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Our organization proudly supports the
Idaho Hospital Association
and the healthcare communities of Idaho

KAREN SPITZ
701 W. FRANKLIN ST.
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The 78th Annual Convention of the Idaho Hospital Association is dedicated to the loving memory of our dear friend and colleague.

Jeffrey Wayne Martin
February 18, 1963 - October 17, 2010
CHAIRMAN’S MESSAGE

Welcome to the Idaho Hospital Association’s 78th Annual Convention.

American Hospital Association President Richard Umbdenstock recently relayed a story about a gentleman he invited to join him for a day of boating. As the gentleman set foot off the dock and onto the boat, he fell and hurt his shoulder. The culprit was new bifocals. He was disoriented and unable to focus on what was both near and far.

As healthcare professionals, we must be cognizant of present healthcare matters while keeping a sharp focus on what is ahead. So, what is next? Although we are learning more about healthcare reform, meaningful use, pay for performance and accountable care organizations, the charted course is still quite confusing.

Adapted from former GE CEO Jack Welch and posted in my office is the statement, “When the change inside the organization is slower than the change outside the organization, then the organization can see its end.” It is a constant reminder to me to press my hospital forward.

I suggest to you it is time for us to step off the dock and set sail into the upcoming sea of change.

Not everything out in front of us will be clear as we navigate our future course. The Idaho Hospital Association is here to help. This year’s program “Rebooting Healthcare” is poised to provide you with more clarity so you can adjust your hospital’s rudder and set a corrected course.

This year we will also be celebrating the life of our dear friend and colleague Jeff Martin, past CEO of Gritman Medical Center. Jeff died suddenly last October. He served as a board member of the Idaho Hospital Association for eight years and was our Chair in 2009. Please consider taking some time to participate in the activities we have planned to memorialize Jeff.

It has and continues to be my honor to serve as your chair this year. I look forward to interacting with you during the conference.

Sincerely,

Brian Nall
IHA 2011 Chairman

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The Idaho Hospital Association would like to extend a special thank you to the following organizations that help make this convention possible:

### PREMIER SPONSOR

*Chivaroli & Associates, Inc. - Insurance Services*
- Jeffrey W. Martin Memorial (IHAPAC) Golf Tournament
- Fly Fishing Clinic
- Photo Booth

### SILVER SPONSORS

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- Exhibitor Reception

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### GENERAL SPONSOR

*Hudson Insurance Group*
On behalf of the Idaho Hospital Association, I invite you to participate in the 78th Annual Convention of the Association which will be held at the Sun Valley Resort.

On the agenda for Monday afternoon and Tuesday morning are forum sessions which will address leadership success and physician engagement. In addition, many allied group programs will offer professionals within specific disciplines timely, need-to-know information.

This year’s keynote speaker, Lee Woodruff, will present, “Life Changes in an Instant” during the general session on Monday morning.

The official “opening” of the convention is the Chairman’s Celebration Reception and Dinner on Sunday evening at the beautiful River Run Lodge. Please plan to join us as we honor IHA’s 2011 Chairman, Brian Nall.

I would like to take this opportunity to thank our sponsors. Without their participation and support, this convention and its various educational opportunities and social events would not be possible. The support of our exhibitors also enables us to provide the high quality programming that we do. I urge you to set aside time to visit the exhibit hall on Monday, view the wide array of products and services available, and express your appreciation for our exhibitors’ participation.

It promises to be another exciting event, so please come, enjoy, relax and learn.

Best Wishes!

Steven A. Millard
IHA President
REGISTRATION & EXHIBIT INFORMATION

Registration Desk Hours
The IHA registration/information desk is located in the Sun Valley Inn Board Room.

Hours:
Saturday 7:30 a.m. - 4:00 p.m.
Sunday 7:00 a.m. - 5:30 p.m.
Monday 6:30 a.m. - 5:00 p.m. (closed during general session)
Tuesday 7:00 a.m. - 12:00 p.m.

Exhibit Hall
Plan to visit the exhibit hall on Monday, October 3, in the Continental/Limelight A/Promenade of the Sun Valley Inn and speak with representatives of companies supporting this year’s convention.

This is an excellent opportunity to become familiar with products and services available to healthcare personnel. Please join IHA in thanking these exhibitors.

Hours:
7:00 a.m. - 8:15 a.m. Exhibits Open/Continental Breakfast (open to all convention registrants)
11:30 a.m. - 1:30 p.m. Exhibits Open
3:30 p.m. - 5:30 p.m. Exhibits Open
4:30 p.m. - 5:30 p.m. Reception/Door Prize Drawings YOU MUST BE PRESENT TO WIN!

Exhibitors
Architectural Nexus
Arjo-Century Distributing
Blue Cross of Idaho
Chivaroli & Associates, Inc. - Insurance Services
COMPdata
Continental Casualty Co. (CNA HealthPro)
Contractors Northwest, Inc.
CPSI
CTA Architects Engineers
Cubist Pharmaceuticals
DMS Health Technologies
Dowden Custom Media
eDocument Resources
Eide Bailly LLP
Emdeon
FocusOne Solutions
Healthland
Hudson Insurance Group
Idaho Business Review’s Health Care Heroes with Stevens Henager College
Idaho Correctional Industries
Idaho Department of Health and Welfare
Idaho Health Data Exchange
Idaho Health Facilities Authority
Idaho MD News
Idaho Sound Beginnings - EHDI
Marketing Solutions Promotional Products
Marshall Industries
Medical Recovery Services
Moss Adams LLP
MTX Medical Solutions, Inc.
PacificSource Health Plans/Idaho Physicians Network
Professional Finance Company
Qualis Health
Regence BlueShield of Idaho
Syringa Networks
The Auxiliary of the Gideons International
VALIC
Waddell & Reed
Washington Casualty Company
MONDAY, OCTOBER 3  ●  Limelight B & C  ●  8:00 a.m. - 11:30 a.m.

8:00 a.m. - 8:30 a.m.  
Arrive early to enjoy pre-session entertainment by Steve Eaton accompanied by Phil Garonzik on saxophone.

Steve Eaton is a unique and innovative songwriter, musician and Idaho native who currently resides in Boise. He has written songs for The Carpenters, Art Garfunkel and Lee Greenwood, just to name a few. Some of these songs have climbed Billboard magazine’s top 20, appeared on albums achieving gold and platinum status and re-released on multiple best-selling compilations. Three of Steve’s songs have appeared in motion pictures recently made available on DVD. He was a member of several popular 60s bands, including The Fabulous Challancers, and performed as lead guitarist for Paul Revere and the Raiders. Eaton has opened for Ray Charles, Blood Sweat and Tears, and Carole King.

8:30 a.m. - 10:00 a.m.  
Opening Ceremony & Awards Presentation  
Presiding: Steven A. Millard, President, Idaho Hospital Association - Boise, ID

10:00 a.m. - 10:30 a.m.  
Chairman’s Message  
Brian Nall, Chairman, Idaho Hospital Association; Chief Executive Officer, Benewah Community Hospital - St. Maries, ID

10:30 a.m. - 11:30 a.m.  
Keynote Address  
Lee Woodruff - Westchester County, NY

MONDAY, OCTOBER 3  ●  Limelight B & C  ●  10:30 a.m. - 11:30 a.m.

Keynote Address: “Life Changes in an Instant” - LEE WOODRUFF

Whether it’s a child in a car accident, a spouse’s request for a divorce, a patient’s stroke, a diagnosis of breast cancer or a terrorist attack on a warm day in September—life can change in an instant for us all.

As co-author of In an Instant, which topped the New York Times best-seller list, Lee Woodruff recounts her story of a marriage, a family, a crisis and a healing. When her husband, ABC’s newly appointed co-anchor Bob Woodruff, was severely injured by a roadside bomb while covering the war in Iraq, Woodruff’s life changed in an instant. She had to learn to put her own grief aside to care for her four children, as well as her husband, who was pushed close to death by traumatic brain injuries.

Woodruff speaks with extraordinary drama, compelling grace and engaging humor about her own family’s incredible experience and how they chose to attack the crisis that befell them, resulting in a life-changing journey of love, healing and miracles.
MONDAY, OCTOBER 3  ●  Limelight B  ●  2:00 p.m. - 4:30 p.m.

Forum 1: “How to Achieve Top Gun Success” - ED RUSH

In this fast-paced, energetic presentation, Ed Rush will show participants how anyone can get more done in less time and with less waste. With principles learned in his 13-year Marine Corps career, Mr. Rush will demonstrate the three keys to speed and success in the hospital environment. You do not need to be a fighter pilot to tap into Mr. Rush’s resources for personal and corporate productivity. In fact, he will show you how he went from failing kindergarten to flying $40 million supersonic fighters in combat. The principles come from “in the trenches” experience and will be tailored to hospitals.

Ed Rush is a speaker, author, and former Marine Corps F-18 fighter pilot. After two tours in Iraq and 13 years of service, Mr. Rush left the Marine Corps with a passion for helping businesses create more speed and success in less time, with less waste—finally allowing them the freedom to enjoy their work. Mr. Rush has shared the stage with such speakers as NFL champion Joe Thiesman, co-creator of the Chicken Soup for the Soul™ series Jack Canfield, Brian Tracy and others. He is the author of the popular book Fighter Pilot Performance for Business.

Registration Required ● Price: $75 ● (#3 on registration form)

TUESDAY, OCTOBER 4  ●  Limelight B  ●  8:00 a.m. - 10:30 a.m.

Forum 2: “Terms of Engagement: Gaining Physician Mindshare” - STEPHEN BEESON, MD

So much of a hospital’s success rides on the leadership, conduct and performance of its physicians. How does an organization engage its physicians to lead by example? How does a physician—in the midst of 25 appointments, 30 phone messages, hospital rounds and the details of managing a clinical practice—do what needs to be done to foster satisfaction and loyalty among patients? Learn the nine essential steps to successfully gaining physician mindshare and building a high-performing hospital that can make a difference with every patient.

Dr. Stephen Beeson is an award-winning physician, medical advisor, speaker and physician coach with Sharp Rees-Stealy Medical Group. His physician training efforts have focused on improving patient care and driving organizational performance through physician engagement, leadership and performance improvement. In September 2006, Dr. Beeson released his book, Practicing Excellence: A Physician’s Manual to Exceptional Health Care, articulating a strategic how-to approach to engaging and training physicians to drive organizational performance.

Registration Required ● Price: $75 ● (#4 on registration form)
IHA BUSINESS MEETINGS

FRIDAY, SEPTEMBER 30

IHA Committee on Hospital Finance  
(For committee members, staff and invited guests ONLY)  
12:00 p.m. - 2:00 p.m.  
Camas Room

IHA Board of Directors Meeting  
(For IHA board members, staff and invited guests ONLY)  
3:00 p.m. - 6:00 p.m.  
Limelight A  
(Registration and materials provided under separate cover)

SUNDAY, OCTOBER 2

IHA Membership Meeting  
(For IHA members, staff and invited guests ONLY)  
8:00 a.m. - 12:00 p.m.  
Limelight C  
(Registration and materials provided under separate cover)

Chivaroli & Associates Client Luncheon & Meeting  
(For Chivaroli clients and invited guests ONLY)  
12:00 p.m. lunch  
12:30 p.m. - 2:30 p.m. meeting  
Sawtooth Room  
(#8 on registration form)

REGISTRATION & LODGING INFORMATION

Resort & Hotel Information

Amid the splendor of Idaho’s majestic mountains, Sun Valley has reigned as the world’s first and finest destination ski resort since 1936. Sun Valley remains the ultimate timeless resort for all seasons. Sun Valley is served by Hailey’s Friedman Memorial Airport (SUN), located 14 miles from the resort and is easily accessible from Seattle (SEA), Los Angeles (LAX) and Salt Lake City (SLC) with daily direct flights on Horizon Air and SkyWest Airlines (with a Delta connection). Sun Valley Resort offers complimentary guest resort shuttle for transportation to/from Friedman Memorial Airport. For shuttle reservations, call (800) 786-8259. By car, Sun Valley is 2-1/2 hours from Boise or 4-1/2 hours from Salt Lake City.

A block of rooms will be held until August 16, 2011 at special rates for IHA convention attendees (single/double occupancy): Standard (queen) - $115; Medium (1 queen or 2 double) - $120; Deluxe (1 king or 2 queen) - $130; Lodge Family Suite - $279; Lodge Parlor Suite - $429; Inn Junior Suite (king) - $279; Inn Family Suite (1 queen and 2 twin) - $279; Inn Parlor Suite (1 king) - $429; Three-bedroom Inn Apartment - $429. Prices do not include tax. Each additional person is $15. Lodge apartments and condominiums are also available. Please contact the Resort for pricing. The Resort will continue to honor these rates beyond the cut-off date on a space available basis.

To make your reservations, call the Resort directly at (800) 786-8259. For best selection, please make reservations early. A deposit equal to one night’s lodging is due at booking. Cancellations made more than 30 days prior to arrival will receive a deposit refund, less a $25 processing fee. Cancellations made within 30 days of arrival will forfeit the entire deposit. Check-in is after 4:00 p.m. Check-out time is 11:00 a.m. (10:00 a.m. for condos and lodge apartments).

Registration Information

Registrations must be completed online at https://www.teamiha.org/Education/Convention/Registration/Index.cfm. If selecting ‘check’ as your payment method, print the confirmation/invoice and include a copy with your check made payable to IHA and mail to: IHA, P.O. Box 1278, Boise, ID 83701-1278. Registrants may also pay by Visa, MasterCard, American Express or Discover. The advance online registration deadline is 5:00 p.m. MT on or before September 23, 2011. All registrations received after this date will be assessed a processing fee equal to 50 percent of the general registration fee (not to exceed $40) and must be completed by calling Toni Pugmire at (208) 489-1409.

Name badges and tickets will be available for pre-registrants at the IHA registration/information desk located in the Sun Valley Inn Board Room. Registration/information desk hours are provided on page 8. If you have questions, contact Toni Pugmire at (208) 489-1409 or e-mail tpugmire@teamiha.org.
Cancellation Policy
A non-refundable processing fee equal to 50 percent of the general registration fee (not to exceed $40) will be retained for all cancellations. Cancellations received after 5:00 p.m. on September 23 are non-refundable. All fees associated with an event are forfeited for those who fail to cancel within the stated time period or fail to attend an event. Registrants unable to attend are permitted and encouraged to send a substitute at no extra charge. Qualifying refunds will be processed after October 10. If payment has not been received prior to the event and the registrant fails to attend or does not cancel within the stated time period, the entire registration fee, in addition to the processing fee, will be billed.

Per Person Fees
All convention registrants (excluding IHA sponsors, exhibitors, speakers, spouses, students and auxiliaries/volunteers) will be charged a general registration fee of $25 per session, not to exceed $100. General registration fees are in addition to specific section, forum, meal functions or program fees, and are intended to offset general registration materials, processing and program development.

[NOTE: The general registration fee for auxiliaries/volunteers is $45; directors of volunteer services must pay the IHA general registration fee, but are not required to pay the $45 auxilian/volunteer registration fee.]

How to Register
Hospital CEOs/Administrators are encouraged to distribute registration materials to all hospital personnel and trustees. Auxiliary presidents and/or directors of volunteer services are encouraged to distribute registration materials to their members. Each participant, including IHA sponsors, exhibitors, students, guests and spouses, must be registered on an individual IHA registration form.

To register visit https://www.teamiha.org/Education/Convention/Registration/Index.cfm
• Complete the registration form and select payment type. If paying by check, print the completed registration form, which will serve as an invoice and mail a copy with payment to IHA, P.O. Box 1278, Boise, ID 83701-1278. The registration form will automatically total the various registrant fees.
• Name badges will be printed from the information provided on this form.

Recreational Event Registration
• Jeffrey W. Martin Memorial (IHAPAC) Golf Tournament (shotgun start)
• Fly Fishing Clinic (drawing for limited spots)

Separate registration forms for recreational events are enclosed and available for download at the top of the online registration page. Return completed form(s) with payment to IHA, P.O. Box 1278, Boise, ID 83701-1278. Only registrations containing a valid e-mail address will receive a registration confirmation (electronically). Payment for the golf tournament must be made by personal check or personal Visa, MasterCard, American Express or Discover or money order made payable to IHAPAC and must include registrants’ home address. Corporate funds can only be accepted from proprietary hospitals and non-hospital organizations. You may fax registrations, if including credit card information, to (208) 338-7800. There is no charge to submit your name to be included in the drawing for the Fly Fishing Clinic. Both events are sponsored by Chivaroli & Associates, Inc.- Insurance Services.

If you have corrections or additions to your registration, call Toni Pugmire at (208) 489-1409. IHA should be notified of additions or corrections prior to September 23, 2011.

Convention Helpful Hints
To make the most of your convention experience, here are some helpful hints:
• Meeting rooms are kept cool (66 – 69 degrees) and temperatures may fluctuate. Dress in layers or bring a sweater. Coats and umbrellas are also recommended due to inclement weather in October.
• Wear comfortable shoes to walk between meeting locations.
• Due to space considerations, not all meetings are classroom-style (with tables). Bring a clipboard or binder if you plan to take notes.
• Plan to be at your meetings at least ten minutes early.
• Sit at the front of the room. You’ll have a better view, hear better and distractions will be minimized.
• Bring your business cards to share with colleagues and exhibitors.
• Turn off or silence cell phones.
Jeffrey W. Martin Memorial (IHAPAC) Golf Tournament

Sponsored by: Chivaroli & Associates, Inc. - Insurance Services

The Jeffrey W. Martin Memorial (IHAPAC) golf tournament will be held on the Trail Creek Golf Course with a 10:30 a.m. shotgun start. Proceeds from this event go to the IHA Political Action Committee. Teams are encouraged to check with either the IHA registration/information desk or the golf pro shop for possible frost delays and should plan to arrive 30 minutes prior to the scheduled start time. Play will be followed by an awards presentation on the patio at the beautiful Sun Valley Club. Festivities will include appetizers, no-host bar and prizes for longest drive, closest to the pin, low gross team score, low net team score and the traditional “nice try” team. The green fees of $100/per person include 18 holes of golf, riding cart and lunch/beverage coupons. Fill out the golf registration form (enclosed) listing yourself and others in your foursome. If you don’t list others, IHA will place you in a foursome. Payment for this event must be received by personal check, personal Visa, MasterCard, American Express, Discover or money order made payable to IHAPAC and must include registrants’ home address. Corporate funds can only be accepted from proprietary hospitals and non-hospital organizations.

Recognized by GOLF DIGEST as one of the top 75 resort courses in North America, Sun Valley’s signature course, Trail Creek, promises to provide a challenging round of golf for every level of player. Robert Trent Jones Jr. designed this traditional course in 1980 with a full complement of stream carries and ominous bunkers well positioned to catch the errant shot. Play crosses the beautiful Trail Creek seven times on the front nine alone!

Fax credit card registrations to IHA at (208) 338-7800, ATTN: Toni Pugmire or mail to IHAPAC, ATTN: Toni Pugmire, P.O. Box 1278, Boise, ID 83701-1278. Registrations must be received by 5:00 p.m. on September 23 and must include payment. If the registrant fails to attend, or does not cancel within the stated time period (by 5:00 p.m. on September 23), the entire registration fee will be forfeited.

Pre-registration Required ● Price: $100/per person (separate registration form)

Fly Fishing Clinic

Sponsored by: Chivaroli & Associates, Inc. - Insurance Services

The clinic includes instruction by licensed guides, all equipment, and a day fishing license. All participants are to meet at Silver Creek Outfitters on the Sun Valley campus at 12:30 p.m. for a 1:00 p.m. departure.

There is no charge to participants; however, the clinic is limited to ten individuals. A drawing will be held on Monday, September 26. Registration forms must include a valid e-mail address to qualify for the drawing, as the lucky participants will be notified electronically. Substitutions are not permitted. If your name is drawn and you are not able to participate, please notify IHA as soon as possible. Fill out the registration form (enclosed) to be entered in the drawing and fax to IHA at (208) 338-7800. Registrations must be received by 5:00 p.m. on September 23.
IHA Chairman’s Celebration Reception & Dinner

Join us for an evening at the beautiful River Run Lodge as we honor IHA Chairman Brian Nall, chief executive officer of Benewah Community Hospital in St. Maries. Business casual attire is recommended. The event includes a hosted bar during the reception. Please come by the IHA registration/information desk in the Sun Valley Inn Board Room by 5:30 p.m. to pick up your registration packet, which will contain your name badge and tickets to this and other events for which you’ve pre-registered. Tickets will be collected at the door. Space for this event is limited, so register early! Reserved seating will be available for hospitals meeting or exceeding their 2011 IHAPAC goal. Additional seating is on a first come first served basis.

Registration Required ● Price: $60/per person (#2 on registration form)

Photo Booth
Sponsored by: Chivaroli & Associates, Inc. - Insurance Services

Attendees are encouraged to stop by IHA’s booth in the Continental Room during trade show hours on Monday to have their picture taken. CEOs/Administrators will receive a complimentary head shot courtesy of Chivaroli & Associates, Inc. - Insurance Services. There will be a nominal fee of $35 for all others.

ADVANCING HEALTHCARE
IMPROVING HEALTH

Visit us at our booth or online at www.qualishealth.org

We are a proud supporter of the Idaho Hospital Association.
IHA CONVENTION AT-A-GLANCE

FRIDAY, SEPTEMBER 30

IIHA Committee on Hospital Finance
12:00 p.m. - 2:00 p.m. • Camas Room
(For committee members, staff and invited guests ONLY)

IIHA Board of Directors Meeting
3:00 p.m. - 6:00 p.m. • Limelight A
(For IIHA board members, staff and invited guests ONLY)

SATURDAY, OCTOBER 1

IIHA Registration/Information Desk Open
7:30 a.m. - 4:00 p.m. • Inn Board Room

IIHA/Qualis Health Stakeholder Meeting
8:00 a.m. - 12:00 p.m. • Limelight B

Jeffrey W. Martin Memorial (IHAPAC) Golf Tournament
(shotgun start)
10:30 a.m. (check-in 10:00 a.m.)
Trail Creek Golf Course/Sun Valley Club
Sponsored by Chivaroli & Associates, Inc. - Insurance Services

Fly Fishing Clinic
12:30 p.m. - 5:00 p.m.
(Participants meet at Silver Creek Outfitters, Sun Valley Campus)
Sponsored by Chivaroli & Associates, Inc. - Insurance Services

Critical Access Hospital (CAH) QA/PI Meeting
1:00 p.m. - 5:00 p.m. • Limelight B

Idaho Society for Healthcare Engineering (ISHE)
Social and BBQ
5:00 p.m. - 8:00 p.m. • President’s Suite

SUNDAY, OCTOBER 2

Idaho Society for Healthcare Engineering (ISHE)
7:00 a.m. - 4:30 p.m. • Sage Room

IIHA Registration/Information Desk Open
7:00 a.m. - 5:30 p.m. • Inn Board Room

Nurse Leaders of Idaho (NLI)
7:45 a.m. - 3:30 p.m. • Limelight A

IHA Membership Meeting
8:00 a.m. - 12:00 p.m. • Limelight C
(For employees of IHA member hospitals and invited guests ONLY)

Trustee Luncheon & Education
8:30 a.m. - 5:15 p.m. • Limelight B

Idaho Society of Directors of Volunteer Services (ISDVS)
9:00 a.m. - 1:00 p.m. • St. Luke’s Wood River Medical Center, Ketchum

Jewelry Sale
9:00 a.m. - 7:00 p.m. • Ram Room

Idaho Society for Healthcare Marketing & Public Relations (ISHMPR)
10:00 a.m. - 3:00 p.m. • Columbine A & B

Chivaroli & Associates Client Luncheon & Meeting
12:00 p.m. - 2:30 p.m. • Sawtooth Room
(12:00 p.m. lunch; 12:30 p.m. - 2:30 p.m. meeting)
(For Chivaroli clients and invited guests ONLY)

Auxiliaries/Volunteers Education
1:00 p.m. - 3:30 p.m.
Limelight C/St. Luke’s Wood River Medical Center, Ketchum

Community Benefit Reporting
3:30 p.m. - 5:00 p.m. • Limelight C
(For employees of IHA member hospitals and invited guests ONLY)
Exhibitor Move-in
4:00 p.m. - 8:00 p.m.  ● Continental/Limelight A/ Promenade

Chairman’s Celebration Reception and Dinner Bus Transportation
5:45 p.m.
(Transportation begins at Baldy Bus Loop)

Chairman’s Celebration Reception and Dinner
6:00 p.m. - 9:00 p.m.  ● River Run Lodge

**MONDAY, OCTOBER 3**

IHA Registration/Information Desk Open
6:30 a.m. - 5:00 p.m.  ● Inn Board Room
(closed from 8:30 a.m. - 11:30 a.m.)

Critical Access Hospital (CAH) Breakfast & Education
6:45 a.m. - 8:15 a.m.  ● Lodge Dining Room

Exhibits Open/Continental Breakfast (for all registered attendees)
7:00 a.m. - 8:15 a.m.  ● Continental/Limelight A/ Promenade
*Sponsored by Blue Cross of Idaho*

Jewelry Sale
7:00 a.m. - 5:30 p.m.  ● Ram Room

Pre-General Session Entertainment
8:00 a.m. - 8:30 a.m.  ● Limelight B & C

General Session
8:30 a.m. - 11:30 a.m.  ● Limelight B & C
Opening Remarks, Awards Presentation, Chairman’s Address, and Keynote Address

Auxiliaries/Volunteers Transportation Loads & Departs for Dollar Lodge
11:30 a.m. - 11:45 a.m.  ● Sun Valley Inn Porte Cochere

Exhibits Open
11:30 a.m. - 1:30 p.m.  ● Continental/Limelight A/ Promenade

Idaho Healthcare Human Resource Association (IHHRA)
11:30 a.m. - 5:15 p.m.  ● Columbine A & B

American College of Healthcare Executives (ACHE)
Luncheon & Education
11:45 a.m. - 1:30 p.m.  ● Lodge Dining Room

**TUESDAY, OCTOBER 4**

IHA Registration/Information Desk Open
7:00 a.m. - 12:00 p.m.  ● Inn Board Room

Healthcare Financial Management Association (HFMA)- Idaho Chapter
7:30 a.m. - 12:00 p.m.  ● Limelight B

Forum 1
2:00 p.m. - 4:30 p.m.  ● Limelight B

Committee on Volunteers (COV) Chairman’s Reception
3:30 p.m. - 5:30 p.m.  ● Dollar Lodge

Exhibits Open
3:30 p.m. - 5:30 p.m.  ● Continental/Limelight A/ Promenade

Exhibitor Reception & Door Prize Drawings
4:30 p.m. - 5:30 p.m.  ● Continental/Limelight A/ Promenade
*Sponsored by Regence BlueShield of Idaho*

Healthcare Financial Management Association (HFMA)- Idaho Chapter
1:00 p.m. - 5:00 p.m.  ● Sawtooth Room

Auxiliaries/Volunteers Luncheon & Education
12:00 p.m. - 3:30 p.m.  ● Dollar Lodge

Idaho Association for Healthcare Risk Management (IDAHRM)
12:00 p.m. - 3:30 p.m.  ● Camas Room

Idaho Society for Healthcare Engineering (ISHE)
1:00 p.m. - 3:00 p.m.  ● Sage Room

Idaho Health Information Management Association (IdHIMA)
1:00 p.m. - 4:30 p.m.  ● Lupine Room

Healthcare Financial Management Association (HFMA)- Idaho Chapter
1:00 p.m. - 5:00 p.m.  ● Sawtooth Room

Forum 2
8:00 a.m. - 10:30 a.m.  ● Limelight B

Auxiliaries/Volunteers Breakfast & Education
8:30 a.m. - 11:45 a.m.  ● Continental Room

Idaho Sound Beginnings - EHDI
9:00 a.m. - 3:30 p.m.  ● Limelight C
ALLIED GROUP & SECTION MEETINGS

Following are program details of groups meeting in conjunction with IHA.

American College of Healthcare Executives (ACHE)

MONDAY, OCTOBER 3

11:45 a.m.  ●  Lodge Dining Room
ACHE Luncheon
Presiding: Wade Johnson, FACHE, Idaho Regent; Chief Executive Officer, Weiser Memorial Hospital - Weiser, ID

12:00 p.m. - 1:30 p.m.
Talent Management for Bench Strength Development
Moderator and Panelists TBA

Talent management and succession planning are important to the successful operation of every organization. Together, they constitute a systematic process for preparing people to meet an organization’s needs for talent over time. They are designed to ensure the continued effective performance of an organization by developing employees at all levels, while paying particular attention to the identification and training of high-potential candidates for managerial or leadership positions.

Talent management and succession planning enable an organization to meet its needs for leadership by assessing the competencies required for key positions, nurturing and developing the talents needed to fill those positions, and implementing procedures and protocols for managerial and leadership replacement when it becomes necessary. Approved for 1.5 Category I ACHE credit hours.

Price: $50 ● (#5 on registration form)

Auxiliaries/Volunteers

SUNDAY, OCTOBER 2

9:00 a.m. - 7:00 p.m.  ●  Ram Room
Jewelry Sale
Jewelry Sale! It's the famous $5 jewelry sale! Everyone is encouraged to stop by and shop an amazing selection of jewelry and accessories. All are just $5 each—no exceptions! The proceeds benefit the IHA Committee on Volunteers Junior Scholarship Fund.

1:00 p.m. - 2:00 p.m.  ●  Limelight C
Are You a Service Ambassador?
Arlene Stepputat, President, Integrity International - Santa Barbara, CA

Did you realize that 50 percent of all people volunteer because someone asked them directly? Attracting and retaining the best volunteers is a team effort. Come learn some ways that you can assist in inspiring people to want to join your organization and the secrets for keeping them actively engaged. Look at how the dynamics of the world of volunteering have changed with the advent of the baby boomer generation. This lively and interactive session will call on all of us to create some action steps to ensure your volunteer program is stellar. Find out what it means to be a service ambassador and the keys to living that daily.
ALLIED GROUP & SECTION MEETINGS

2:00 p.m. - 3:30 p.m.  ●  St. Luke’s Wood River Medical Center, Ketchum, ID
Meet the Buyers/Gift Shop Tour

St. Luke’s Wood River boasts a fantastic gift shop, thanks in large part to the dedication of their group of volunteer buyers who are always on the lookout for the next great seller. You’ll not only get to see the end results of their hard work, but also have a chance to talk with these volunteers about where their inspiration comes from and how they keep their gift shop vital, busy, and full of fun. Transportation will be provided to the hospital from the Sun Valley Inn Porte Cochere.

MONDAY, OCTOBER 3

7:00 a.m. - 5:30 p.m.  ●  Ram Room
Jewelry Sale

Jewelry Sale! It’s the famous $5 jewelry sale! Everyone is encouraged to stop by and shop an amazing selection of jewelry and accessories. All are just $5 each—no exceptions! The proceeds benefit the IHA Committee on Volunteers Junior Scholarship Fund.

8:00 a.m. - 11:30 a.m.  ●  Limelight B & C
General Session

11:30 a.m. - 11:45 a.m.  ●  Inn Porte Cochere
Transportation to Dollar Lodge

12:00 p.m. - 1:00 p.m.  ●  Dollar Lodge
Luncheon
Presiding: Kathy Dougherty, Chair, IHA Committee on Volunteers, Clearwater Valley Hospital & Clinics - Orofino, ID

1:00 p.m. - 3:30 p.m.
Rekindling the Flame - Caring Enough to Prevent Burnout
Arlene Stepputat

Eliminate being overwhelmed by caregiving and recharge your batteries! As a volunteer or a family member rising to a crisis situation, the techniques and ideas presented will provide important keys to maintain your body, mind and heart. Learn to:
• Develop strategies to regain balance and a sense of control
• Reflect on the bigger picture to gain perspective
• Enlist support to sustain yourself over the long term

3:30 p.m. - 4:30 p.m.
Committee on Volunteers (COV) Chairman’s Celebration
ALLIED GROUP & SECTION MEETINGS

TUESDAY, OCTOBER 4

8:30 a.m. - 9:30 a.m.    •    Continental Room
Breakfast & Business Meeting/Passing of the IHA Committee on Volunteers Gavel
Presiding: Alexandra Manning, Chair-elect, IHA Committee on Volunteers, St. Luke’s Boise Medical Center - Boise, ID

9:30 a.m. - 11:45 a.m.
Tap Your Hidden Talents: Using Your “Ordinary” Abilities to Be An Extraordinary Volunteer!
Shari Peace, President, Peace Talks - Dayton, OH

Are you contributing as much as you could to the organizations you serve? We all have untapped talents that can benefit the organizations and individuals we serve. We just have to identify them and figure out the best way to use them! Finding and using your strengths is a terrific way to know that you’re getting the most from your volunteer time and effort. And it’s easier than it sometimes seems! Discover:

• An interesting question: What can you do better than any other 10,000 people?
• Three great ways to discover important strengths you may be overlooking
• How to find opportunities to contribute your strengths
• A simple way to boost your energy levels while you’re volunteering
• Taking smart, calculated risks to enhance and enjoy your volunteer time
• How to get past the “I’m not good enough” mindset and really put your strengths to work!
• 25 tips for getting more done in your volunteer and personal lives
• 12 terrific questions to help you pinpoint your strengths
• The five most effective ways to feel better fast when you’re angry or upset

Arlene Stepputat has been inspiring audiences and organizations with her enthusiasm and energy as she helps everyone live the possibilities of magnificence. Originally trained as a language arts and drama teacher, Ms. Stepputat left teaching in inner city Newark to become the director of volunteers at Covenant House New York. There, her ability to manage unpaid human resources and the 450 volunteers she recruited resulted in national acclaim and an invitation to the White House by former President Bush. In addition, she was part of the agency’s national speaker’s bureau and traveled the country sharing information about her work with homeless and runaway teens at Covenant House. Ms. Stepputat’s expertise in managing people and solving problems has resulted in workshops and keynotes across the country and in Europe and Canada. She was one of only six Americans invited to present at the International Conference on Volunteerism in Paris. Currently, she is the manager of volunteer services for Visiting Nurse and Hospice Care, a 103-year-old organization serving Santa Barbara, started by women with a vision who were willing to volunteer.

Shari Peace is an international speaker, author, and president of Peace Talks, a Dayton-based professional speaking firm. She has provided programs for a wide variety of volunteer, auxilian and volunteer director groups across the country. Ms. Peace also is an experienced volunteer manager. As coordinator of the Self-Help Clearinghouse, she grew the program’s volunteer service time by 700 percent. She graduated summa cum laude from the E.W. Scripps School of Journalism at Ohio University. Ms. Peace is the author of Crank It Out! How to Get More Done—At Work & In Your Life, which features hundreds of tips for improved productivity.

Price: $45 (registration); $85 (education, luncheon, reception & breakfast)  •  (#6 and #7 on registration form)
Community Benefit Reporting

SUNDAY, OCTOBER 2

3:30 p.m. - 5:00 p.m. ● Limelight C
Effectively Telling Your Community Benefit Story and Protecting Tax-Exemption
Corey Surber, Director of Advocacy and Community Benefit, Saint Alphonsus Health System - Boise, ID

Do people in the community understand the role your hospital plays in improving community health and meeting the needs of Idaho’s medically underserved? With budget shortfalls and rising healthcare costs, hospital tax exemptions are the subject of increased scrutiny. Proposals to limit tax exemptions for both not-for-profit and public hospitals have been proposed at the state and federal level. This session will provide an overview of the current political climate and describe strategies to effectively tell your organization’s community benefit story and fulfill new reporting requirements contained in the Affordable Care Act.

Corey Surber has been with Saint Alphonsus for the past 19 years. In her current role as director of advocacy and community benefit, she coordinates community needs assessment, as well as community benefit planning, data collection and reporting for the four hospitals in the Saint Alphonsus Health System.

Ms. Surber is also an adjunct professor in the College of Health Science at Boise State University, teaching graduate and undergraduate courses dealing with health policy and health delivery systems. She earned a bachelor’s degree from the College of Idaho, and a master’s degree from Boise State University.

Community involvement is a key component of Ms. Surber’s work, and a high priority in her personal life as well. Ms. Surber is a graduate of Leadership Boise, and serves on the boards of United Way of Treasure Valley, Boys & Girls Clubs of Ada County and Idaho Voices for Children. She has been appointed by Governor Otter to a second term serving on the Idaho Suicide Prevention Council, and was appointed by Mayor Dave Bieter to serve on the Boise City Housing and Community Development Citizens Advisory Committee. Ms. Surber is also chair of the Idaho Association of Commerce and Industry General Business Committee.

Price: $N/C ● (#9 on registration form) NOTE: Only staff of IHA’s member hospitals may attend this session.

Critical Access Hospital (CAH) QA/PI Meeting

SATURDAY, OCTOBER 1

1:00 p.m. - 5:00 p.m. ● Limelight B
Improving Care Transitions in Your Community
Presiding: Nanette Hiller, RN, BSN, Director of Performance Improvement, Idaho Hospital Association - Boise, ID

1:00 p.m. - 1:45 p.m.
Care Transitions Overview
Selena Bolotin, LICSW, Care Transitions Project Manager, Qualis Health - Seattle, WA

1:45 p.m. - 2:15 p.m.
Patient and Family Education Before Discharge
Selena Bolotin

2:15 p.m. - 2:30 p.m. ● Break
2:30 p.m. - 3:00 p.m.
**Patient Transfer Process Standardization: Warm Hand Covers with Interact II Toolkit**
Traci Treasure, MS, CPHQ, LNHA, Quality Improvement Consultant, Qualis Health - Boise, ID

3:00 p.m. - 3:30 p.m.
**Communication Methods and Tools: SBAR for Information Transfer**
Jennifer Palagi, MPH, BSN, RN, CIC, Quality Improvement Consultant, Qualis Health - Boise, ID

3:30 p.m. - 5:00 p.m.
**Reactor Panel**

Selena Bolotin, LICSW, is the program manager for the Centers for Medicare and Medicaid Care Transitions project in Washington State. Ms. Bolotin received her master’s in social work from California State University, Sacramento and has worked in a variety of healthcare settings including community mental health, hospital, hospice and home care. For much of her career, she was a hospital administrator responsible for behavioral health, case management and rehabilitation departments. She joined Qualis Health, a healthcare quality improvement organization, in 2008.

Traci Treasure, MS, CPHQ, LNHA, is a quality improvement consultant with Qualis Health in Boise. In this capacity, she has assisted providers on patient safety initiatives and with cross-setting coordination of care. She is chair of the Idaho Health Care Association iCARE, a subcommittee working toward culture change for person-centered care in Idaho and promoting the Advancing Excellence Campaign. In addition to working directly with providers, she has also worked with insurers and claims processing information systems. Ms. Treasure holds a master’s degree in education specializing in training and performance improvement, as well as a bachelor’s degree in healthcare administration and business administration. Through her career she has had multiple opportunities to present on various topics for nursing home administrators-in-training and practicing providers. She is a certified professional in healthcare quality and a master trainer of TeamSTEPPS, an evidence-based teamwork system designed to improve quality, safety and efficiency in healthcare.

Jennifer Palagi, MPH, BSN, RN, CIC, is a quality improvement consultant for Idaho’s patient safety initiatives at Qualis Health, the Quality Improvement Organization for Idaho and Washington. Her work focuses on preventing healthcare-associated infections (HAIs) and other hospital-acquired conditions, and improving care transitions for patients and families. Ms. Palagi's prior experience includes public health epidemiology, quality improvement and infection prevention in the hospital environment, and occupational/industrial health and safety. She is certified in infection control and epidemiology and is a board member of the Intermountain Chapter of the Association for Professionals in Infection Control and Epidemiology (APIC). She has presented oral and poster sessions at International APIC and SHEA conferences and has had multiple opportunities to present on healthcare topics in local professional and academic settings. She is a master trainer of TeamSTEPPS, an evidence-based teamwork system designed to improve quality, safety and efficiency of healthcare. Ms. Palagi enjoys working with healthcare providers to help hardwire their best-practice patient safety processes and prevent HAIs and other adverse events.

NOTE: This session is funded in part by FLEX funds through the State Office of Rural Health.

Price: N/C - Idaho CAHs; $30 - non-Idaho CAHs • (#10 and #11 on registration form)
ALLIED GROUP & SECTION MEETINGS

7:15 a.m. - 8:15 a.m.

Healthcare Reform: Big Implications for Small Hospitals
James D. Bentley, PhD - Silver Spring, MD

Explore the components of healthcare reform that offer small and rural hospitals incentives to improve patient access, to coordinate care in their communities and to assure uniformly high quality patient care.

Jim Bentley is a semi-retired health policy analyst who currently works with a number of hospitals and state hospital associations on the implications of national health reform for their operations. In October 2009, Mr. Bentley concluded 18 years at the American Hospital Association (AHA) where he was responsible for strategic policy planning.

Before joining the AHA, Dr. Bentley spent 15 years with the Association of American Medical Colleges (AAMC). Initially responsible for legislative and regulatory activities affecting teaching hospitals, he concluded his AAMC career as vice president of clinical services with responsibility for the association’s program of services for teaching hospitals and faculty practice plans. He also spent five years in the U.S. Navy Medical Service and taught in the health administration program at George Washington University.

He is currently a member of the national board of directors for Trinity Health of Novi, Michigan—a multi-hospital Catholic health system with facilities from Maryland to California. He is also a member of Trinity’s sponsoring organization, Catholic Health Ministries. Previously, Bentley had served as a member of several of its board committees. He earned his bachelor’s degree in health facilities management from Michigan State University (1967) and his doctorate degree in medical care organization (1971) from the University of Michigan.

Price: $35 ● (#12 on registration form)

MONDAY, OCTOBER 3

1:00 p.m. - 1:15 p.m. ● Sawtooth Room
Welcome & Introductions
Presiding: Jennie Pipoly, President, HFMA-Idaho Chapter; Controller, Kootenai Health - Coeur d’Alene, ID

1:15 p.m. - 2:45 p.m.

Working with Trustees to Help Them Fulfill Their Fiduciary Responsibilities
Dennis Stillman, Senior Lecturer, University of Washington - Seattle, WA and University of Colorado - Denver, CO

Sometimes our interaction with trustees is frustrating for us and them. We will discuss ways that we can improve these conversations for both sides.

Presentation take-a-aways:
• The roles and responsibilities of hospital trustees
• Ideas of what we can do as financial and patient account managers to assist trustees
• Reasons why trustees get into operations and what we can do to keep them focused on their responsibilities

2:45 p.m. - 3:00 p.m. ● Break

Healthcare Financial Management Association (HFMA) - Idaho Chapter
ALLIED GROUP & SECTION MEETINGS

3:00 p.m. - 5:00 p.m.  ●  Sawtooth Room
Change: Manage It or It Will Manage You
Lisa Goren, Senior Organizational Development Consultant, Legacy Health System - Portland, OR

Being “change hearty” and “the only constant is change” are catchphrases that are easier said than done, especially in the ever-turbulent world of healthcare. Living with change requires you to realistically assess the potential impact, communicate about it effectively and understand the nuances of people’s reaction to it. Failing to manage change productively can create unnecessary obstacles and inhibit forward movement. In this session, you will learn techniques to help you guide yourself, your team and your clients through the transition process gracefully and successfully.

Presentation take-a-ways:
• Recognize the realistic impact of change
• Describe each component of the change curve
• Demonstrate techniques for communicating about change

6:30 p.m.  ●  Location TBD

Social

TUESDAY, OCTOBER 4

7:30 a.m. - 8:00 a.m.  ●  Sawtooth Room
Continental Breakfast

8:00 a.m. - 8:15 a.m.
Welcome & Introductions
Presiding: Jennie Pipoly

8:15 a.m. - 10:00 a.m.
Claim Denials: How Low Can They Go?
Karen Bowden, Senior Vice President, Craneware Insight - Needham, MA

Understanding the root cause of denials and developing corrective action plans to prevent their recurrence can be one of the most effective and controllable processes within your revenue cycle work that impacts cash. Learn how high performing hospitals use best practice techniques to reach continuously lower denial benchmarks.

Presentation take-a-ways:
• How to use remittance advice and remark codes on 835 files to find patterns that lead to denials’ root cause
• A better understanding of root cause issues for top denial reasons
• Examples of effective corrective action plans successfully implemented by others

10:00 a.m. - 10:15 a.m.  ●  Break

10:15 a.m. - 12:00 p.m.
Computer Forensics
Brook T. Schaub, Computer Forensic Manager, Eide Bailly LLP - Minneapolis, MN

This session will discuss how forensic accounting uses electronic data to investigate fraud, theft and acceptable use violations. We will discuss computer forensics and how electronic evidence is used. Healthcare examples and an eclectic array of real case studies will demonstrate the importance of electronic data and what you need to do to preserve it. This session will be a real “eye-opener” for all who attend!

Presentation take-a-ways:
1. Understanding e-discovery and preservation needs
2. Understanding electronic evidence
3. Understanding of the application of computer forensics in the workplace
12:00 p.m.
Adjourn

Dennis Stillman is a senior lecturer at the University of Washington - Seattle, Washington and the University of Colorado - Denver, Colorado. He teaches courses in financial management to trustees, mid-career physicians, pharmacists, nurses and in-resident graduate students. He provides financial advisory services and interim chief financial officer services in healthcare settings. He co-authored the book Essentials of Health Care Organization Finance - A Primer for Board Members. Prior to joining the faculty and beginning his consulting practice, Mr. Stillman worked in healthcare provider organizations for 20 years. Mr. Stillman earned his master’s degree in healthcare administration from the University of Washington and his bachelor’s degree in business from the University of Puget Sound.

Lisa Goran obtained a bachelor’s degree in advertising from Michigan State University and a master’s degree in organizational communication from Portland State University. When not working at Legacy Health System, she teaches communication and leadership courses at several universities in the greater Portland area. In addition, she is a frequent guest lecturer at professional meetings and conferences.

Karen Bowden has extensive experience in leading denial management teams through root cause analysis and successfully implementing corrective action steps. Karen worked at academic medical centers in Pittsburgh and Boston for 25 years before beginning a consulting business focused on denial management.

Brook Schaub is a retired police sergeant with over 15 years of computer forensic experience. Mr. Schaub has taught computer and Internet forensics in the United States, as well as the Middle East, Europe and Australia. He acts as the firm-wide manager of computer forensics for Eide Bailly.

Price: $75 • (#13 on registration form)
Idaho Association for Healthcare Risk Management (IDAHRM)

MONDAY, OCTOBER 3

12:00 p.m. - 12:30 p.m. ● Camas Room
Luncheon

12:30 p.m. - 1:30 p.m.
Crucial Conversations for Patient Safety
Shauna Reeder, BS/BA, RHIT, CHDA, Director of Quality Management, Weiser Memorial Hospital - Weiser, ID

1:30 p.m. - 2:30 p.m.
Managing the Pre-Litigation Hearing Process
Judy Eaton, MS, Director of Insurance & Medical Professional Claims Administration, St. Luke’s Health System - Boise, ID

This program will provide insights and advice on how to prepare for the pre-litigation hearing and how to achieve a favorable report from the Hearing Board.

2:30 p.m. - 3:30 p.m.
IDAHRM Business Meeting (IDAHRM members ONLY)
Presiding: Karen Spitz, MBA, President, Idaho Association for Healthcare Risk Management; Account Executive, Chivaroli & Associates - Insurance Services - Boise, ID

Shauna Reeder, BS/BA, RHIT, CHDA, is director of quality management at Weiser Memorial Hospital and has more than 18 years of experience in healthcare, including quality and performance improvement, health information management, compliance and risk management and health data management. She is currently the vice president of the Idaho Association for Healthcare Risk Management.

Judy Eaton, MS, has 30 years of experience in hospital administration, primarily in the areas of human resources, medical staff services, risk management and medical malpractice claims administration. She is currently the director of insurance and medical professional claims administration for St. Luke's Health System, responsible for managing claims for all locations and for all employed physicians under St. Luke's self-insured professional liability program. Judy holds a bachelor’s and master’s degree in business administration and business education.

Price: $40 ● (#14 on registration form)

Idaho Healthcare Human Resource Association (IHHRA)

MONDAY, OCTOBER 3

11:30 p.m. - 12:00 p.m. ● Columbine A & B
Vignette: Instituting an Administrative Staff Driven Manager Training Program
Joel Rogers, Chief Operating Officer, Minidoka Memorial Hospital - Rupert, ID

12:00 p.m. - 12:30 p.m.
Networking Luncheon/Welcome & Introductions
Presiding: Daniel Klocko, President, Idaho Healthcare Human Resource Association; Vice President, Human Resources, Kootenai Health - Coeur d’Alene, ID
Tell Your Story: Tools for HR Professionals to Attract Top Talent  
Dale Dixon, President, Dale Dixon Media - Nampa, ID

Participants will complete the session with new skills and a higher level of confidence in telling the story of their respective hospital during the hiring phase.

Strategy Session: An In-depth Presentation Involving ADAAA, Workers’ Compensation and FMLA, and How They are Interrelated More Than Ever Before in Today’s World  
Steve Berenter, Managing Partner, Hawley Troxell Ennis & Hawley LLP - Boise, ID

Developing Mentoring & Coaching Skills With a Panel Discussion  
Wendy Andersen, Human Resource Director, Eastern Idaho Regional Medical Center - Idaho Falls, ID

IHHRA Business Meeting (IHHRA members ONLY)  
Presiding: Daniel Klocko

Dale Dixon has 23 years of broadcast news and media communication experience, working in radio and for CBS, ABC, and NBC-television affiliates. He has traveled extensively covering a variety of stories ranging from humanitarian efforts in Romania to refueling B1 Bombers over Canada en route to Bosnia. Mr. Dixon is an Associated Press and Idaho Press Club award winner, was named an Idaho Business Review 2004 Accomplished Under 40 recipient and a 2007 Better Business Bureau Integrity Counts! honoree. He is the president and CEO of the Better Business Bureau and serves on the Board of Directors of Leadership Idaho Agriculture Foundation, Victory Charter School, Nampa Chamber of Commerce and Twiga Foundation.

Steven W. Berenter is the chairperson of Hawley Troxell Ennis & Hawley LLP’s Employment Practice Group, where he maintains a broad employment law practice, including representing a number of healthcare providers and advising the Idaho Hospital Association and its members on employment matters. He dedicates a significant amount of his practice to defending clients in wrongful discharge cases and employment discrimination cases under the Idaho Human Rights Act; Title VII; the Age Discrimination in Employment Act; and the Americans with Disabilities Act. Mr. Berenter counsels clients regarding their rights and obligations under the evolving principles of employment law and related statutes. He has significant experience before the Idaho Human Rights Commission and the EEOC and is involved in employment-related litigation in both federal and state court. He earned his Juris Doctorate at the University of Washington School of Law and his bachelor’s degree from Stanford University, and is a member of the Idaho State Bar Association and the Human Resources Association of the Treasure Valley.

Wendy Andersen is a proven human resource (HR) business partner with several years’ experience in the healthcare industry. She has worked at Eastern Idaho Regional Medical Center, a 331-bed acute care hospital in Idaho Falls, as HR/recruitment manager for the past 10 years and was recently promoted to HR director. She directly supervises a team of five and partners with over 1,300 staff and management members. Ms. Andersen has been recognized for her leadership in projects such as School at Work, Career Exploration, DDI - Targeted Selection (behavioral interviewing training) and more. She completed her educational studies in Pocatello and received her bachelor’s in corporate training from Idaho State University. She is currently a national and local member of Society of Human Resource Management, a national member of American Society of Healthcare Human Resource Administrators and partners with several area businesses and the Department of Labor on career exploration and workforce readiness initiatives.

Price: $70 IHHRA Members, $100 non-IHHRA Members ● (#15 and #16 on registration form)
Idaho Health Information Management Association (IdHIMA)

MONDAY, OCTOBER 3

1:00 p.m. - 2:00 p.m. ● Lupine Room
ICD-10 Preparation & Training Tools
Serena L. Tschirgi, MPA, RHIA, Co-Chair, IdHIMA ICD-10 Transition Task Force; Director, Health Information Services, St. Joseph Regional Medical Center - Lewiston, ID; and Valerie A. Lynn, RHIT, Chair of Health Information Technology, ITT Technical Institute - Boise, ID

2:00 p.m. - 2:30 p.m.
Improving Care Through Health Information Exchange
Garri Scopelliti, Training Specialist, Idaho Health Data Exchange - Boise, ID

This presentation will cover a brief overview of the Health Information Exchange (HIE) in Idaho, define and explain its history and discuss the benefits of data exchange. Providers will benefit with access to patient information, coordination of care and improving healthcare costs. Patients can benefit because providers will have access to valuable health information which can limit duplicate testing or unnecessary testing. Idaho and the healthcare industry can utilize the technology and improve care together.

2:30 p.m. - 2:45 p.m. ● Break

2:45 p.m. - 3:45 p.m.
EHR and Meaningful Use
Michelle Turburt, Program Research and Development Analyst, Idaho Department of Health and Welfare, Division of Medicaid Electronic Health Record (EHR) Incentives Project - Boise, ID

3:45 p.m. - 4:30 p.m.
Roundtable Discussions
Presiding: Serena L. Tschirgi

Serena L. Tschirgi, MPA, RHIA, has been involved in the health information management (HIM) profession since 1974. She has worked in many areas of HIM including transcription at Saint Alphonsus Regional Medical Center in Boise; abstracting, coding and statistics at West Valley Medical Center in Caldwell; and, director of HIM at Bingham Memorial Hospital in Blackfoot. In 1985, she became the HIM director at Bannock Regional Medical Center (now Portneuf Medical Center) in Pocatello. Since 1993, she has been the director of health information services at St. Joseph Regional Medical Center in Lewiston. In her current position, she serves as the co-privacy officer, and assists in coordination of staff for the hospitalist program. Ms. Tschirgi is a member of the Medical IT and the Information Management Government committees. She chairs the hospital ICD-10 task force and serves on the Ascension Health HIM ICD-10 task force. She holds an associate’s degree in health information technology from Idaho State University, a bachelor’s degree in psychology from Idaho State University, and a master’s in public administration/healthcare emphasis, from Idaho State University. She has served the IdHIMA in a variety of roles, including treasurer, secretary, program director, president-elect and president, and is currently the IdHIMA co-chair of the ICD-10 Transition Task Force.

Valerie A. Lynn, RHIT, has been involved in the health information management (HIM) profession since 1995. As an HIM educator for the last five years, she has taught all of the health information technology (HIT) courses within the program. During this time she also served as a course writer and subject matter expert for HIT course development. From 1996 to 2006, Ms. Lynn was the HIM director for long-term care (LTC) facilities and LTC HIM consultant for affiliated facilities. She provided training and systems management relating to ICD-9 coding, record auditing, documentation improvement and regulation compliance. Ms. Lynn was the designated privacy officer responsible for implementing HIPAA compliance and maintaining annual training and introductory training during orientation. She holds an associate’s degree in health information technology from Boise State University and a bachelor’s degree in health information management from Boise State University. She is an active member of IdHIMA serving in various roles,
including, nominating committee chair, long-term care director, president-elect, president and past president, and currently serving as legal legislative director and is a member of the ICD-10 Transition Task Force.

Garri Scopelliti, is a graduate of Boise State University and is currently employed as a training and support specialist for the Idaho Health Data Exchange (IHDE). She is working on training new clients and also works with demonstrations for providers interested in the data exchange. The team at IHDE is working hard to encourage use of the data exchange throughout the state so that improved coordination of care and access to patient information can be achieved.

Michele Turbert is a program research and development analyst for the Department of Health and Welfare, Division of Medicaid. Currently, Ms. Turbert is the project lead for the Medicaid EMR Incentive Program and is responsible for the overall program development and implementation. Ms. Turbert has eight years of experience in project management as well as three years of experience as the research analyst and support staff to the Health Quality Planning Commission whose mission is to promote health and patient safety. Ms. Turbert was part of the team that completed the research necessary to support the Health Quality Planning Commission’s recommendation to the Governor to establish a statewide health information exchange in Idaho and is currently the contract monitor for Medicaid’s contract with the Idaho Health Data Exchange.

Price: $60 ● (#17 on registration form)

Idaho Hospital Association/Qualis Health Stakeholder Meeting

SATURDAY, OCTOBER 1

8:00 a.m. - 8:30 a.m.   ●   Limelight B
Continental Breakfast & Registration

8:30 a.m. - 9:30 a.m.
Qualis Health: Medicare Updates
Sharon Wilson, RN, BS, Director, Idaho Medicare Operations; Jennifer Palagi, MPH, BSN, RN, CIC, Quality Improvement Consultant; and Traci Treasure, MS, CPHQ, LNHA, Quality Improvement Consultant, Qualis Health - Boise, ID

9:30 a.m. - 10:30 a.m.
Qualis Health: Medicaid Updates

Idaho Medicaid Care Management Updates
Deon Westmorland, RN, BSN, CCM, Contract Administrator, Medicaid Services - Seattle, WA

Utilization Management at Qualis Health
Eric Wall, MD, MPH, Senior Medical Director - Seattle, WA

10:30 a.m. - 12:00 p.m.
Idaho Medicaid Update: What Happened After the Buffalo Jumped?
Paul Leary, BS, MHA, Deputy Administrator, Division of Medicaid, Idaho Department of Health & Welfare - Boise, ID

Sharon Wilson, RN, BS, is the director of Medicare operations, Idaho Office. She has been with Qualis Health since 2003 and has been recognized for outstanding work with the Critical Access Hospitals in Idaho. She has worked as a chief nursing officer, chief operating officer, and has been a consultant for health plans, provider relations director, with utilization and case management experience. Her background includes executive director and senior management-level work in hospitals, managed care and nonprofit settings. Quality improvement and management has been her primary career focus for over 20 years. In addition to organizing and presenting at national and local level quality improvement conferences, Ms. Wilson is a member of the American College of Healthcare Executives and is past
president of the California Association for Healthcare Quality. Ms. Wilson earned a certificate in project management from the University of Washington and is a Patient Safety Improvement Corp graduate. Ms. Wilson has an associate’s degree in nursing and a bachelor’s degree in healthcare management.

Jennifer Palagi, MPH, BSN, RN, CIC, is a quality improvement consultant for Idaho’s patient safety initiatives at Qualis Health, the Quality Improvement Organization for Idaho and Washington. Her work focuses on preventing healthcare-associated infections (HAIs) and other hospital-acquired conditions, and improving care transitions for patients and families. Jennifer’s prior experience includes public health epidemiology, quality improvement and infection prevention in the hospital environment, and occupational/industrial health and safety. Jennifer is certified in infection control and epidemiology and is a board member of the Intermountain Chapter of the Association for Professionals in Infection Control and Epidemiology (APIC). She has presented oral and poster sessions at International APIC and SHEA conferences and has had multiple opportunities to present on healthcare topics in local professional and academic settings. She is a master trainer of TeamSTEPPS, an evidence-based teamwork system designed to improve quality, safety and efficiency of healthcare. Jennifer enjoys working with healthcare providers, to help hardwire their best-practice patient safety processes and prevent HAIs and other adverse events.

Traci Treasure, MS, CPHQ, LNHA, is a quality improvement consultant with Qualis Health in Boise. In this capacity, she has assisted providers on patient safety initiatives and with cross-setting coordination of care. She is chair of the Idaho Health Care Association iCARE, a subcommittee working toward culture change for person-centered care in Idaho and promoting the Advancing Excellence Campaign. In addition to working directly with providers, she has also worked with insurers and claims processing information systems. Ms. Treasure holds a master’s degree in education specializing in training and performance improvement as well as a bachelor’s degree in healthcare administration and business administration. Through her career she has had multiple opportunities to present on various topics for nursing home administrators-in-training and practicing providers. She is a certified professional in healthcare quality and a master trainer of TeamSTEPPS, an evidence-based teamwork system designed to improve quality, safety and efficiency in healthcare.

Deon Westmorland, RN, BSN, CCM, is a registered nurse and certified case manager with more than 20 years of healthcare management experience. In her broad range of managerial roles at Qualis Health, Ms. Westmorland has effectively managed many private and government contracts; successfully implemented programs for new clients; and directed the utilization and case management department, including medical review services. Ms. Westmorland ensures that Qualis Health is aligned with clients’ business objectives and that it proactively meets clients’ needs. She also manages the staff that is responsible for the Idaho Medicaid Care Management contract. Ms. Westmorland holds a bachelor’s degree in nursing from Seattle Pacific University and is a registered nurse in the state of Washington.

Eric Wall, MD, MPH, is a board certified, licensed physician with more than 30 years of professional clinical experience, including 15 years of care management experience. Prior to joining Qualis Health, he served in the dual roles of regional medical director of Premera Blue Cross Blue Shield of Alaska, as well as the vice president and regional medical director of LifeWise Health Plan of Oregon. In these roles, Dr. Wall worked closely with Alaska and Oregon providers to set regional medical policy direction; oversaw a staff of provider relations, nurse case managers, and care management personnel; and led the development and implementation of care management programs. Dr. Wall also possesses a strong research background, serving as an associate professor and director of research in family medicine at Oregon Health Sciences University for 10 years. Dr. Wall received his medical degree from Catholic University of Louvain, completed his family medicine internship and residency at the University of Miami, and holds a master’s degree in public health from the University of Washington. He received an honorable mention as one of the Top People in Healthcare by Dorland Health in 2010 for the Top Medical Director - Provider Category.

Paul J. Leary, BS, MHA, is a deputy administrator for the Division of Medicaid in the Idaho Department of Health and Welfare. Mr. Leary has been with the Department since 2003. Just prior to joining the Department, he was engaged as a consultant in hospital management and administration, with a focus on the cardiac and vascular product lines. Between 1981 and 2002 he was employed by St. Luke’s Regional Medical Center serving as the administrator for Heart and Diagnostic Services. He has a bachelor’s degree from the University of California, Berkeley campus and a master’s degree in healthcare administration from Colorado University.

Price: N/C ● (#18 on registration form)
Idaho Society for Healthcare Engineering (ISHE)

SATURDAY, OCTOBER 1

5:00 p.m. - 8:00 p.m.  ●  President’s Suite
Welcome & Social BBQ

SUNDAY, OCTOBER 2

7:00 a.m. - 8:30 a.m.  ●  Sage Room
ISHE Board Meeting

8:30 a.m. - 9:45 a.m.
ISHE Business Meeting & Continental Breakfast
Presiding: Tracy Broome, President, Idaho Society for Healthcare Engineering; Director of Facilities, St. Luke’s McCall - McCall, ID

9:45 a.m. - 10:00 a.m.  ●  Break

10:00 a.m. - 12:00 p.m.
Emergency and Standby Power Systems
Roger Scheidler, Technical Advisor and Project Coordinator, T.W. Enterprises, Inc.
Sponsored by T.W. Enterprises, Inc.

12:00 p.m. - 1:30 p.m.  ●  Lunch (on your own)

1:30 p.m. - 4:30 p.m.
Emergency and Standby Power Systems (continued)

MONDAY, OCTOBER 3

1:00 p.m. - 2:00 p.m.  ●  Sage Room
DEQ Air Quality Permitting
Carl Brown, Air Toxics Analyst, and Dan Pittman, Registered Professional Engineer, Idaho Department of Environmental Quality - Boise, ID

2:00 p.m. - 3:00 p.m.
What To Do With Pharisaical Waste
Kai Elgethun, PhD, MPH, Chief, Environmental Health Resource, Idaho Department of Health and Welfare - Boise, ID

Roger Scheidler has been a generator service representative for T.W. Enterprises, Inc. for over 15 years. His experience is specialized in generator repair, installation, and application design. He is an authorized trainer for factory certification and for development of generator service technicians. He is authorized by Generac to present ten different PDH/CEU modules developed in conjunction with the Milwaukee School of Engineering called the Professional Development Seminar Series. He is a 1975 graduate from Ball State University with a bachelor’s degree in mathematics, minors in physics and economics.
Carl Brown has been an air toxics analyst at the Idaho Department of Environmental Quality for almost five years. He serves as a toxics/chemical resource for the air quality permitting program. Other projects that he has focused on are mercury deposition studies and air toxics data analysis. Mr. Brown has a bachelor’s degree in chemistry from Furman University and a doctorate degree in physical chemistry from Stanford University.

Dan Pittman has 22 years of experience in the air permitting program at the Idaho Department of Environmental Quality. He is a registered professional engineer in Idaho and has a degree in environmental engineering from Montana Tech.

Kai Elgethum, PhD, MPH, plays a joint role as the toxicologist and CDC/ATSDR health assessor for Idaho Department of Health and Welfare (IDHW). He is the chief environmental health resource for IDHW and the seven Idaho health districts. Dr. Elgethum is adjunct faculty at Boise State University and has been working in Idaho for the past five years. He earned a doctorate degree in environmental and occupational hygiene from the University of Washington, School of Public Health and Community Medicine, and is an active member of the International Society of Exposure Science and the Society for Risk Analysis.

Price: $50 ● (#19 on registration form)

Idaho Society for Healthcare Marketing & Public Relations (ISHMPR)

SUNDAY, OCTOBER 2

10:00 a.m. - 10:15 a.m. ● Columbine A & B
Welcome & Introductions
Presiding: Darryl-lynn Oakes, Director, Communication, Idaho Hospital Association - Boise, ID

10:15 a.m. - 11:45 a.m.
Strategic Data Use
Brooks Kochvar, Campaign Manager and Strategist - Boise, ID

Taking readily available and pertinent data can add significantly to product line, image and advertising campaigns. Brooks Kochvar brings years of campaign and polling experience to share as he shows hospitals how to utilize economic, polling and other data provided by IHA to add additional depth to hospital advertising and public affairs campaigns, earned media, VIP tours and press stories.

11:45 a.m. - 12:45 p.m.
Networking Luncheon

12:45 p.m. - 1:00 p.m. ● Break
1:00 p.m. - 2:00 p.m.
Working with Today’s Media
Moderator: Ken Dey, Public Relations, St. Luke’s Health System - Boise, ID

It’s no secret that social media and the internet have transformed the way we get messages out to our communities. From reduced reporting staff to the eruption of new “media” entities which can distort facts or just plain misinform readers, we each have to face new realities that mean our communities and customer may not get the information we send out. Panelists scheduled include:
• Anne Wallace Allen, Interim Managing Editor, Idaho Business Review - Boise, ID
• Marie Watteau, Director of Media Relations, American Hospital Association - Washington, D.C.
• Larry Bush, Brand Manager, MD News/Sunshine Media - Chattanooga, TN
• Josh Awtry, Editor, Twin Falls Times News - Twin Falls, ID

2:00 p.m. - 3:00 p.m.
The Key to Competitive Advantage
David McDonald, CEO and Executive Editor, True North Custom Media - Chattanooga, TN; and, Larry Bush

To remain competitive in the era of increasing pressure to provide higher quality at lower cost, healthcare organizations must place technology at the center of their businesses. This requires healthcare marketing professionals to acquire new skills and champion a culture of change, within their organizations, that is grounded in innovation and technology. The healthcare marketing professionals of tomorrow will exhibit three core skills that will be explored during this presentation:
• An ability to leverage data to gain a higher level of insight into consumer needs and preferences
• Endemic comfort with technology
• Management of rising organizational complexity

Brooks Kochvar is a well-respected campaign manager and strategist who has managed nationally targeted campaigns in each of the last five election cycles throughout the U.S. Most recently he managed Senator Kelly Ayotte’s successful primary and general election campaigns for the U.S. Senate in New Hampshire. The Nashua Telegraph named Kochvar the best strategist in New Hampshire for his efforts. Mr. Kochvar has served as chief of staff to two members of Congress, deputy chief of staff and headed up a Senate transition team.

During his career he has overseen the production of more than 150 television ads, hundreds of mail pieces and conducted hundreds of political surveys, as well as handling thousands of interviews. Mr. Kochvar has taught campaign management, communications, strategy and tactics in Africa, the Middle East and throughout the United States.

David McDonald is a founding member of the Custom Content Council and the founder and CEO of America’s first fully custom healthcare magazine business. Mr. McDonald has pioneered custom media for the healthcare industry by developing a patented process for managing communications functions within the healthcare landscape. He is a columnist for FOLIO: magazine; the founder and executive editor of both Healthcare Insight magazine (the nation’s leading magazine about healthcare marketing and communications) and HIT Exchange (the most widely circulated magazine covering health information technology). Mr. McDonald is also actively involved in the formation and growth of the Magazine Innovation Center at the University of Mississippi and is the founding partner of the Transcendent Media Lab, a think tank devoted to understanding today’s media and communications formats, and is currently working with a state college to develop a custom media curriculum (one of the first of its kind to be offered on a college campus).

Larry Bush has been instrumental in revamping MD News into the nation’s largest network of physician publications and a leading business and practice management brand exclusively about physicians…from physicians…and for physicians. Mr. Bush has more than 20 years of experience in healthcare marketing and communications with HCA Corporation and other leading organizations.

Price: $85 ● (#20 on registration form)
ALLIED GROUP & SECTION MEETINGS

Idaho Society of Directors of Volunteer Services (ISDVS)

SUNDAY, OCTOBER 2

9:00 a.m. - 10:30 a.m.  ●  St. Luke’s Wood River Medical Center, Ketchum
Welcome & Business Meeting/Continental Breakfast
Presiding: Renee Zerwas, President, Idaho Society of Directors of Volunteer Services; Director, Volunteer Services, St. Luke’s Treasure Valley - Boise, ID

10:30 a.m. - 10:45 a.m.  ●  Break

10:45 a.m. - 12:00 p.m.
Committee Reports & Round Table Discussion

12:00 p.m. - 1:00 a.m.
Luncheon & Continuation of Round Table Discussion

1:00 p.m.
Adjournment

Price: $30 ● (#21 on registration form)

Idaho Sound Beginnings - Early Hearing Detection and Intervention (EHDI) Project

TUESDAY, OCTOBER 4

9:00 a.m. - 3:30 p.m.  ●  Limelight C
Small Steps to a Model Program

9:00 a.m. - 9:15 a.m.
Registration/Welcome & Introductions
Presiding: Cynthia J. Carlin, BS, Idaho EHDI Project Coordinator - Boise, ID

9:15 a.m. - 9:45 a.m.
Evaluating EHDI in Idaho
Cynthia J. Carlin

9:45 a.m. - 10:30 a.m.
Parent Perspectives: Inputs and Outcomes
Andrea Amestoy, RN, BSN, Project Consultant, Idaho EHDI Project - Boise, ID
10:30 a.m. - 11:00 a.m.
Audiology Tips
Jessica Stich-Hennen, AuD, Pediatric Audiologist - Boise, ID

11:00 a.m. - 12:00 p.m.
Late Onset Hearing Loss: The Risks
Jessica Stich-Hennen, AuD

12:00 p.m. - 1:00 p.m.
Working Lunch (catered)

1:00 p.m. - 2:15 p.m.
Anatomy of a Model Screening Program (No Baby Left Behind!)
Jessica Stich-Hennen, AuD

2:15 p.m. - 2:45 a.m.
Your Model Program

2:45 p.m. - 3:15 p.m.
Roundtable: Questions, Answers, Issues, Brainstorming, Planning, Networking, Discussion and Decisions

3:15 p.m. - 3:30 p.m.
Wrap-up & Evaluation

Cynthia Carlin, BS, serves as the program director for Idaho Sound Beginnings and has been with the Idaho EHDI Program since 2001. Her education is in the field of Biology and Secondary Education and, as EHDI program director, she addresses the needs of its many hospital and community partners in an effort to better serve Idaho’s infants.

Andrea Amestoy, RN, BSN, serves as project consultant to the ISB EHDI Project. She is experienced in pediatrics and NICU nursing, and birth and parenting education. As a nurse and mother of two young children with hearing loss, she has a strong awareness of the importance of early hearing detection and intervention as well as becoming an integral part of the Idaho EHDI training team.

Jessica Stich-Hennen, AuD, specializes in pediatric audiology. She works as the primary pediatric audiologist for the Idaho Cleft Palate and Craniofacial team. Dr. Stich-Hennen is the primary pediatric consultant for Idaho Sound Beginnings newborn hearing screening program, providing training and support to audiologists and medical staff across Idaho.

Price: N/C - Additional session charge of $35 sponsored by Idaho Sound Beginnings (#22 on registration form)

NOTE: This continuing nursing education activity has been submitted for approval to the Idaho Nurses Association, an accredited approver by the American Nurses Credentialing Center Commission on Accreditation.
Nurse Leaders of Idaho (NLI)

SUNDAY, OCTOBER 2

7:45 a.m. - 3:30 p.m.   ●    Limelight A
Healthcare Transformation and the Future of Nursing in Idaho

7:45 a.m. - 8:15 a.m.
Registration & Continental Breakfast

8:15 a.m. - 8:30 a.m.
Welcome
Presiding; Margaret Henbest, Executive Director, Nurse Leaders of Idaho - Boise, ID

8:30 a.m. - 9:45 a.m.
Idaho Health - Idaho Solutions
Bill Deal, Director, Idaho Department of Insurance, and Richard Armstrong, Director, Idaho Department of Health and Welfare - Boise, ID

9:45 a.m. - 10:00 a.m.   ●    Break

10:00 a.m. - 11:00 a.m.
Patient-Centered Medical Homes: How is Idaho Designing our Medical Home Model to Meet Its Needs?
Denise Chuckovich, Executive Director, Idaho Primary Care Association - Boise, ID

11:00 a.m. - 11:45 a.m.
2011 Idaho Nursing Workforce Report
Sara Gieseke Scudder, Research Analyst Supervisor, Idaho Department of Labor - Boise, ID

11:45 a.m. - 12:00 p.m.   ●    Break

12:00 p.m. - 1:00 p.m.
Boxed Lunch & Nurse Leaders of Idaho Membership Meeting

1:00 p.m. - 2:00 p.m.
Accountable Care Organizations: Rules and Guidance
Kim C. Stanger, Partner, Hawley Troxell Ennis & Hawley LLP - Boise, ID

2:00 p.m. - 2:15 p.m.   ●    Break

2:15 p.m. - 3:15 p.m.
Positioning Ourselves for the Future: Challenges and Opportunities
Edith Irving, RN, MS, NE-BC, FACHE, Chief Nursing Officer, West Valley Medical Center - Caldwell, ID;
Geoffrey N. Swanson, MD, Medical Director, Clinical Integration President, SELECT Medical Network of Idaho - Meridian, ID; Deena Rauch, MSN, RN, NEA-BC, FACHE, Chief Nursing Officer, Gritman Medical Center - Moscow, ID;
Janelle G. Reilly, Chief Strategy and Accountable Health Network Officer, Saint Alphonsus Health System - Boise, ID; and Casey Meza, Chief Executive Officer, St. Mary's and Clearwater Valley Hospitals & Clinics - Orofino, ID
3:15 p.m. - 3:30 p.m.
Session Wrap-Up

Bill Deal was appointed by Governor C.L. “Butch” Otter to serve as director of the Idaho Department of Insurance effective January 2007. He was elected to the Idaho House of Representatives in 1990 and served eight terms. He served as Chairman of the Board of the Idaho State Insurance Fund and was a member of the Idaho Endowment Investment Board. He is past president of the Snake River Stampede, Independent Insurance Agents of Idaho, Nampa Rotary and University of Idaho Alumni Association.

Richard “Dick” Armstrong was appointed director of the Idaho Department of Health and Welfare in June 2006 by Governor Jim Risch. He was reappointed to the position in January 2007 by Governor C. L. “Butch” Otter. Director Armstrong serves as executive and administrative head of the Department, which employs more than 3,100 people, with an annual budget of $2 billion. Prior to his appointment, he was senior vice president of sales and marketing at Blue Cross of Idaho, where he was employed 36 years.

Denise Chuckovich joined the Idaho Primary Care Association as executive director in the fall of 2006. She had previously worked with the Oregon Primary Care Association as deputy director and director of technical assistance. At the Idaho Primary Care Association, Ms. Chuckovich draws on 25 years of experience in healthcare administration and planning to improve access to primary care for all Idahoans and to strengthen Idaho’s thirteen community health centers. Denise did her undergraduate work at University of California, Berkeley. She has a master’s degree from Idaho State University, Pocatello and a graduate certificate in public health from the University of Washington.

Sara Gieseke Scudder is a research analyst supervisor for the Idaho Department of Labor, overseeing the occupational employment statistics and special research projects group of four analysts and two records specialists. This group developed and disseminated data and reports generated under a $1.25 million federal economic stimulus grant to improve labor market information, the annual Occupational Employment and Wage Survey, produced baseline analysis of Idaho’s high technology, healthcare and advance manufacturing sectors and produced the 2011 Idaho Nursing Overview aimed at reassessing education capacity, salary and recruitment issues at both public and private educational institutions. Ms. Scudder is a summa cum laude graduate of Auburn University in political science and has a master’s degree in economics from California State University Hayward.

Kim C. Stanger is chairman of Hawley Troxell’s Health Law Group. He assists clients in healthcare and business transactions; administrative and civil proceedings; and the full range of compliance concerns, including those relating to healthcare reform, HIPAA, HITECH, EMTALA, Stark, Anti-Kickback, Medicare and Medicaid rules, and state licensing requirements. Mr. Stanger is past president of the Idaho State Bar Health Law Section, past president of the Idaho Association for Healthcare Risk Management, and a founding member of the Idaho HIPAA Coordinating Council.

Edith Irving, RN, MS, NE-BC, FACHE, is the chief nursing officer (CNO) at West Valley Medical Center and Chair of the CNO Council for the Mountain Division of Healthcare Corporation of America. Ms. Irving has a 37-year career in healthcare and has experience as a professor of nursing at Boise State University, and has been a nurse administrator for over 24 years. She was a founding member of Idaho Alliance of Leaders in Nursing. She received a bachelor’s degree in nursing from the University of Oregon Health Sciences University and master’s degree in nursing from Idaho State University. Ms. Irving is board certified as a nurse executive and the recipient of the Professional Achievement Award from Kasiska College of Health Professionals and Idaho State Alumni Association in 2005.

Geoffrey N. Swanson, MD, is a practicing family medicine physician. He is passionate about rationally reforming medicine. He has served on the Blue Cross of Idaho Physician Advisory Panel since 1997 and on the Blue Cross of Idaho Pharmacy and Therapeutics Committee since 2001. Dr. Swanson has been the president of SELECT Medical Network of Idaho since its inception in 2001. He is a founding member of BrightPath, a statewide health network, as well as its medical director. Dr. Swanson has chaired the Department of Family Medicine at St. Luke’s and Saint Alphonsus Regional Medical Centers and recently was the recipient of the Idaho Medical Group Managers Physician Leadership Award. He currently holds the position in the St. Luke’s Health System of medical director of clinical integration and chairs the Clinical Leadership Council in Boise/Meridian.
Deena Rauch, MSN, RN, NEA-BC, FACHE, is the chief nursing officer at Gritman Medical Center in Moscow, Idaho, where she is responsible for providing leadership and administrative oversight for all its clinical services. Prior to accepting her position at Gritman Medical Center, she was the chief clinical officer at Whitman Hospital and Medical Center in Colfax, Washington. She received her master’s degree in nursing from Gonzaga University and her bachelor’s degree in nursing from Lewis Clark State College.

Janelle G. Reilly has 22 years of progressive healthcare experience. She started with Saint Alphonsus Regional Medical Center in July 1997 serving as vice president of corporate development for seven years, chief operating officer for six years, and interim CEO for nine months. She is now the chief strategy and accountable health network officer for the new multi-hospital Saint Alphonsus Health System. Ms. Reilly received her master’s degree in health administration from the University of Missouri, and a bachelor’s degree in chemistry and mathematics from William Jewell College.

Casey Meza is chief executive officer (CEO) of Clearwater Valley Hospitals & Clinics (CVHC), Orofino, and St. Mary’s Hospital & Clinics (SMHC), Cottonwood. In 2011, the National Rural Health Association recognized the hospitals as their Outstanding Rural Health Organization. Her championship of telemedicine earned her the 2010 Shirley Ann Munroe Leadership Award from the American Hospital Association, and the Excellence in Patient Care Award from the Idaho Hospital Association. Her dedication to rural medical education earned her special honor from the Family Medicine Residency Idaho program. In 2006, she was appointed to the Idaho Health Quality/Health Data Exchange Planning Commission. She currently serves on the IHA Board of Directors and the Blue Shield of Idaho Board of Directors.

“*This activity has been submitted to the Arizona Nurses Association for approval to award contact hours. The Arizona Nurses Association is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center’s Commission on Accreditation.*”

Price: $65 NLI Members, $90 non-NLI Members ● (#23 and 24 on registration form)
Trustees

SUNDAY, OCTOBER 2

8:30 a.m. - 11:30 a.m.   ●   Limelight B
Effective Boards: Understanding and Fulfilling Roles and Responsibilities
Kim C. Stanger, Partner, Hawley Troxell Ennis & Hawley - Boise, ID

This session is designed to give new and experienced trustees the understanding and practical tools they need to successfully fulfill their duties to the hospital and serve as an effective board member. The laws and standards governing hospital board members, including duties of care, loyalty and obedience, and recognizing and responding to conflicts of interest, will be discussed. Mr. Stanger will also provide an overview of some of the key laws affecting hospital operations which board members are expected to know, including Stark, Anti-Kickback, EMTALA, HIPAA and the False Claims Act. Practical suggestions for helping boards fulfill their core responsibilities, including credentialing and peer review, as well as statutory defenses and protections for board members will be discussed. The session will conclude with an overview of considerations in acquiring physician practices or hiring physicians, including relevant laws, business considerations and common contract terms.

11:30 a.m. - 11:45 a.m.   ●   Break

11:45 a.m. - 12:45 p.m.
Luncheon

12:45 p.m. - 1:00 p.m.   ●   Break

1:00 p.m. - 2:00 p.m.
How is the Board Doing? Conducting a Board Self-Assessment
Michael D. Pugh, President and CEO, Verisma Systems, Inc. - Pueblo, CO

In this session, Mr. Pugh will discuss the value of a board self-assessment and the questions that board members should routinely ask about the effectiveness of the Board and the governance process. Various approaches and options for board self-assessment will be reviewed and participants will utilize a case study and simulated board evaluation process in the workshop. Participants will leave the workshop with simple forms and evaluation tools which can easily be adapted for use by individual boards.

2:00 p.m. - 2:15 p.m.   ●   Break

2:15 p.m. - 3:15 p.m.
How Are the Patients Doing? The Board’s Role and Responsibility for Quality and Safety
Michael D. Pugh

In this session, Mr. Pugh will discuss the hospital board’s responsibility for the clinical outcomes, patient safety and the overall care provided by the organization. He will discuss the type of quality data and quality reports that boards should routinely review, the questions board members should ask, how boards should set clinical and safety performance targets and the types of board committees and structures which may be useful for carrying out quality responsibilities. Mr. Pugh will also discuss how payment systems will likely change under Medicare, Medicaid and healthcare reform with respect to quality.

3:15 p.m. - 3:30 p.m.   ●   Break
ALLIED GROUP & SECTION MEETINGS

3:30 p.m. - 5:00 p.m.
How is the Hospital Doing Financially?
Dennis Stillman, Senior Lecturer, University of Washington - Seattle, WA and University of Colorado - Denver, CO

This session is designed to give new and seasoned trustees an understanding of the tools, skills and expectations they need to fulfill their duties relating to finance. These include setting objectives and monitoring performance. We will discuss access to capital, reading financial statements and linking financial performance with strategic planning.

5:00 p.m. - 5:15 p.m.
Q & A/Wrap-up

Kim C. Stanger is chairman of Hawley Troxell’s Health Law Group. He assists clients in healthcare and business transactions; administrative and civil proceedings; and the full range of compliance concerns, including those relating to healthcare reform, HIPAA, HITECH, EMTALA, Stark, Anti-Kickback, Medicare and Medicaid rules and state licensing requirements. Mr. Stanger is past president of the Idaho State Bar Health Law Section, past president of the Idaho Association for Healthcare Risk Management, and a founding member of the Idaho HIPAA Coordinating Council. He is a member of the American Health Lawyers Association, the American Bar Association Health Law Section and is the Idaho representative for AHA’s Allied Attorney Group—the association comprised of attorneys representing state hospital associations.

Michael D. Pugh has over 30 years of CEO experience in hospitals, healthcare systems, managed care organizations, consulting and healthcare services companies. Mr. Pugh is the president and CEO of Verisma Systems, a rapidly growing technology, service and consulting company helping hospitals and other providers remain HIPAA compliant in the release and transfer of patient records. He is also a nationally known consultant to healthcare organizations, payer organizations and government agencies. He works with senior leaders and boards on issues of quality, performance, strategy and governance. Mr. Pugh is a senior faculty member for the Institute for Healthcare Improvement (IHI) in Boston, Massachusetts, and works closely with IHI senior leadership on national improvement issues and efforts, including the IHI/RWJF Pursuing Perfection Project.

Mr. Pugh continues to be very active in healthcare leadership. As a former member of the Board of Trustees of the American Hospital Association and former commissioner of the Joint Commission for Accreditation of Healthcare Organizations, he is well-positioned to provide expert support for healthcare leaders. He also served as chairman of the Colorado Hospital Association and is a current member of the board of AHA Health Forum, a subsidiary of the American Hospital Association. Mr. Pugh is a frequent speaker at regional and national healthcare conferences on the subjects of quality, performance, governance and healthcare strategy. For many years, Mr. Pugh has been a guest lecturer in the healthcare administration graduate program at the University of Colorado and has served as the chairman of the Board of Trustees at Fort Lewis College located in Durango, Colorado.

Dennis Stillman is a senior lecturer at the University of Washington in Seattle and the University of Colorado in Denver. He teaches courses in financial management to trustees, mid-career physicians, pharmacists, nurses and in-resident graduate students. He provides financial advisory services and interim chief financial officer services in healthcare settings. Clients include the Polyclinic, Sacred Heart Medical Center - Spokane and Samaritan Health Care - Moses Lake, WA. Mr. Stillman co-authored the book Essentials of Health Care Organization Finance: A Primer for Board Members.

Prior to joining the faculty and beginning his consulting practice, Mr. Stillman worked in healthcare provider organizations for 20 years, including the University of Washington Medical Center (UWMC), Pacific Medical Center, Valley Medical Center and Harrison Hospital. Dennis was the chief financial officer at UWMC for 11 years. Mr. Stillman earned his master’s degree in healthcare administration from the University of Washington and his bachelor’s degree in business from the University of Puget Sound. He is active in the Washington/Alaska Chapter of the Healthcare Financial Management Association (HFMA) and achieved Fellowship status in 1991.

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JEFFREY W. MARTIN

Jeffrey W. Martin was a truly unique individual. He came to Idaho with a Texas twang in his voice and a smile on his face. He made friends easily and was a natural-born leader. In just ten short years, he played a significant role in improving the quality of healthcare in Moscow, Idaho, where he was president and chief executive officer (CEO) of Gritman Medical Center (GMC). His commitment to healthcare extended beyond Moscow to the entire Gem State, which he deeply loved. Jeff’s actions even attracted the attention of the American Hospital Association—and he made it all look easy.

Jeff’s career began in healthcare after he graduated from the University of Texas–Pan American with a bachelor’s degree in business administration, majoring in accounting and finance. He worked in public accounting, auditing hospitals among other businesses.

In 1999, he served as interim chief financial officer at GMC. The GMC Board of Directors knew that they had a leader of exceptional caliber in Jeff and he was strongly encouraged to apply for the permanent CEO position when it became available. He was named CEO in 2000. He brought energy, integrity, strategic thinking and a Texas-sized ‘can-do attitude’ to the job. Jeff led GMC to many accomplishments that enhanced safety and quality of care for patients.

In 2000 and 2001, GMC was recognized as one of the Top 100 “Most Wired Hospitals” in the nation, by Hospitals & Health Networks, a publication of the American Hospital Association.

Jeff’s visionary leadership inspired physicians, nurses, staff and volunteers to work together to provide exceptional and compassionate care. For seven consecutive years, between 2003 and 2009, GMC earned the Exceeding Patient Expectations Award from Avatar International.

We all know that the attitude of employees has a direct impact on the patients’ experience. At GMC, employee satisfaction thrived with Jeff’s motivating influence. In 2009, GMC employees showed a satisfaction rating in the 93rd percentile nationwide. This was up dramatically from 2007, when GMC ranked in the 77th percentile.

Under Jeff’s careful watch, GMC experienced significant growth. In 2003, major construction and renovation occurred at the hospital, with a 52,000 square foot expansion. Patients benefited from a spacious Family Birth Center, Outpatient Laboratory, Outpatient Clinics, a Women’s Imaging Center, Inpatient Unit and Critical Care Unit. Perched on top of it all was a new rooftop helipad.

Jeff knew that to continue serving patients and meeting the needs of the communities it was essential to recruit more physicians to the Palouse. To accomplish this, more medical office space was needed. At the time, physicians desiring to locate to the Moscow area had few options. In 2003, the hospital acquired property and began to develop an ambulatory surgery center and medical office buildings. Palouse Surgery Center opened one year later, in 2004. A joint venture between GMC and 17 physicians, Palouse Surgery Center was immediately successful. The project demonstrated Jeff’s ability to bring groups of people together in strategic and visionary collaborations that benefited all and improved access to outpatient surgery for the patients.

Expansion continued with new office space for general surgeons. This cooperative venture partnered GMC with two area hospitals and was completed in 2008.

In 2009, construction was completed on a state-of-the-art 29,000 square foot medical building that houses Moscow Family Medicine, Inland Orthopedics, Blue Sky Dental and ClearView Eye Clinic.

Jeff would be the first to tell you that he didn’t do it alone. He was an expert at “managing up” and always gave credit to his board, the medical staff and others.

His leadership and influence extended well beyond the walls of the hospital. Jeff was past president of the Moscow Chamber of Commerce and served on the Inland Northwest Blood Center Board. He was the 2008 recipient of the Moscow Community Service Award, and was named the 2008 Business Leader of the Year by the Lewiston Tribune.

His involvement with the Idaho Hospital Association was substantial. He served as board chair in 2009. For three years he served as chair of the Political Action Advisory Committee. He served as the board secretary/treasurer, chair of the Finance Committee for one year, and served
Jeff's legacy endures. He was a strong, dedicated and compassionate healthcare organization that puts patient needs and community wellness above all else. Jeff left Gritman Medical Center as a strong, dedicated healthcare advocate for the people of Idaho. He was widely admired and appreciated as an excellent friend, mentor and human being. He was an optimist who saw an opportunity in every difficulty. He left the world a better place.

In October 2009, he received the QHR Excellence in Leadership Award, being named CEO of the Year. QHR is the nation’s largest hospital management company and one of the leading healthcare consulting firms in the United States.

Jeff's family was extremely important to him. He dearly loved his wife Becky and their three children, who were familiar faces to Gritman employees. Becky was his rock—always supportive and helping behind the scenes. Jeff took great pleasure in sharing his family adventures with others.

Jeff made a difference in the lives of many people. He helped to create a culture of caring at Gritman Medical Center and he embraced his role as a healthcare advocate for the people of Idaho. He was widely admired and appreciated as an excellent friend, mentor and human being. He was an optimist who saw an opportunity in every difficulty. He left the world a better place.

On October 17, 2010, just 12 days after the 77th Annual IHA Convention, a vehicle accident took Jeff Martin's life. Jeff left Gritman Medical Center as a strong, dedicated and compassionate healthcare organization that puts patient needs and community wellness above all else. Jeff's legacy endures.

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Trustee of the Year Award

DAN KRAHN

Dan Krahn began his hospital service journey 30 years ago as a trustee on the joint Board of Trustees for central Idaho’s McCall and Cascade hospitals. In 1984, separate taxing districts and boards were established for each hospital and Dan was elected board chair for McCall Memorial Hospital. He has served in that capacity continuously since that time.

During his tenure, McCall Memorial Hospital changed its governance structure from a county hospital to a taxing district hospital and, as of October 1, 2010, the hospital became a member of St. Luke’s Health System. Dan was integrally involved in each of these structural transitions. His foresight and proactive leadership, combined with assistance from a devoted and competent board, enabled the hospital to flourish from each transition, resulting in improved patient access to quality healthcare, expansion of local services and strengthened financial stability.

Having earned a long-established reputation for exceeding patient expectations, McCall Memorial Hospital was well positioned to join St. Luke’s Health System, a decision that is likely to be one of the most significant transformations in healthcare for McCall and surrounding communities. Dan has asserted many times that “No one person can be singled out for creating this reputation; it resulted from the hard work of physicians, hospital employees, volunteers, trustees and generous members of our community.”

As true as that statement is, Dan can be singled out for achieving a process that rests on the shoulders of the chairman—building a respected, cohesive and talented Board of Trustees. Dan’s calm, passionate and proactive leadership style has attracted other civic leaders to the Board. In the words of Dean Hovdey, a 21-year board member, “Dan’s passion and dedication as board chair have initiated many positive changes in our healthcare community which would not have otherwise happened. He has an amazing capacity to give ceaselessly on behalf of our citizens to ensure their access to quality, affordable healthcare at St. Luke’s McCall.”

Dan’s leadership activities extend from chairing board meetings to hauling used couches into the hospital’s Auxiliary Thrift Shop. Having raised four rambunctious, athletic children in McCall, Dan is no stranger to the excellent care provided in the emergency room, which gave him a greater perspective as both a parent and a board member.

Two-and-a-half years ago, McCall Memorial Hospital approached St. Luke’s Health System to explore a deeper relationship than their current management contract with St. Luke’s. Both parties recognized that a new relationship had potential to be mutually beneficial. McCall’s board then undertook a rigorous, 18-month process of researching and assessing the options. The conclusion of this process was the people of McCall Memorial Hospital’s service area would be best served by the hospital joining a healthcare system sharing similar values and culture.

The next phase entailed educating the entire service area and hospital staff about the pros and cons of partnering with a larger system. Throughout 2010, dozens of town hall meetings and presentations were made to civic groups. Dan and other hospital leaders conducted these meetings in a transparent manner, listening to and respecting the opinions and concerns of every individual. They demonstrated their resolve to remain a community controlled non-profit entity and to sustain quality care in a rapidly changing healthcare environment.
In consideration of their responsibilities to the public, the Board of Trustees chose to conduct a citizens’ advisory vote to determine public approval for joining St. Luke’s. The public endorsement was an overwhelming 86 percent in favor of joining. In part, this reflects the public trust placed in the board’s leadership, and Dan’s trust and belief in engaging the community.

Tom Grote, representative of the local paper, the Star News, echoed this trust. “As editor of the newspaper in the St. Luke’s McCall primary service area, I am especially sensitive to the efforts of government agencies to advance and protect the public process. I applaud Dan Krahn’s example of ‘keeping the people first’ in scheduling and promoting an advisory vote that was not required.”

With the public’s endorsement and the agreement of both boards, St. Luke’s McCall is now a member of St. Luke’s Health System. That transition was assisted in part 30 years ago when Dan, then in his 20s, joined McCall Memorial Hospital’s board. All the accomplishments of those years, growing from a medical staff of five to 16, being the first hospital in Idaho to install a then state-of-the-art 32-slice CT scanner, completing a facilities expansion in 1993, adding general surgery and other local services, building on-campus medical clinics and receiving Avatar International’s national award for exceeding patient expectations, are indicators of provident, passionate leadership.

Dan’s efforts during the 2010 transition to St. Luke’s Health system, coupled with 30 years’ experience and a vast reservoir of public trust, brought St. Luke’s mission “To improve the health of the people of our region” and its additional resources to McCall. Good leadership permeates every aspect and individual in an organization and everyone who interacts with it. This is particularly true of Dan’s leadership.

While the joining of McCall Memorial with St. Luke’s Health System has been finalized, Dan continues making time to share the process and lessons learned with other hospital boards in the region. His unwavering dedication to his community, to Idaho, and to healthcare delivery in general has improved the quality of life for all who live and visit the McCall region.

Dan’s commitment goes well beyond the walls of the hospital. Owner of a third-generation family business, Krahn’s Home Furnishings, he not only donates furniture to the Auxiliary Thrift Shop, but is in tune with the local economy—as evidenced by his service on the board of a local bank. During the winter months, Dan can be found on his front end loader, clearing snow from his neighbor’s driveways in the predawn hours. Dan is a humble and hard-working civic contributor who has a huge heart for his family and his community. He has earned the trust of the entire region and works tirelessly to ensure the highest quality healthcare services are available now and for generations to come.

DAVE WILSON

There is perhaps no other word in the healthcare field that causes more anxiety to patients than “cancer.” Dave Wilson has been fighting the battle against cancer for more than 20 years.

Dave has worked at St. Luke’s Mountain States Tumor Institute (St. Luke’s MSTI) since 1991, when he was hired as the cancer program’s second pharmacist. During his tenure at St. Luke’s MSTI, he has spearheaded many initiatives and overseen the enormous growth of the pharmacy program. The program now contains 13 full-time pharmacists and seven pharmacy technicians who support five chemotherapy delivery sites. Over the past two decades, the pharmacy annual budget has changed from a little over $1 million to almost $20 million—Dave is an integral part of this growth and success.

Recognizing the need for additional oncology-trained pharmacists in our state, Dave initiated the Pharmacy Residency Program, demonstrated how it would benefit the organization and save money, and was able to clearly articulate how this would improve patient outcomes and increase staff satisfaction. Thanks to these efforts, St. Luke’s MSTI is well known for its excellent pharmacy program throughout the western region. The program still represents Idaho’s only Pharmacy Residency program and Dave continues as its director.

Because of his skills, knowledge base and commitment to finding the most effective pharmaceuticals with the least harmful side effects, Dave has received widespread recognition in Idaho and throughout the region. His work has been acknowledged by local universities and by the American Society of Health System Pharmacists. His work has resulted in numerous publications in peer reviewed journals. Dave is one of only two board-certified oncology-trained pharmacists in Idaho. He has been instrumental in the growth of St. Luke’s MSTI Research program, which would not have been able to achieve the status it has earned without his generous and meticulous pharmacy support.

More recently, Dave has been the key individual in the development of the St. Luke’s MSTI oral chemotherapy program. Traditionally, cancer chemotherapy has been given through IV. However, in the last 15 years, the number of oral chemotherapeutic agents has more than doubled. Oral formulations offer various advantages for
patients, including convenience, potential for reduced side effects, and better quality of life. Following meticulous and thorough research, Dave and his team established a pharmacist-managed, interdisciplinary oral chemotherapy program. The goals of the program included developing prospective medication order review for oral chemotherapy; providing medical reconciliation; improving continuity of care, patient counseling, and patient education; monitoring for tolerability; follow-up for adherence; and increasing reimbursement revenue in the on-site outpatient pharmacies. The program has been highly successful financially, is recognized nationally, and has served as a template for the development of numerous similar oral chemotherapy programs.

Dave is a firm believer that every member of the cancer care team contributes to healing. He was the driving force for implementing monthly informational staff meetings regarding Cancer 101, a cutting-edge video platform educational program. These meetings are a wonderful way to deliver information about all aspects of cancer to non-clinical staff members of the Boise clinic. Dave’s passion for collaborative learning is evidenced by this enthusiastic leadership of the Cancer 101 video project. With his direction and support, the program has been so well received that it is slated to be offered at all other St. Luke’s MSTI sites.

As a pharmacist, Dave is technically one of the best in oncology. He understands protocols, research and risk—and he knows what is in the best interest of the patient. As a leader, Dave has a unique ability to support physicians, guide his peers and mentor his team, all with a positive attitude and gentle humor. He provides timely input to more than a dozen oncologists and teams who support thousands of patients treated at eight hospitals and cancer centers across southern Idaho and eastern Oregon. Dave is well respected in the oncology community as a servant leader who keeps patient outcomes foremost at all times.

When it comes to the latest oncology pharmacy trends and therapies, Dave stays ahead of the curve because he understands the impact this has on quality patient care. Whether it is a new drug, changes in indications or newly discovered side effects, he is up-to-date. He offers valuable insight and is always willing to help others expand their knowledge. This dedication keeps St. Luke’s MSTI in the forefront of information and innovation and is crucial to their standing as a leading cancer center. He is proactive about implementing new regimens that improve patient outcomes.

Knowing that cancer often comes with stresses that sometimes seem too much to bear, Dave has been instrumental in providing valuable knowledge around the intricacies of insurance-related issues concerning chemotherapy drugs. While his attention to direct patient care remains at the forefront, Dave often helps to address complex insurance inquiries. His assistance behind the scenes helps lessen this burden on patients, allowing them to focus on their healthcare concerns during challenging times.

“Working together for the good of the patient” is Dave’s mantra. He is the ultimate collaborator who understands the strong connection between pharmacy and nursing in ensuring patient care that is safe and compassionate. He is the epitome of both a leader and a teammate.

Dave’s commitment to caring for, and about, both patients and colleagues is exemplary. He was the recipient of St. Luke’s President’s Award in 2001, the highest honor bestowed by the organization. He insists that patient-centered care and desirable outcomes are always taken into consideration. He effectively communicates and collaborates with staff at all levels. He continually strives for patient care excellence and encourages the same of others through his professional expertise, a relentless pursuit of better therapies and a compassionate nature.

It takes a very special person to make someone with cancer feel at ease and more upbeat all while facing one of life’s greatest health challenges. That person is Dave Wilson.

Excellence in Medicine Award

BRIAN O’BYRNE, MD

Eastern Idaho Regional Medical Center (EIRMC) counts itself lucky not only to have Dr. Brian O’Byrne as a valued member of their medical staff, but also as a key contributor to elevating their standards of patient care in a variety of ways. Even beyond Idaho Falls, Dr. O’Byrne has also successfully advocated and led statewide innovations that hold promise for improving patient care for all Idaho citizens.

Day-to-day, Dr. O’Byrne unselfishly focuses his complete time and talents to bringing the best to whatever moment he is in. With his patients, his attention, care and concern are complete and undivided. He is un rushed and undistracted. He punctually rounds, never needing tracking or hounding when nursing questions arise, and patiently communicating to ensure full comprehension by patients and families about their medical conditions and options. As a teacher, he regularly helps employees learn about and build their clinical skills, and is respected not just for his immense knowledge, but for his willingness to
share it. As a collaborator with administration, Dr. O’Byrne consistently attends meetings, and constructively participate in them, frequently identifying “win-win” solutions for pressing issues of the day. Always professional, he is also quick to cut to the heart of issues, and helps sort through disagreements without being disagreeable. He views his service on improvement teams not as burdens on his time, but as opportunities to improve care, and sacred duties in his practice of medicine.

It’s not just in his day-to-day patient care, but also in his visionary leadership, where Dr. O’Byrne’s excellence reveals itself. No single individual was more instrumental in building and refining EIRMC’s trauma program than Dr. Brian O’Byrne. With patience, persistence and commitment, the journey began in 1995, with early participation in the trauma registry. Data and new knowledge in hand, Dr. O’Byrne worked tirelessly alongside EIRMC administration to improve and fine-tune their trauma care system. In 1999, the American College of Surgeons paid a first trauma consultation visit, and EIRMC’s shortcomings were many, but Dr. O’Byrne was undeterred. In 2001, EIRMC received their first ACS verification at Level 3. In 2007, after countless additional improvement meetings, process enhancements and peer-to-peer interventions with colleagues to ensure coverage by every specialty, Dr. O’Byrne helped EIRMC elevate their verification, making EIRMC the only ACS Level 2 verified Trauma Center in the state at that time. EIRMC was successfully re-verified at Level 2 in 2010. While the designation is satisfying, Dr. O’Byrne wasn’t in it for the plaque on the wall. Instead, for over a decade, he persevered toward a single purpose: providing better care for trauma patients. His unwavering focus on that end remains today.

Many surgeons legitimately cite busy office practices, crowded surgical schedules and varied personal obligations as reasons they cannot layer community activities on top of their already-busy lives, but that is not the case with Dr. O’Byrne. In fact, just the opposite is true. Dr. O’Byrne frequently and unselfishly steps in to serve and interact with the community, providing community leaders, promising youth and governmental representatives with a deeper, richer sense of the hospital’s value to the region. As one example, when EIRMC annually hosts the Idaho Falls Chamber of Commerce Leadership Class for Healthcare Day, Dr. O’Byrne steps away from his office to orchestrate a full-blown “mock trauma” scenario, simulating the coordinated care given to a single trauma patient. As the class looks on, the “patient” (a willing member of the leadership class pressed into service to perform the role of the trauma victim) is offloaded from Air Idaho Rescue, then moves through the trauma center, medical imaging, operating room and intensive care unit, with a happy ending in EIRMC’s rehab center at “discharge.” This behind-the-scenes simulation takes hours, but exposes the public to places, processes and expert personnel they would never otherwise see. Through it all, Dr. O’Byrne narrates the action, explains the impact and builds new understanding in the community about the significance of the trauma system. He also avoids jargon, helping lay people understand by comparing EIRMC’s trauma team to a NASCAR pit crew, each person with a particular and crucial role to perform with swiftness, skill and shared commitment to the best outcome.

In a related example, before a recent session of the Idaho Legislature, more than 50 congressmen and senators visited Idaho Falls for a three-day town tour. As part of their visit, they spent several hours at EIRMC engaged in the “mock trauma” scenario with Senate Majority Leader Bart Davis and then-Bonneville County Prosecutor Dane Watkins acting as “patients.” The legislators were delighted with the up-close-and-personal vantage point to understand how trauma services are delivered to Idahoans. Then, understanding his unique opportunity with this influential (and captive) audience, Dr. O’Byrne seized the moment to step out of the simulation and address the lawmakers directly about the need for a more comprehensive statewide trauma system. Months prior, Dr. O’Byrne had set in motion a continuing conversation with other Idaho trauma surgeons, both through personal contacts, at conferences and in IMA to gauge interest and learn more about how to set up systems for a coordinated Idaho trauma system.

He spoke eloquently and convincingly about the significant opportunity to improve care, helping legislators understand that the way Idahoans live, work and play creates the perfect storm for numerous trauma injuries. Dr. O’Byrne cited his compelling case for how lives could be saved by additional coordination and resources for trauma response across the state (not just at EIRMC, or in larger cities, but in rural areas as well). He prepped the lawmakers to expect a specific legislative proposal on the subject—and later made good on that promise.

Beyond his passion for improving trauma services, Dr. O’Byrne is also regularly seen in his community supporting causes like the Domestic Violence & Sexual Assault Intervention Center (a local nonprofit dedicated to eliminating domestic abuse and sexual assault and supporting the victims); speaking at women’s health symposia; or swinging a hammer at the Habitat for Humanity house that the hospital built.

Dr. O’Byrne’s command for the art and science of his profession is beyond question, and when physician-specific data complications and mortality are analyzed, he consistently performs well. Beyond the data, one telling sign about Dr. O’Byrne’s reputation and track record as an exceptionally-skilled surgeon is that hospital employees consistently choose him to provide surgical care for themselves and their families, speaking volumes about the work he does and the esteem in which he is held.
When it comes to patient care, Dr. O’Byrne is never satisfied with “good enough,” and consistently guides the search for “even better.” One case in point: Dr. O’Byrne’s commitment to re-look at the way EIRMC cared for their morbidly obese patient population, and in particular, patients choosing surgical weight loss as a way to achieve better health. Years ago, a surgical weight loss patient at EIRMC would have had a very truncated episode of care, limited to a pre-op consultation, the surgery itself and the related inpatient stay—period. But, Dr. O’Byrne recognized that health over time requires a much more comprehensive approach, including perioperative education; nutrition, exercise and psychological counseling; and comprehensive support and follow-up. In collaboration with the hospital, Dr. O’Byrne set out to provide patients with exactly that, culminating in a completely re-designed approach to the hospital’s clinical delivery system for the morbidly obese. Today, EIRMC is recognized by the American Society of Bariatric and Metabolic Surgeons as a designated Center of Excellence, after repeated rigorous surveys in which Dr. O’Byrne led surveyors through EIRMC’s compliance with the highest standards. These innovations, and the leadership behind them, continue to change and improve lives.

Beyond abundant examples of his professional leadership at the local level, which include serving on teams like the EIRMC Board of Trustees, the Idaho Falls Medical Society (of which he is past president), and medical directorships for both trauma services and bariatric surgery, Dr. O’Byrne has expanded his leadership footprint to a larger geography, reinforcing his pattern and practice of noticing where the profession needs to head—and then moving it there. In July 2009, it was Dr. O’Byrne who successfully introduced and brought passage of a resolution within the Idaho Medical Association in support of creating a statewide trauma system; and he immediately followed suit, in collaboration with EIRMC Administration, to have the issue vetted through the Idaho Hospital Association.

By definition, altruism is marked by unselfish concern for the welfare of others. There is no more fitting way to describe Dr. Brian O’Byrne. He works long hours, often in inglorious initiatives, not for fame or recognition (he is, in fact, a somewhat shy and reserved person), but for the benefit of improved patient care. Widely respected for consistently carrying himself in that fashion, Dr. O’Byrne is not just and outstanding physician, but also an extraordinary person, who makes a daily difference and improves the lives of those he touches.

Leader of Volunteer Excellence (LOVE) Award

BARBARA BULL

“There is nothing we (along with her husband, Dick) find more fulfilling than the volunteering we do at Gritman and in our community,” said Barbara Bull, this year’s Leader of Volunteer Excellence (LOVE) award winner. “There’s so much to do and so many good people to work with. I know that I’m not done here.”

That simple statement of a commitment to others belies a remarkable dedication to her hospital and community that spans nearly four decades.

What began as an effort to introduce her daughter to the need for effective volunteering in 1973 quickly turned into growing and leading a strong junior volunteer program at Moscow’s Gritman Medical Center. Many of Barbara’s original “candy stripers” went on to nursing and medical professions both at the hospital and across the globe, which is a testament to her positive influence on youth.

Such a beginning led to future leadership roles within the hospital auxiliary including president, gift shop director, fundraising chair, and chair of the baby picture program (which she still leads). She also served as the co-chair of the Memorial Committee and sits on the Hospital Foundation Board.

Barbara’s volunteer time, however, wasn’t the only way this community hospital was blessed with her compassion, energy and talents. As a 20 year hospital employee, she shared this and much more with peers, patients and medical staff as the assistant lab director. Not one to only focus on the four walls of the lab, she and a group of her colleagues founded a committee to monitor employee satisfaction, needs and morale.

Her passion for making Moscow a better place to live extends far beyond the hospital. For 30 years, she has served the University of Idaho Athletics Department as a member of the President’s Athletic Advisory Council. Appointed by the president to join key faculty and community leaders, she tirelessly advocates for student athletics. She has continued her university service as a committee member for faculty and staff search
Barbara’s passion for youth extends to Greek life, where she advises the Delta Delta Delta chapters at both the University of Idaho and Washington State University. She has also served as a local, regional and national chapter director for the sorority, as well as serving in her local alumni chapter.

The list continues, as her service spills into the Moscow community. Barbara has taken the lead in several local women’s leadership and education organizations, lending her wisdom toward the success of future leaders and encouraging youth to take action in their community. She has served as an ambassador with the Moscow Chamber of Commerce leading and organizing parades, working on the Lionel Hampton Jazz Festival, and other community events. She chaired the ambassador’s program for two years and remains actively involved today.

Barbara Bull does not merely participate as a volunteer. She leads the way. Seeing a need, she rises to the occasion and meets it with a long-term perspective and a careful solution.

Barbara’s passion has changed the Gritman culture for employees, adults and especially youth. Her wonderful work with the Junior Volunteer Program, in addition to her immense involvement at Gritman, the University of Idaho, and the Moscow community has made her a volunteer icon. Her actions showcase a life attitude that deserves recognition. She has poured her heart and soul into this hospital through her volunteer and employment careers while reaching out to Moscow’s community as a volunteer leader. Her extensive and incredible gift of time and energy in the last four decades now makes her the ideal recipient of the LOVE Award.

As a junior volunteer, Alysha brings a wealth of energy, leadership, enthusiasm and creativity to every task and to each volunteer job she undertakes. With over 600 care and compassion filled volunteer hours at Boise’s St. Luke’s Medical Center, Alysha has spent her four high school years eagerly giving back to her community and exploring the healthcare field. But it’s her dedication to showing kindness to others and not being afraid to step out to help anyone who’s in need that set Alysha apart.

One story that demonstrates her paramount commitment to help involved a Spanish speaking family in need of directions within the hospital. Despite a large cadre of interpreters at the hospital, no one was close at hand. Using her broken Spanish and with the aid of charades, Alysha decided to jump into help rather than leaving the family waiting or wandering around trying to find their destination. She says, “It’s the little things that make a difference. I know I have changed patients’ experiences for the better by doing more than what is expected of me and by treating everyone I meet with compassion and care.”

Doing more than is expected is a mantra for this busy graduate. In addition to achieving a 4.25 GPA, Alysha has volunteered for a host of school and community groups including the Boise Education Foundation Grant Award Committee, the Special Olympics Games, and the Idaho Food Bank, just to name a few. Leadership positions in the St. Luke’s Junior Volunteer program pepper her resume as well as recognition as a United Dairymen of Idaho Student of the Week and a Whittenberger Achievement Award recipient for community service.

Many patients, families and hospital staff benefitted from her time at the hospital—rocking babies, pointing lost families in the right direction and helping scared children discover their smiles and laughter—all things that improve the hospital for our friends, families and community. But during those 600 hours, Alysha discovered a need to help others that will far outlive her high school years as she explores becoming a bi-lingual physician with the goal of helping others in her town and throughout the world.

Alysha epitomizes all that is possible when our young people are given the opportunity to help...compassion, leadership, dedication and a recognition that they can make a difference and that every difference matters. Congratulations to the 2011 IHA Junior Volunteer of the Year, Alysha Van Zante.
Clearwater Valley Hospital & Clinics (CVHC) and St. Mary’s Hospital & Clinics (SMHC), two critical access hospitals and their nine satellite medical clinics, are located 50 miles apart at the base of Idaho’s Panhandle one hour east of Lewiston, three hours south of Coeur d’Alene and five hours north of Boise. These drive times and the two lane mountainous highways that connect these population centers are key factors in telling CVHC’s and SMHC’s Community Benefit/Telemedicine story.

CVHC/SMHC serve three counties, Idaho, Clearwater and Lewis. The population density of these counties is 2.4 people per square mile. They are less crowded than the eastern seaboard at the founding of the United States. The towns they serve vary in size from small to smaller. The average per capita income is between $21,000 and $23,000. More than 80 percent of the hospitals’ patients are Medicare, Medicaid and uninsured. Together these facilities provided over $1.5 million in charity care and bad debt last year.

Like most rural hospitals and clinics, one of their biggest challenges is providing specialist care locally. For CVHC/SMHC, because their population is primarily elderly and/or low income, their area so isolated, the roads winding and often dangerous, it becomes an even greater challenge to make sure the appropriate patients see distant specialists when needed. What does a family practice doctor do when one of his adolescent patients have serious mental health issues? The nearest community-based child psychiatrist is a three hour drive, one way. What does a primary care provider do when her hospitalized patient wants to stay local, close to family, friends and their favorite doctor, but she’s not sure, maybe a transfer would be in the patient’s best interest? What does a director of nursing do when her operating room staff needs valuable training but she can’t let them go because the inpatient floor would be seriously understaffed with the round trip drive time alone equaling an eight hour shift? What does the visiting cardiologist do in February when he is slated to see post-op patients in Orofino, but a winter storm makes the three hour drive impossible?

The answer to these questions lies in two, five-foot tall InTouch Remote Presence (RP-7) robots that look something like carpet shampooers with a computer screen and camera on their shoulders. Both CVHC and SMHC acquired the robots just over two years ago when they joined forces with Saint Alphonsus Regional Medical Center (SARMC) in Boise. SARMC received a grant to increase services to rural areas. CVHC and SMHC currently host telepsychiatrists, telehospitalists, tele-emergency care, telecardiology and teledermatology. The robot program was featured in a USA Today article in the April 8, 2009 issue and covered in a KLEW-TV news story earlier this year.

Since the inception of the telepsych program in February 2009, two Boise area psychiatrists, one of whom is also a child psychiatrist, have had 610 adult patient encounters and 1089 child/adolescent encounters at CVHC and SMHC. Prior to the telepsychiatry program no community-based psychiatric services were offered locally.

Using another telemedicine service, both facilities contract with Confera (formerly InHouse TeleMD) based in Spokane, Washington for hospitalist services. Of their 24 intensivists on staff, eight are full time telehospitalists, available 24/7. During the first month of the program in October 2010, nine patients were served with seven remaining in the community for an approximate $56,000 benefit to the local hospitals and $105,000 in prevented transport costs.

Local and regional law enforcement agencies and emergency service providers staged a mock shooting incident at the local high school to test emergency response efforts. Eleven teenage ‘patients’ were brought to the CVH emergency department (ED), some by helicopter and some by ambulance. While the local ED staff were triaging and treating, Dr. Po Huang, a trauma surgeon whose group provides ED care at SARMC in Boise, used the RP-7 robot to oversee each of the four bays and provide advice to the local treating doctors. Afterwards, using the robot, he debriefed the ED personnel making suggestions for further trauma care. Although it was a mock scenario, Dr. Huang and his group are available 24/7 for the local physicians whenever a complicated case presents. Considering the CVHC ED sees close to 400 patients per month this provides a sense of security for both patients and physicians.

CVHC and SMHC began providing teledermatology services after locating a dermatologist in the Duluth area through Essentia Health, their parent corporation. Dr. Benjamin
Yokel sees his Minnesota patients during the day, but due to the time difference he sees additional patients in the afternoon, Idaho time. During an onsite visit to the area he saw three patients using the dermacamera and then subsequently examined them in person. He commented that he could see their conditions more thoroughly with the camera because he could increase the size of the examined area with the dermacam capabilities.

The telemedicine program is a pilot project for Essentia Health. The lessons learned at CVHC/SMHC will help make specialty care more available for other rural residents throughout Essentia’s five state and 750 physician network of scores of rural hospitals and clinics.

In addition, the robots have been used in other ways, including:

- Four CVHC and two SMHC operating room nurses completed a five month, 27-module course mentored by the SARMC Telemedicine Perioperative Educator using the RP-7 robots. The educator ‘met’ weekly with the trainees. The six nurses subsequently passed the 111 question Association of periOperating Room Nurses (AORN) exam. IT capabilities made the impossible possible and the nurses were able to work their regular shifts.

- Three hour ED Grand Rounds between CVHC/SMHC and SARMC’s Trauma Center are scheduled for the fourth Thursday of even months. There have been 12-14 CVHC/SMHC ED providers that have attended the sessions. The return on investment on these free sessions translates into saved lives as well as saved dollars.

- At least seven mock ED scenarios have been held between SARMC, CVHC and SMHC using the robots. The medical and nursing staffs plan the ‘trauma’ and provide the ‘care.’ Afterwards the remote specialists critique the processes and procedures.

- Group and individual congestive heart failure patient education sessions are arranged by local staff and taught by a SARMC clinical nurse specialist in cardiology who meets, via robot, with the individual patients.

In the past three years, 50 percent of CVHC/SMHC’s capital budget has been dedicated to IT and over $2 million has been raised from grants for IT initiatives since 2003.

CVHC and SMHC were named by the National Rural Health Association as the 2011 Outstanding Rural Health Organization, due in large measure for their telehealth programs. Casey Meza, CEO, also received the American Hospital Association (AHA) 2010 Shirley Ann Munroe Leadership Award from AHA’s Section for Small or Rural Hospitals for her work in expanding services to their isolated area through the use of technology.

The hospitals are promoting, publicizing and encouraging other rural Idaho facilities to take advantage of existing technology to improve access to staff training and specialist care in their region. In July 2006, CVHC/SMHC were invited by the Governor to participate on Idaho’s Health Quality Planning Commission. CVHC/SMHC represent the rural perspective with the other 11 voting/our non-voting members. The Commission established a statewide health information exchange system with CVHC/SMHC being selected as the hospitals to pilot the system in a rural setting. Their telemedicine efforts also greatly expanded the regional broadband telecommunications network which has benefited the local schools and businesses.

Members of their staff are also working with the Idaho Hospital Association and private insurance companies to expand reimbursement for telehealth services. In addition, both facilities successfully launched the Meditech software system within the hospital, lab and radiology departments in the first step towards achieving an Electronic Medical Record (EMR) system. Within their nine clinics, they recently launched the Centricity software system for clinic EMRs. Although not all providers are using the system on all patients, the initial launch will be followed shortly with more and more patients being preloaded onto the system and additional providers receiving the final training.

CVHC’s and SMHC’s telemedicine story can be fully appreciated when you realize in 2003 only 23 employees of their 350+ employees had e-mail and internet access. There was no connectivity between the two partnered hospitals and there was no such thing as a paperless medical record. Their medical images were on film which was couriered back and forth to the Lewiston-based radiologists, usually by the same person that delivered the morning paper. There certainly was no patient access to psychiatrists and limited access to specialists.

Medical images are now digitized and stored on a PACS system. Each facility has a RP-7 robot and videoconferencing equipment. Psychiatrists have ‘appointments’ with adults/adolescents/children using the robots. ED specialists consult regularly via the robots on patient care and provide training to both hospitals. ED specialists consult regularly via the robots on patient care and provide training to both hospitals. Operating room nursing specialists from SARMC regularly view and critique CVHC’s and SMHC’s surgical procedures via the robots. They have electronic access to a pharmacist 24/7.

Clearwater Valley Hospital & Clinics and St. Mary’s Hospital & Clinics were selected as this year’s Community Benefit Award recipient for their seven year effort to marshal technology and use telemedicine to bring big city care to their rural hospitals, clinics and the 28,000 patients they serve.
For more than two decades, Pam Bernard has utilized her professional nursing and leadership knowledge and skills to improve patient care quality and safety at St. Luke’s and its affiliated hospital and clinic facilities.

Throughout her tenure, Pam’s dedication to ensuring access to healthcare services helped St. Luke’s to meet the needs of the rapidly growing western Treasure Valley. St. Luke’s facilities in the area, which experienced rapid growth beginning in the late 1990s, flourished under Pam’s direction. Her calm, thoughtful, and collaborative leadership style helped to ensure that the needs of patients, physicians, and staff alike were met—all during a period of exponential growth and development.

As administrator and subsequently chief operating officer of St. Luke’s Meridian and St. Luke’s Eagle, Pam was responsible and accountable for the leadership and management of these facilities. Throughout the years in the top leadership position, St. Luke’s Meridian saw continuous expansion and renovation in order to meet the needs of a growing population. This included expansion of telemetry, the emergency department, the NICU and operating room; development of an ambulatory care unit, the opening of a four-room endoscopy suite and 19-bed recovery area for medical imaging procedures; opening a new area for respiratory therapy, phlebotomy and peripheral vascular lab, and participation in the design of the new critical care unit.

Pam’s belief in community service led to a strong connection with area residents through the Meridian Medical Arts Charter High School and St. Luke’s Meridian/Eagle Advisory Board. Due largely to her leadership by example, Pam has made St. Luke’s a good neighbor and a vital part of the western Treasure Valley.

Pam’s influence and dedication were instrumental in the achievement of many noteworthy accomplishments. She oversaw the design and expansion of the St. Luke’s Boise Emergency Department to accommodate increased capacity, and solicited participation from frontline staff and ancillary services throughout the design process. A true visionary, during that expansion Pam included a transition to electronic documentation in the emergency room nearly ten years ago. The expansion also saw the opening of the state’s first and only pediatric emergency department. Additionally, a chest pain center opened at St. Luke’s Boise and subsequently at St. Luke’s Meridian to better serve the needs of people with heart attack symptoms. Both centers are accredited by the Society of Chest Pain Centers. She was also integral to the development of an emergency transport program (Air St. Luke’s) that included heliport planning and completion and development of a membership program.

For 11 years, Pam served on the Emergency Medical Services (EMS) Advisory Board. The EMS Breakfast was devised under her watch, an annual event that continues to be an outstanding forum for recognizing St. Luke’s pre-hospital partners. Pam’s work enhanced St. Luke’s relationship with the Ada County Paramedics, and helped to improve the pre-hospital care of patients in the community. Her involvement included the installation of receiving stations for St. Luke’s Boise and Meridian Emergency Departments so that EKGs could be received from the field - a vital step toward ensuring rapid and effective care for STEMI (heart attack) patients. Another example of Pam’s great leadership was the opening of St. Luke’s Eagle Medical Plaza, where she oversaw the facility design and development and helped to successfully place an Ada County EMS station at that location.

The Ada County Family Advocacy Center & Education Services (FACES) program benefited from Pam’s service on its steering committee that established a center to support victims of sexual assault. Now, these patients can receive their exam and evidence collection outside of the busy emergency department. FACES also houses the Children at Risk Evaluation Services (CARES), a place where child victims of abuse and sexual assault can be examined in a caring environment with the help of St. Luke’s multidisciplinary partners such as law enforcement and Child Protection Services.

Additionally, Pam’s commitment to ensuring that the community’s youth grow up healthy, strong, and supported included serving for many years on the board of Big Brothers/Big Sisters.

As St. Luke’s Meridian and Eagle Chief Operating Officer, Pam came a long way from her first job as a staff nurse in Jackson, Tennessee. A mentor to the core, she developed her management team, allowing them to operate their areas of responsibility - but was always available for guidance and support when needed. A member of the American College of Healthcare Executives and the American Organization of Nurse Executives, Pam never lost sight of her nursing roots—no matter the decision she was faced with, she always did what was best for the patient.
SUSAN GIBSON

Susan Gibson retired in 2010 after a lengthy and prolific healthcare career that began in nursing and culminated with nearly two decades of leadership in Mission, Community Health and Human Resources. Susan truly was a model for lifelong learning, having earned a bachelor’s degree in nursing, master’s degree in arts and theology (Notre Dame), master’s degree in business administration (Centenary College, Shreveport), ethics certification (St. Louis University), and she is currently working toward her doctoral degree in organizational leadership at Gonzaga University.

As a member of the Saint Alphonsus senior leadership team, Susan was responsible for mission services, chaplaincy, ethics, palliative care, community benefit ministry, government relations, school nursing, faith community nursing, human resources, organizational development, employee assistance program, early learning center and healing environment Initiatives.

Susan served as the senior executive accountable for integration of the Trinity Health mission and core values in all areas of Saint Alphonsus and led integration efforts during formation of the new Saint Alphonsus Health System.

Susan’s community involvement demonstrated her commitment to Saint Alphonsus’ mission to improve the health of the community. She was involved in many community organizations during her time at Saint Alphonsus, including United Way of Treasure Valley (member of board, Community Impact Council, and Health Vision Council), Volunteer Physician Network (advisory board member), Humphreys Diabetes Center (former board member), Healthy Communities Access Program (former advisory board member), Children’s Home Society (former board member), and MATCH (children’s mental health) Program (former board member).

Throughout her tenure as mission vice president at Saint Alphonsus, Susan advocated for the poor and underserved in the community. Under her leadership, Saint Alphonsus secured the Idaho State Planning Grant to improve access to affordable coverage for low income families. Also under her leadership, Saint Alphonsus continuously advocated for development of a substance abuse detoxification facility in Boise because there was no access to detox services for those with limited ability to pay. After nearly a decade of hard work and collaboration, the new Allumbaugh House facility opened May 2010, offering substance abuse and crisis mental health services to those most in need - funded through private-public collaboration that included over $200,000 per year from Saint Alphonsus. Behavioral health was a cause near and dear to Susan’s heart, and she collaborated in a number of initiatives to improve access to high-quality mental health and substance abuse services.

As a result of Susan’s leadership and community involvement, she was recognized with the Tribute to Women in Industry Award by the Women’s & Children’s Alliance in 2003. She was also recently published in *Health Progress* (the journal of the Catholic Health Association) with an article about the relationship between facility design and patient healing. Susan led efforts to incorporate evidence-based healing environment principles into Saint Alphonsus facilities as the central tower and Meridian/Eagle plazas were designed and constructed.

Susan truly epitomizes the highest level of integrity, commitment, excellence and achievement, and she is truly missed at Saint Alphonsus. The impacts of her many contributions will be felt for years to come.

HOWARD HAYES

Howard A. Hayes has signed the birth certificate of every baby born at St. Joseph Regional Medical Center (SJRMC) for nearly three decades. When he retired as CEO at the end of January 2011, he had signed more than 19,000. Howard has always felt it was the least he could do to thank mothers who chose St. Joe’s for this miraculous event. A rubber stamp, he said, just wouldn’t seem adequate.

Born in Springfield, Illinois, Howard grew up with one sister and four brothers. His father was a Lieutenant Colonel in the Air Force during the Korean War and was never found when his bomber went down somewhere over China. Howard’s mother, Claire, suddenly was a single mother with children ranging from two to ten years of age. Today, he credits her strength, determination and words of wisdom for decisions he’s made throughout his career.

Howard came to Lewiston to what was then St. Joseph’s Hospital in 1983, after serving in various administrative positions, including assistant administrator, at hospitals in Mitchell, South Dakota, Cape Girardeau, Missouri and Grand Rapids, Michigan.

In 1970, he had earned a bachelor’s degree in industrial administration from the University of Illinois in Champagne and began working as patient services manager at a hospital in Springfield where he was
responsible for staffing 300 of the facility’s 650 beds. It was a challenge he enjoyed. He graduated from St. Louis University with a master’s degree in hospital and health administration in 1974, the same year he married his wife, Barb, whom he’d met while she was a student nurse.

When he learned of the position at St. Joe’s he’d been working in hospital administration 11 years. “It was time,” he said, to make the move to CEO. This move to CEO and to Lewiston lasted 28 years. Though he had other opportunities through the years, he never felt compelled to move on, either personally or professionally. The community here is the right size for healthcare, he said, and a great place to raise a family. He and Barb reared two children, Chris and Michelle, and have a granddaughter, Alexis, in the valley. “The people are what make the valley what it is,” he said. “I think people are here because they want to be here.”

Professionally, Hayes never had a shortage of challenges, starting during his first year at St. Joe’s with dramatic changes in the way providers were reimbursed for care. Medicare payments have been ratcheted down ever since, he said, to where only 80 percent of costs are now reimbursed. Despite the downward trend of Medicare and Medicaid reimbursements, Hayes has overseen 28 profitable years, with a three percent to four percent operating margin—a “very reasonable rate of return,” he said.

Today, healthcare reform has the industry revisiting the same questions it grappled with in the 80s and 90s. There are benefits everyone agrees upon, Hayes said, such as preventing pre-existing conditions from being a basis for denial and ending caps on lifetime benefits. But how to achieve that remains a point of contention. “It could be less onerous and costly than the legislation that was passed,” he said.

Healthcare reform is an issue he will continue to follow into his retirement, and as complex and emotional as the debate has become, he remains hopeful. “It takes reasonable people to work together to find common solutions,” he said. Hayes does this, for the most part, face to face. In an era of constant electronic communication, Hayes didn’t even have a computer on his desk. He never considered his choice to forgo e-mail a problem. He felt it was an advantage. In this age of hyper-connectedness, he laments society’s loss of interpersonal communication skills. Conducting business in person might not be the way of the future, but it served Hayes well. Hayes has seen enormous changes during his career, including the digitizing of health information with electronic medical records, digital X-rays and filmless radiology.

Also transformative has been the shift in focus from simply reacting to disease to prevention, wellness and patient education. During Hayes’ tenure, St. Joe’s grew from St. Joseph’s Hospital to St. Joseph Regional Medical Center. The name change took place in the late 1980s to reflect the scope of its services, which today includes a cancer center, mental health center, imaging diagnostic testing center, education and wellness center, medical and orthopedic hospitalist programs, palliative care and hospice program and many others.

During his tenure, the medical staff almost tripled in size to 157 physicians. Having the latest technology available allows patients within the nine-county area St. Joe’s serves as a regional medical center for major illnesses to be diagnosed and treated there instead of traveling much longer distances. St. Joe’s has been recognized for being in the top five percent of the safest hospitals in the country by HealthGrades.com, an independent healthcare ratings company.

Hayes has been active in the greater valley community, serving on boards ranging from the Boys and Girls Club to Valley Vision to Lewis-Clark State College’s Foundation, and he intends to stay involved during his retirement.

He’ll continue to follow healthcare reform, and hope for rational discussion and reasonable solutions, especially on a local level. Hayes balks at the notion that he leaves any sort of legacy, but hopes he’ll be remembered as committed to seeing that mission of the five original Sisters of St. Joseph is carried out to its fullest.

“We’ve never turned away a patient that had a medical need we could respond to in our 108-year history,” Hayes said. That’s a fact his mother would be proud of, and the people served by SJRMC appreciate!

Long-time Kootenai Health CEO, Joseph E. Morris, retired in May of 2011. Joe was with Kootenai Health for 36 years. He led Kootenai through times of economic downturn, growth, and expansion of services provided.

Mr. Morris began his career in 1974 with what was then Kootenai Memorial Hospital, accepting the position of CEO in July of 1981. Since that time, he led the organization through the hospital’s expansion to Kootenai Medical Center, including the construction of the existing hospital in the midst of a significant recession.

Mr. Morris oversaw the development of numerous joint ventures with physicians and the expansion of key clinical services including the Kootenai Cancer Center and Kootenai Heart Center. He financially positioned the hospital to eliminate property taxes and all long-term
debt and built an excellent management team to help ensure the medical center’s future success.

Mr. Morris made it a point to personally connect with all of the staff at Kootenai. He personally addressed all new staff members as a part of their orientation training. He personally met with employees celebrating milestone anniversaries at Kootenai. And he regularly held employee forums where he would personally give updates on Kootenai’s financial status, new projects and initiatives, organizational accomplishments, and once in a while, even sharing a vacation photo to two.

During his tenure, he served as a voice for northern Idaho on a number of regional, state, and national boards. These included both the Idaho and American Hospital Associations, the Idaho Health Quality Planning Commission, Voluntary Hospitals of America (VHA), VHA Mountain States and Blue Cross of Idaho.

An active community member, he has also served on the boards of Jobs Plus, the Kroc Center, the Coeur d’Alene Chamber of Commerce, Kiwanis, Inland Northwest Blood Bank and many more.

“After 36 years as a healthcare executive,” said Mr. Morris, “I’m looking forward to an opportunity to pursue other interests.”

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The scenic community of Big Sky, Montana rests high in the Gallatin National Forest, where Lone Mountain, at 11,166 feet, towers over the community. Big Sky is home to the Big Sky Ski and Summer Resort, a year-round playground for outdoor recreationists. Big Sky also has new terrain for the young and young at heart in Moonlight Basin. As Big Sky’s newest ski resort, visitors can enjoy over 1,500 acres of extraordinary ski terrain on the north face of Montana’s famed Lone Mountain.

Big Sky, Montana makes a great summer destination for golf, tennis, hiking, fishing, horseback riding, mountain biking, and whitewater rafting all abound at Big Sky—and don’t forget to ride the gondola for some of the most breathtaking scenery in the west. Big Sky has become a world famous destination with its 18-hole Palmer designed golf course, which offers magnificent views, mountain biking, hiking in the Lee Metcalf Wilderness area, rafting the Gallatin river, world class fly-fishing and just 50 miles away is the gateway to the scenic wonders of Yellowstone National Park.

With a year-round population of 1,400 residence, the small community of Big Sky, Montana is a big time destination, both in summer and in winter. Big Sky has over 25 restaurants and eateries for visitors to enjoy, over 40 shops selling everything from groceries to books and art, a diverse music environment with outdoor summer concerts and a variety of other seasonal shows and events.

Local historical attractions include Karst’s Camp, a ghost town dating back to the early 1900s and the site of one of Montana’s earliest commercial ski ventures. Although the ski tow is long gone, visitors can still see the original cabins that were built for this purpose and explore a trail of an old mine.