such results without great leadership. Mike was invited, and Chair-

man Jerry Johnson formally introduced Mike to the Board. He then called upon Mr. Rust to give the formal recognition to Mike. In his speech, Mr. Rust said that he remembered many times attending Board meetings and listening to reports that Accounts Receivable were greater than 100 days, (currently, days in receivable are less than 50). The Board had even hired a consultant and no significant progress had been made. It was not until Mike arrived that they began to see things improve. He noted also that Mike had assembled a great team in the Business Office to accomplish these results. Mike will always tell you how

great a staff he has and how blessed he is to have them. But, as Mr. Rust told the Board, teams are only as effective as their leader. To further emphasize the significance of this to the Board, Mr. Rust noted that in his 25 years of service on this board that he could remember anyone being invited to the Board meeting so they could be thanked for a job well done.

How about that for a great story! But it will not stop there. Mike is the Chair of the CCHA Business Office Directors Team, and with his leadership, we too will be successful.

## CCHA CIO Team

For the past several years the CIO team has been researching the capability of electronically connecting hospitals and other healthcare providers to exchange pertinent patient data in a secure environment. This team continues to seek out best practices in this arena and learn about existing models. There are a host of issues surrounding the implementation of this type of interconnectivity. In an effort to learn more about the concerns and barriers of this type of project the CCHA CIO's in conjunction

with the North Carolina Healthcare Information and Communications Alliance (NCHICA) are holding a Town Hall Meeting in November "**Strategies to Promote Health Information Exchange**". The purpose of the meeting is to gather healthcare leaders, political leaders and industry leaders from across southeastern North Carolina and northeastern South Carolina for an open discussion around healthcare exchange initiatives. Discussion will include the promotion of secure electronic health records and information exchange

across our states and nation. Topics include ensuring more complete information is available at the point of care and that quality, safety and efficiencies are enhanced. There will be opportunities to discuss both strategies and challenges for moving this type of initiative forward. We look forward to this valuable session and plan to use the results to further our strategy map in keeping the CCHA on the cutting edge of this technology.

*Yvonne Hughes*

## Successful Leadership Management Academy

The Education Directors team again successfully organized and supported the second Leadership Management Academy held on August 28<sup>th</sup> and 29<sup>th</sup>. Over 200 contact hours were

awarded for this two day seminar. Ninety-seven percent of the participants strongly agreed or agreed that this program was effective.

*Gretchen Bodinsky*



## Notes from the Director of Contracts

Since joining the CCHA team as Director of Contracting in June of this year, I have been getting reacquainted with the many contracts developed by the Alliance over the years. Having worked with CCHA from a member hospital perspective since 2001, I was very familiar with the savings achieved for my hospital. Now, as a CCHA staffer I have gained an even deeper appreciation for what the Alliance has accomplished in terms of savings for all of its members. I look forward to the months ahead as I work closely with my teams to develop more savings.

One of the enjoyable aspects of my job so far has been going out to the hospitals and visiting with team members. Meeting new people and

seeing some hospitals for the first time has been exciting. I cannot thank our members enough for the warm reception I have gotten at each facility. There is no substitute for personal contact and getting to know folks in their own neighborhood.

At a Business Office Team meeting recently, we decided to schedule future meetings at difference hospitals, rather than at the Brunswick Community College site. I think people are anxious to get out and see what other hospitals are doing. One of our team members quipped, "I have no original ideas. I borrow them from other people." I know he was being modest, but the point is well taken. It's hard to learn new things when you stay at home all the time. So, this team is

going to take their show on the road.

I am also meeting with, and getting to know our vendors. They are just as important to our process as we are. They are anxious to do business with us and are always willing to travel and meet with us. So, we have to get our teams together and talk to them. I know the opportunities are out there, we just have to look for them.

As the 2008 years draws to a close, I look forward to 2009 and working with my teams to develop more initiatives and relationships. We have to renew our commitment at the team level, meet regularly, and work together to make things happen.

*Doug Yarbrough*

## Chief Nurse Executives to Pursue Regional SANE Program

Last quarter we reported that the Chief Nursing Officers of Coastal Carolinas Health Alliance decided at their July 18, 2008 meeting to pursue the establishment of a SANE Nursing Program. CCHA is happy to report that through the Chief Nurses Efforts eleven CCHA nurses will begin the process of becoming Sexual Assault Nurse Examiners on October 6<sup>th</sup>, 2008.

Beginning on October 6<sup>th</sup> these eleven nurses will attend a five day intensive course that will cover:

- Role of the SANE nurse and other members of the Sexual Assault Response Team (SART)

- Emotional and social responses to sexual assault
- North Carolina laws and law enforcement procedures
- Statistics
- Forensic evidence collection
- Evidentiary chain of custody
- Expert witness testimony
- Crisis intervention
- Photography and follow-up services
- Mock Trail

After completing the course, the nurses are required to conduct sixty (60) hours of clinical preceptorship over a six month period. The CNOs of CCHA are committed to providing

the resources necessary to allow these eleven nurses to complete their preceptorship and increase the number of SANEs in our member facilities. We thank these eleven nurses for committing themselves to becoming SANES and advocates for sexual assault victims.

If anyone is interested in assisting CCHA and the CNOs in this endeavor do not hesitate to contact CCHA Staff person, Michael Smith at (910)332-8014 or [msmith@coastalalliance.org](mailto:msmith@coastalalliance.org).

*Michael Smith*

## Making a Difference



9/18/08

Mike,

I sincerely appreciate everything you did to negotiate the contract with Mosby's. Your hard work made it possible for our nursing staff at Pender to have access to best practices + the ability to review skills/procedures at anytime. Mosby's will be a great resource for us. Thank you for all your hard work at the Alliance.

507 E. Fremont Street • Burgaw, North Carolina 28425

Sincerely,  
Debbie Mark



## 2009 Special Events - Save the Date

Wednesday, February 11<sup>th</sup>

**Medicare Boot Camp – One Day Intensive Session**

Thursday, February 12<sup>th</sup> – Friday, February 13<sup>th</sup>

**Chargemaster Review**

Friday, March 27<sup>th</sup>

**Nurse Leadership Conference**



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