

## A Season of Change

By Jon Smith, Executive Director

Change is hard but it can lead to new opportunities for both individuals and organizations. After 10 years as the Executive Director of The Hospital Cooperative (THC), I have decided to take on a new opportunity that just happens to be at one of our member hospitals. Beginning in early September, I will assume the role of Chief Financial Officer at Caribou Memorial Hospital in Soda Springs. I have been overwhelmed by the support I have received over the last decade from each of you and am excited to continue our relationships just in a different role. The synergies and successes within THC are a tribute to the 14 hospital members, their staff, and the commitment of the staff at THC over the years. I am honored to have been a part of and hope to be a part of many successes in the future.

I have learned so many lessons over the years from so many of you and I have

many stories some of which I can share and some I should probably keep to myself! Thank you to all of the staff members, managers and directors, facility leaders, board members, and providers for the wonderful work you do to provide the best medical care to everyone you serve.

Thank you to each of you who are active participants in our trainings and especially THC's Peer Networks as we learn what is truly important from you in these group settings and during our site visits. Thank you to the THC Board Members now and over the years. You have supported the growth of this network and it is now recognized nationally as an example of the success that can be had when you all work together. Lastly, I want to thank my wonderful staff: Jamie Pehrson, Robert Cuoio, and John Murphy. Each works tirelessly to serve the membership and each has helped THC grow into the organization that it is today.

I am pleased that Robert will move forward as the new Executive Director as his leadership and guidance will allow for continuity and progress into the future for THC. I look forward to working with each of you to support The Hospital Cooperative!



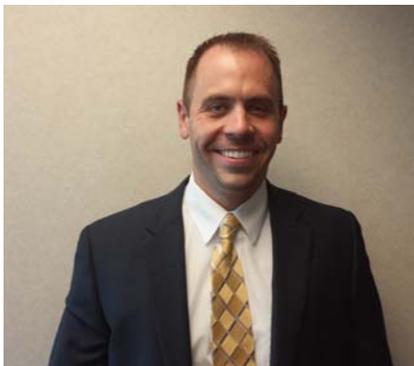
## New Adventures

By Robert Cuoio

As I write this editorial, I have mixed feelings. I am tremendously excited and look forward to the opportunity to continue working with the members of The Hospital Cooperative (THC). However, the persona and pioneer of this organization for the last ten years is leaving. Jon Smith was incredulously dedicated and I've never seen someone that cared so much for the rural communities that he served.

Jon Smith has been my boss and mentor for the last 8.5 years, but more importantly, has become a close friend. When I started as a bright-eyed Idaho State University intern, Jon's youngest daughter was just born. Now she is a 3rd grader. I have seen his children grow up and have been referred to as "Uncle Bobby" a few times from them.

With Jon's departure, a wonderful opportunity was created for me to step up within the organization that I love working for. THC is poised to start some large projects, including a regional health data exchange. It is my goal to connect all the member hospitals onto a common platform to be able to exchange patient information. This will ultimately lead to better and more efficient health care. I have lived in Idaho my entire life and will be striving to improve health care for my family, neighbors, and friends.



I have graciously accepted the role of the Executive Director of THC. I understand that I will not always be right or make the correct decision, but will promise to adapt and to learn from my mistakes. Please feel free to contact me via e-mail ([Robert@hospitalcooperative.org](mailto:Robert@hospitalcooperative.org)) or office phone (208-239-1952) if I can be assistance to you.

I wish Jon and his family the happiest of times in his new endeavor. Caribou Memorial Hospital will be fortunate to have your knowledge and expertise at the facility.

## Portneuf Medical Center

### Dr. Price gets master level wound certification

Dr. Jared Price, who works at Portneuf Medical Center, recently received certification to become a master level wound specialist physician.

The certification was granted to Price after he passed an American Board of Wound Management examination.

"It is important to me that I formally develop my wound credentials to ensure I provide my patients the optimal care they deserve," Price said. "It is gratifying to work with patients with chronic wounds, to see them progress toward healing." Price is a physician at the Portneuf Wound Care & Hyperbaric Center, 777 Hospital Way, Suite G-1. PMC's Dr. Julio Vasquez and Price are two of only three physicians in the state of Idaho who have received this certification, according to a news release. For more information, dial (208) 239-2675.



### Cardiovascular Surgeons from Portneuf Medical Center Publish Article in World-Recognized Journal

Jacob DeLaRosa, MD and Julio Vasquez, MD, (pictured below) from the Thoracic and Cardiovascular Surgery Service of Portneuf Medical Center have recently published a review article in the prestigious journal *Operative Techniques in Thoracic and Cardiovascular Surgery: A Comparative Atlas*. The title of the article is "Thoracic Endovascular Aortic Repair" and provides a step by step approach of this complex procedure, which is performed by them regularly in our hospital using the state-of-the-art hybrid operating room. This journal is a world-recognized source of information for their surgical specialty and is an official publication of the American Association for Thoracic Surgery, which provides technique-based articles in cardiovascular and thoracic surgery written by renowned surgeons in the field, presented in atlas format. The current editor-in-chief of the journal is J. William Gaynor, MD, from the Division of Cardiothoracic Surgery of the University of Pennsylvania. For those who are interested in reading this article, it is included in Volume 18, Issue 1, Year 2013, pages 73-83.

The Thoracic and Cardiovascular Surgery Service at PMC has a commitment to achieve the highest quality of care for patients, which includes the practice of up-to-date procedures. Their members are also involved with the formal education of Cardiothoracic

Surgery residents from the School of Medicine of Emory University (Atlanta, Georgia), who come for a one month rotation to our hospital to work with Dr. DeLaRosa and Dr. Vasquez. For any questions, they can be reached at their office by calling (208) 239-2580.

### Consumer Reports gives PMC highest score possible

Five Eastern Idaho area hospitals were mentioned recently in a Consumer Reports magazine ranking that's meant to aid patients as far as where they should schedule a needed surgery.

Hospitals were ranked on a scale from better to worse, with categories such as highly improved, somewhat improved, unchanged, somewhat of a decline and a significant decline.

Specifically, the ratings are based on the percentage of a hospital's surgery patients who died in the hospital or stayed longer than expected for their procedure. Researchers argue the data indicates that those measures can be correlated with complications. A number of hospitals use the same approach to monitor quality.

Portneuf Medical Center received the highest score possible.

Furthermore, the surgery ratings look at how hospitals, nationwide, compare in avoiding adverse events in Medicare patients during their hospital stay for surgery. To develop the ratings, they work with a health care consulting firm that analyzes billing claims and clinical records data in order to help hospitals improve patient safety.

The analysis for this particular ranking examined Medicare claims data from 2009 to 2011 for patients undergoing 27 categories of common scheduled surgeries. For each hospital, the results for all procedures are combined into an overall surgery rating.

In addition, they have ratings for five of those procedures on their website, which include back surgery, replacement of the hip or knee and surgery to remove blockages in arteries, angioplasty, or carotid artery surgery.

The rates are risk-adjusted based on patient characteristics such as age, gender, and other health conditions, including high blood pressure and diabetes. The ratings do not take into account complications that became apparent after patients were discharged from the hospital.

The Consumer Reports ranking for the 2,463 U.S. acute-care or critical-access hospitals with sufficient Medicare fee-for-service inpatient surgical claims data from patients 65 and older. Veterans Affairs hospitals and hospitals that mostly see Medicare Advantage patients, such as many Kaiser hospitals, are not included as they use a different reporting system.

For further information, visit [ConsumerReports.org/hospitalratings](http://ConsumerReports.org/hospitalratings).



## Minidoka Memorial Hospital

### 13th Annual MMH Ride for Safety

Minidoka Memorial Hospital held its 13th Annual Minidoka Memorial Hospital "Ride for Safety" on July 3 in the front lawn of the hospital. With almost 300 participants this year, this yearly event has no indication of slowing down. We also had a record number of kids ride their decorated bike and bike helmets in the 4<sup>th</sup> of July parade.

Thank you to the MMH Employees that paid for the helmets that protect these little heads and thank you to MMH Staff and Volunteers for participating to make this a great community service. A great big thanks to Thomas Cuisine Management for feeding everyone that attended hot dogs, chips, and a drink.



### MHCF 2013 Golf Scramble

Minidoka Health Care Foundation hosted its 15<sup>th</sup> Annual Golf Tournament on Thursday, July 11 at the Rupert Country Club, raising nearly \$14,000 that will be used for health related causes



in the Mini-Cassia area. Thirty teams participated in the Tournament, with teams coming from Boise all the way to Pocatello. Thank you to everyone that helped make this tournament another successful event for Minidoka Health Care Foundation and a

huge thank you goes to Thomas Management Cuisine for the catered steak luncheon that was provided at the event.

## Madison Memorial Hospital

### New CFO Announcement

In August of 2012, Cecil Ricks announced his retirement to take place in August 2013 as Chief Financial Officer. He has been employed at Madison Memorial Hospital for 34 years. He is well respected among industry peers and our facility. He will be greatly missed by all. At the same time, it is with great pleasure that we introduce the new Chief Financial Officer of Madison Memorial Hospital, J. Troy Christensen. Troy received his undergraduate degree from Ricks College and Boise State University in Business Administration with an emphasis in Finance, he continued on to obtain his Master of Business Administration through The University of Phoenix-Boise Campus. He comes to MMH with 7 years of

hospital finance experience. He has been a Controller, an Assistant Chief Financial Officer, and most recently as Chief Financial Officer for Mountain West Medical Center. As MMH moves into the future of Health Care Reform, we are excited for the new insight Troy will contribute while keeping with our Mission to provide professional and compassionate health care to those we serve.

### New MRI Installed

We have installed our new MRI equipment. The new Philips Ingenuia 1.5T is designed to quickly perform high-quality MR scans with a high level of patient comfort. It can significantly reduce exam time and has a 70cm wide opening to accommodate patients of varying size, age, and physical condition. Most scans can be performed with the patient's head entirely out of the opening, creating a better patient experience. Patients will be able to select the ambient color for their room lighting and select their favorite music to listen to while being treated.

We are excited for this new equipment and the precise images it will provide radiologists and physicians. It will scan for different anatomical and structural problems in the body—including brain and nervous system disorders, cardiovascular disease, and organ disease.



### 4<sup>th</sup> of July Parade – Bicycle Safety

On June 29<sup>th</sup> we held a "Bike Safety Check" for the children in our county and surrounding communities. We had several emergency vehicles on site for tours, a bike obstacle course, and police officers checking their bikes. We also gave away bicycle helmets and invited them to ride in the 4<sup>th</sup> of July Parade behind our float. We had approximately 50 children ride in the parade with us and gave away a total of 100 bicycle helmets. The Madison Memorial Hospital Foundation played a key role in helping us fund this program for the community. We thank them for their assistance. It was an exciting event and we even took Sweepstakes for our float entry.



## Star Valley Medical Center

### SVMC named in Top 100 Critical Access Hospitals

Working in cooperation with the towns of Thayne and Afton, Star Valley Medical Center applied for and was awarded a grant in the amount of \$1,378,800 to purchase the existing physical therapy buildings and land located in Afton and Thayne. These grant funds come from the State of Wyoming through a program called Business Committed Grant Program.

The program is through the Wyoming Business Council and the WY State Land and Investment Board (SLIB) and is funded by the Wyoming Legislature each year. This kind of program supports infrastructure, helps communities to attract businesses, and makes community enhancements possible.

The towns of Afton and Thayne have received the grant funds and will loan them to SVMC, who will use the funds to purchase the buildings and land. SVMC will pay back the low interest loan to the Towns of Afton and Thayne. The money received by the towns will then help to fund for future economic and infrastructure development. This is a win-win situation – a great way to help Star Valley Medical Center grow, as well as support to the Towns of Thayne and Afton in their economic development.

## Steele Memorial Medical Center

### Steele Memorial Medical Center Honored for Achievement

Quorum Health Resources (QHR) announced the winners of the 2013 Overall Performance awards at its Annual Leadership Conference on June 12, 2013 in Franklin, Tenn. QHR presented the 2013 Best Overall Performance honors for its top performing client hospitals. Steele Memorial Medical Center (SMMC) received the award for Best Overall Performance as a Critical Access Hospital.



“Hospitals are being challenged like never before to maintain their performance,” said SMMC Board Chairman, Dennis Lile. “It is an honor for SMMC to receive this award and serve as a role model for other hospitals.” Jeff Hill, SMMC CEO stated, “This award is reflective of SMMC’s team focus on providing compassionate care and commitment to clinical and service excellence. This recognition would not have been possible without the combined efforts and dedication of our employees, providers, auxiliary, foundation and board.”

QHR provides independent hospitals and health systems with administrative support services, consulting, education, and training programs.

## Franklin County Medical Center

### New Director of Physical Therapy

Franklin County Medical Center is pleased to announce their new Director of Physical Therapy, Leo Robertson III, DPT (doctorate of physical therapy). Dr. Robertson originally grew up in Tremonton, Utah and graduated from Bear River High School. He went to College of Southern Idaho for two years on a track and field scholarship and went on a mission to Micronesia Guam. Dr. Robertson finished his bachelors degree at Utah State University in physical education, with an emphasis in exercise science. Dr. Robertson and his wife lived in Las Vegas for 2 ½ years as he earned his masters degree in physical therapy at UNLV. He later returned to UNLV and received a doctorate of physical therapy. He has experience and training in almost every clinical setting including rehabilitation, inpatient therapy, home health, and out-patient orthopedics.

Dr. Robertson and his family are currently living in Preston. Their family enjoys living close to family and the close-knit community of Franklin County. He says, “I am excited to take this next step in my life of being the director of the physical therapy at FCMC. I’ve always believed that the expertise of the physical therapist on our staff at FCMC have been of the best caliber. Their knowledge and background overlaps when appropriate as well as extends to specialties that rank with those outside the valley in larger metropolitans. With this, and the growth happening at FCMC, are just a few of the reasons I wanted to become the director at FCMC.”



## Lost Rivers Medical Center

### Relocation of the Arco Clinic

On Thursday, September 5, Lost Rivers Medical Center will be holding a ribbon cutting ceremony celebrating the relocation of the Arco Clinic. The new clinic is located at 551 Highland Drive and the entrance is on the first floor, near the helicopter pad. Light refreshments will be served at 7:00 pm. If you would like to attend, please contact Shelley Rupp at (208) 527-8206 ext 112.



## Bear Lake Memorial Hospital

### Bear Lake Memorial Hospital's Wellness Week

Bear Lake Memorial Hospital sponsored a "Wellness Week" for its employees. Each day consisted of a theme that focused on specific aspects of wellness.

Everything from nutrition, mental health, to physical well-being and even volunteerism. Over half of the employees participated in at least one of the week's activities. Some of the activities included a smoothie contest, spin the wheel, hike up "M" Hill, highway clean up, and ending the week with a community wide 5k Silly Run/Walk.



There were over 80 participants for the 5k. During the Silly Run runners and walkers were being sprayed throughout the route with silly string. Bear Lake Memorial's newest physician, Dr. Lance Hansen, challenged the community that if any runners would beat him in the race he would donate \$100 for each person to the hospital's private patient rooms project. About four people legitimately beat Dr. Hansen in the race but he

"injured" himself at the finish line and let three more pass.

Bear Lake Memorial is planning to do another wellness week in the Fall and will also be incorporating wellness into their annual summer employee party with obstacle courses and other family oriented fun.



## Power County Hospital District

### Foundation Buys New Equipment

Due to the generosity of Power County Hospital District employees, area residents, businesses, and grantors, the Foundation has been able to replace several pieces of medical equipment within the facility. Last fall, the Foundation used proceeds from the Scarecrow Auction and Chili Cook-off and a \$14,000 grant from the Laura Moore Cunningham Foundation, Inc. to purchase a new patient call light system for Power County Hospital. The new system replaced a 25 year old system that was worn out and could no longer be repaired.

Due to the risk of hypothermia and the need to warm victims blood and bodies as soon as possible, the Foundation purchased a blood warmer for Power County Hospital last winter. The old warmer was less effective. Unlike the new warmer, it did not have

a blanket warmer attached. This meant that the blankets needed to raise body temperatures, and thus save lives, were not as warm as needed. They were heated up in an area far from the Emergency Room and were partially cooled down by the time they reached victims. Replacement supplies were also very costly. Patients are warmed more quickly and efficiently with the new machine which costs very little to maintain.

Recently, the Foundation purchased a medical grade freezer for Power County Family Clinic. The old freezer was not compliant with the new regulations issued by the Centers for Disease Control (CDC) for storing the serum used to immunize children. Since the CDC will not allow medical providers to continue to immunize children until they replace their old freezers, the Clinic needed a new freezer immediately.

Currently, the Foundation is raising funds to purchase a defibrillator (restores normal heart rhythms) and a blood hematology machine (tests blood for infections, leukemia, and other diseases). About \$12,000 has been raised so far for the defibrillator which costs a little over \$19,000. Part of the money came from an \$8,000 grant from the Laura Moore Cunningham Foundation, Inc.

## Caribou Memorial Hospital

### New Window Project

The CMH Board approved contracting with Precision Glass to replace all 65 of our large, 44-year old single pane windows with energy efficient double pane windows. Hopefully this will be completed before the snow begins. The windows in all patient/resident rooms, on both floors, will be openable, and having new, well insulated windows, will make it cooler in the summer and warmer in the winter, and should reduce our energy bills.

### Upcoming IT Projects

At Caribou Memorial Hospital, we are currently looking into a few different IT projects to complete within the next year. Items we would like to complete are electronic ID access, data replication offsite with a virtual desktop solution, completion of HIPAA compliance policies that meet the omnibus ruling, and website update. We have found that through the usage of the risk analysis tool from Wirec/Qualis Health and through internal evaluation of our facility that an electronic ID access would benefit us greatly. The advantage of this project would allow us to effectively control access for employees, visitors, patients, and vendors. This would help us develop a system by which we could securely control our access points and account through an automated process of who passes in and out of critical controlled locations within the hospital. Data replication offsite and virtual desktops is currently being reviewed to find the best solution to implement into our environment. We would like to develop an effective HIPAA compliant policy and procedure process for our hospital that will ensure that it's managed and updated regularly. We are making a joint effort with Wirec/Qualis Health to help us meet this goal. We have a "by the end of the year" completion plan in place. Lastly on the list of updates is going to be a much needed update to our website. We are going to put into place a new responsive webpage that will meet the demands of our busy little world. This modernization will help us communicate better as a hospital to our surrounding community of events and services we provided.

## The Need for a Marketing Strategic Plan

I recently returned from a two-week vacation in Western Europe that proved to be an incredible experience. A major contributor to the success of the trip, and my personal level of enjoyment throughout, was the hours of work that went into planning a 15-day European vacation. With a set amount of time and resources, it was critical that I spend time looking at maps, exploring travel routes, reading hotel and restaurant reviews, talking with people who had traveled there before, and determining timing and costs of different sites. All of my different ideas had different time, logistical, and financial price tags that needed to be strategically weighed against what I was hoping to achieve. I didn't want to waste resources (time or money) so I needed a map; I needed a plan. The same is true for your hospital and your marketing efforts—you can't be cavalier about them so you need a plan!

I've heard a host of excuses as to why rural hospitals don't have the time or the resources to allocate to the development and implementation of a strategic marketing plan ("Resources are being used to fulfill regulatory requirements," "We have a negative bottom line," "We don't have skilled marketing professionals"). While all of them are legitimate concerns, they are not sufficient rationale to put your marketing efforts on the backburner.

Many rural communities are hemorrhaging patients that are flocking to the larger, urban centers to receive specialized care or care they *perceive* to be of higher quality. A large part of that is simply that patients are unaware of the depth

and breadth of services that are available to them in their own community. The National Rural Health Resource Center has been conducting Community Health Needs Assessments for more than a decade across the country and we continually hear that patients are woefully underinformed about the care they receive in their community—frequently at lower costs and higher quality.

Spending the time, energy, and financial resources can help you to educate people in your service area about the scope of care they can receive at your facility. A Strategic Marketing Plan will help you to set more effective priorities, better allocate resources, assess efforts and accountability, identify areas for improvement, and articulate the value you provide to your customers. A Strategic Marketing Plan also allows for information and knowledge to become institutional and aligns all of your efforts across departments.

Next edition, we'll discuss the components of a strategic marketing plan and how you can work together in the network environment of The Hospital Cooperative to collaboratively align efforts and resources to develop individualized marketing plans for your hospitals.

Courtesy:

Sally Trnka, Senior Program Coordinator  
National Rural Health Resource Center  
<http://www.ruralcenter.org>

## Calendar of Events

### September 2013

THC Executive Board Meeting  
September 5

Lunchtime Education Series  
"Working with Others for Success"  
September 19

Information Technology  
Peer Network Meeting  
September 20

Radiology  
Peer Network Meeting  
Madison Memorial Hospital (Rexburg)  
September 25



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### October 2013

Pharmacy  
Peer Network Meeting  
October 9

Foundation/Marketing  
Peer Network Meeting  
October 11

Nutrition Services  
Educational Training  
October 16

Lunchtime Education Series  
October 17

CFO  
Peer Network Meeting  
October 18

Human Resources  
Peer Network Meeting  
October 25

## Telehealth Update

The Hospital Cooperative has finished its first year grant cycle, with three more years to go. With the support of Portneuf Medical Center and Eastern Idaho Regional Medical Center, we are hoping to offer more clinical services in the upcoming months. We will be upgrading the video-conferencing cameras in some sites, as some of them are over seven years old. Technology constantly changes and with new equipment, we can provide a better patient experience. We are starting with select sites with child and adolescent psychiatry. If your community could benefit from this service, please contact us.



Pictured is the new telemedicine suite at Lost Rivers Medical Center. LRMC is renovating their clinic and have created a separate room specifically for telemedicine.

## Wyoming Hospital Association Annual Convention

September 18-19, 2013  
Holiday Inn, Sheridan, WY



The Wyoming Hospital Association has reserved a limited number of rooms for Convention attendees. To reserve your room, contact the Holiday Inn at: (800) 465-4329. For more information, please visit [www.wyohospitals.com/](http://www.wyohospitals.com/)

### Cooperative Connections

Robert Cuoio, Editor

### The Hospital Cooperative Executive Board

John Hoopes, Chairman	Dallas Clinger
Mike Andrus, Vice Chairman	Brenda Stanley
Jeff Daniels, Secretary/Treasurer	John Williams
Charlie Button	Carl Hanson
Keith Gnagey	Doug Crabtree
Brad Huerta	Rod Jacobson
Jeff Hill	Rachel Gonzales

### Staff

Jon Smith, Executive Director  
Robert Cuoio, Director of Operations  
Jamie Pehrson, Administrative Specialist  
John Murphy, Volunteer

## Idaho State Office of Rural Health

**Moving the Needle!**  
**TeamSTEPPS™ Workshop**  
Idaho CAH Quality Improvement  
Peer Learning Series  
November 6, 2013, 8:30AM—4:30PM  
The Riverside Hotel, Boise, Idaho



- ⇒ **Team Strategies & Tools to Enhance Performance & Patient Safety (TeamSTEPPS)** is designed to improve patient safety, teamwork skills, & communication
- ⇒ **Focus on core measure improvement and opportunities for real-time skill building and simulation**
- ⇒ **This workshop is for you—regardless of whether or not you have prior TeamSTEPPS experience**
- ⇒ **Held the day before our annual CAH-RHC-FMC conference with travel and lodging support available**

For more information, contact:  
Phone: (208) 334-0669  
Email: [ruralhealth@dhw.idaho.gov](mailto:ruralhealth@dhw.idaho.gov)

**Registration Open!**  
[Ruralhealth.dhw.idaho.gov](http://Ruralhealth.dhw.idaho.gov)



## Idaho Critical Access Hospital—Rural Health Clinic— Free Medical Clinic Annual Conference November 7, 2013 at the Riverside Hotel Boise, ID

\***Educational tracks for RHCs and Free Medical Clinics.**

\***Tools and strategies for improving HCAHPS scores in CAHs—part of our “Moving the Needle” series.**

\***Travel and lodging support available for Idaho participants.**

**The State Office of Rural Health & Primary Care invites you to take advantage of this opportunity to network with peers, obtain advice from industry experts, and discover the power of one. One person, one organization, one community truly makes the difference!**

**Registration Open!**

**Registration now open!**  
See our website for more information:  
[ruralhealth.dhw.gov](http://ruralhealth.dhw.gov)

**THE POWER OF ONE**  
*“One person, one organization, one”*

## Idaho Hospital Association 80th Annual Convention

October 5-8, 2013  
Coeur d’Alene Resort  
Coeur d’Alene, Idaho

Lodging reservations can now be made by calling (800) 688-5253. To receive the discounted rates, be sure to mention the Idaho Hospital Association convention when making your reservation. The lodging cut-off date is **September 3, 2013**. Reservations will be accepted after this date at the prevailing room rate, subject to availability.

For more information, please visit [www.teamiha.org](http://www.teamiha.org)

