

# what's up?

NEWS FOR WESTERN HEALTHCARE ALLIANCE



*Rich Roll, #1 bestselling author and world-renowned ultra endurance athlete, will be the closing keynote at WHAAS.*

## Upcoming WHA Annual Summit Features Three Days for Members

For more than a quarter century, Western Healthcare Alliance (WHA) has capitalized on the idea of “Together, Stronger.” WHA, supported by strong membership and growth, has been visionary in combining expertise, resources, volumes, and enthusiasm to support excellent healthcare organizations in Colorado and Utah. By joining forces—and recognizing independence through interdependence—WHA members will continue to lead the way amidst the myriad of changes in the healthcare industry.

Join us for two events: the Annual Summit and Leadership Academy. On February 11th and 12th, join the WHA Community of members, staff, and partners as we connect, learn, inspire and engage during peer network meetings and nationally renowned keynote addresses. The following day, members from any part of the facility including staff, new managers, directors and more are encouraged to attend Leadership Academy—a one-day workshop focusing on effective management techniques.

We are looking forward to an event that kicks off another successful year of collaboration, cost-saving initiatives, innovative technologies and growing **Together, Stronger!**

### WHAAS Schedule of Events

**Wednesday, February 11th 2:00 pm – 4:00 pm WHA Trend Forum:** an interactive session with WHA product experts to share best practices, hands-on training, new innovations and trends affecting you.

**4:00 pm – 6:00 pm Networking Reception:** all members, guests, and Corporate Partner exhibitors are encouraged to attend this fun event!

### Thursday, February 12th WHAAS General Session, Peer Network Roundtables, and Keynotes

8:00 am – 9:00 am Registration	11:00 am – 12:00 pm Peer Network Meetings	2:00 pm – 2:30 pm Networking Break
8:00 am – 3:30 pm Corporate Partner Exhibition	12:00 pm – 1:00 pm Networking Lunch	2:30 pm – 3:30 pm Closing Keynote
9:00 am – 10:30 am Welcome, Opening Keynote	1:00 pm – 2:00 pm Peer Network Roundtables	3:30 pm – 3:45 pm Closing Remarks
10:30 am – 11:00 am Networking Break		

**Opening Keynote: “Advancing Quality & Reimbursement in Community Hospitals Through Transitional Care Models”** with Dr. Mark Lindsay, Assistant Professor of Medicine, Mayo Clinic College of Medicine and Medical Director, Allevant. This talk will cover Transitional Care Model and Population Health strategies that emphasize opportunities to positively impact quality outcomes, reduce hospital readmissions, empower frontline care teams, engage patients and improve financial performance for critical access hospitals, PPS hospitals, and payers. This talk emphasizes how Transitional Care and Post-Acute strategies complement other strategic priorities in organizations and highlight what is in it for key stakeholders and, most importantly, patients.

*(continues on page 2)*

**P2**

WHAAS 2014 and Leadership Academy

**P3**

WHA Partners with EPC USA

**P4**

Upcoming Events



Western Healthcare Alliance

**25** Celebrating Years!

## WHAAS and Leadership Academy (continued)

**Closing Keynote:** *“Living Your Authentic Life”* with Rich Roll

Rich is a #1 bestselling author, world-renowned ultra-endurance athlete, and wellness pioneer whose popular podcast just surpassed 4 million downloads. In this one-hour keynote, Rich merges his personal journey from former collegiate swimmer to couch-potato alcoholic to ultra marathoner with tangible and powerful tips and takeaways for people from all backgrounds and experiences. Members will be left inspired to delve deep within; and empowered to embark on a journey with the tools to unlock and unleash the best, most authentic version of themselves.

Rich’s talk will kick off the inspiration for our 2015 year of Stronger Together and the Community Care Organization initiative where personal wellbeing and empowerment become the cornerstones of local healthcare delivery.

### Leadership Academy

**Friday, February 13th 8:30 am – 9:00 am Registration, 9:00 am – 3:00 pm Class**

***“Coaching the Challenging Professional & Holding People Accountable”*** with Jo Anne Preston, Workforce & Organizational Development Manager for the Rural WI Health Cooperative

You don’t have to be a manager to be a coach, but it is important to be a coach if you want to be an effective manager. Coaches must respond differently to unique needs of employees, and it can be challenging when we have to address challenging behaviors or hold someone accountable to expectations that are not being met. People can get defensive and before we know it, the conversation gets derailed leaving you feeling frustrated and the employee without a clear plan.

Consider taking this workshop if you:

- Struggle to find the right approach in addressing underperformance
- Back away from holding the difficult conversations because of the defensive response you know you will get
- Want to hold people accountable for behaviors but are not sure they are on the same page as you when it comes to expectations
- Think you have been clear about your expectations, but find employees still not meeting them
- Are new to managing people and would like a great start to your coaching practice
- Are experienced as a manager, but have learned primarily from experience and would like a more systematic approach to coaching, particularly the challenging behaviors

Workshop objectives include:

- Identify seven common defensive behaviors that can arise in coaching conversations and create a plan to effectively address each of them
- Create a foundation for your personal approach to coaching through reviewing coaching definitions, identifying coaching opportunities, and understanding the different goals for coaching
- Learn at least three tips to handle difficult or tense situations directly and with diplomacy
- Develop a systematic approach to achieve the results you want from your employees by learning and applying a coaching model
- Explore the characteristics of effective coaches

### **REGISTER TODAY!**

<https://whaas2015.eventbrite.com>

#### **WHAAS 2015**

\$49 per person; includes snacks, lunch, and all February 11th events

#### **Leadership Academy**

\$199 per person or \$149 per person for groups of 2 or more; includes refreshments and lunch  
*Top-notch education at an affordable price!*

Questions about registration? Contact Tracy Luster, [tracy.luster@wha1.org](mailto:tracy.luster@wha1.org) or 866.986.3585

#### **Accommodations**

All events will be held at the DoubleTree Hotel in Grand Junction. Call 970.241.8888 and ask for the WHA rate to receive our \$85 WHAAS rate or go to [www.doubletreegrandjunction.com](http://www.doubletreegrandjunction.com) and enter group code WHA.

**P2**

**WHAAS 2014 and  
Leadership Academy**

Join us for this fun and interactive learning session that will include case studies, small and large group discussions, self assessment and practice. Leave with increased confidence and competence as a coach, ready to handle those difficult conversations.

Questions about these events? Contact Sally Trnka, [sally.trnka@wha1.org](mailto:sally.trnka@wha1.org) or 970.986.3653

## Western Healthcare Alliance Partners with EPC USA to Provide Protection from Cyber Attacks on Medical Records

Western Healthcare Alliance members now have access to wholesale discounts on IT security solutions through a new partnership with EPC USA. EPC utilizes the **FireEye Network Threat Prevention Platform** to identify and block zero-day Web exploits, droppers (binaries), and multi-protocol callbacks. Cybercriminals use the Web as a primary threat vector to deliver zero-day exploits and malicious URLs in email and exfiltrate data. The FireEye Network is designed to stop drive-by downloads and blended Web and email attacks. In addition, it offers a defense against infections that take place outside the network.

### Real-time threat prevention blocks Web-based attacks.

The FireEye Network will:

- Deploy in-line (block/monitor mode) or out-of-band (TCP reset mode/monitor mode) and enable security analysis for IPv6 traffic
- Analyze all suspicious Web objects including PDFs, Flash, multimedia formats, and ZIP/RAR/TNEF archives and block outbound malware to thwart data exfiltration
- Integrate with the FireEye Threat Prevention Platform to stop blended spear-phishing attacks
- Distribute threat intelligence locally to the entire FireEye deployment and globally to the FireEye customer base through the FireEye Dynamic Threat Intelligence cloud
- Support remote third-party AAA network service access in addition to local authentication
- Provide role-based access control and audit logging
- Consolidate signature-based and signature-less technologies with the IPS add-on license to FireEye Network to automatically reduce false alerts and drive down operational spend



*The U.S. healthcare industry is being targeted by cyber criminals.*

For more information contact **Tom Northey** at **866.986.3657** or **tom.northey@wha1.org**.

## Aspen Valley Hospital Awarded Gold LEED Certification



Aspen Valley Hospital

Aspen Valley Hospital announced that it has been awarded the gold LEED (Leadership in Energy and Environmental Design) certification by the U.S. Green Building Council for its new hospital construction, which opened in the fall of 2012. The only other hospital in the state to receive such a designation is Colorado Medical Center of the Rockies. The recognized project includes the addition of an inpatient unit; oncology and infusion services; rehabilitation services including physical, speech, occupational, and cardiopulmonary; and medical office space. A rating system for the design, construction, operation, and maintenance of green buildings, LEED points are awarded based on potential environmental and human benefits.

“This is an historic milestone,” said lead architect Russ Sedmak, of Heery International. “The Colorado hospitals who have gold LEED certification are two of only a handful of such facilities in the world.”



**Operational Efficiencies**

**P3**

**WHA Partners  
with EPC USA**

# Upcoming Events



**Wednesday, February 11th**  
WHA program updates and networking member reception

**Thursday, February 12th**  
Keynote presentations and Peer Network meetings

**Friday, February 13th**  
Leadership Academy education class for managers

Our office will be closed from 3:00 pm Wednesday, December 23rd, 2014 to 8:00 am Monday, January 5th, 2015. Contact Penny Stevenson at 866.986.3587 with questions about our office hours or to place patients on the "Do Not Call" list for the holidays. Thank you!

*Happy Holidays*



## Staff Directory

**Carolyn Bruce**  
Chief Executive Officer  
866.683.5203 • carolyn.bruce@wha1.org

**Scot Mitchell**  
Senior Vice President  
877.683.5227 • scot.mitchell@wha1.org

**Steve Hubbard**  
Chief Financial Officer  
866.683.5207 • steve.hubbard@wha1.org

**Jessica Taylor**  
Vice President, Marketing & Client Relations  
866.986.3651 • jessica.taylor@wha1.org

**Bobbie Orchard**  
Director of Marketing  
877.683.5223 • bobbie.orchard@wha1.org

**Tom Northey**  
Director, IT Collaboration  
866.986.3657 • tom.northey@wha1.org

**Sally Trnka**  
Director, Network Development  
Executive Director, N2N Strategies  
866.986.3653 • sally.trnka@wha1.org

**Craig D. Deehring**  
Director, Network Services  
866.986.3652 • craig.deehring@wha1.org

**Pilar Mank**  
Director, Client Services  
866.986.3590 • pilar.mank@wha1.org

**Gloria Sacco**  
Director, Central Business Office  
866.986.3620 • gloria.sacco@wha1.org

**Stephen Day**  
IT Director  
866.683.5205 • stephen.day@wha1.org



**Strategic Leadership**



**Financial Strength**



**Operational Efficiencies**



**Clinical Excellence**



**Workforce Development**

*Collaborating to Support and Sustain  
Quality Healthcare in All Our Communities*

**P4**

**Upcoming Events**

**888.828.0011 wha1.org**