

# what's up?

NEWS FOR WESTERN HEALTHCARE ALLIANCE



## Hospitals and Physician Offices Address Workforce Shortage in Rural Areas with WHA Programs

*Hospitals and physician offices are feeling the crunch in maintaining a talented healthcare workforce.*

Hospitals and physician offices in rural areas are feeling the crunch in maintaining a talented healthcare workforce: the pool of qualified applicants is shrinking, while at the same time healthcare is ramping up to meet regulatory requirements, adopt technology, and embark on new business goals.

Through input of members and clients, Western Healthcare Alliance is increasing the number of programs and resources to facilitate growth, revenue, and preservation of local care in our communities.

**Health information technology.** According to Health IT News, more than three-quarters of healthcare providers (physician offices and hospitals) are currently trying to hire IT staff. After launching the Shared IT Collaborative, WHA can help hospital and physician practices supplement IT staffing for special projects such as conversions, disaster preparedness, and Meaningful Use compliance through our partnership with Inland Northwest Health Services (INHS). Contact Tom Northey at 866.986.3657 or [Tom.Northey@wha1.org](mailto:Tom.Northey@wha1.org) for more information about the scope of services for your facility.

**Billing.** Over the last year, five members of WHA and clients of A-1 Collection Agency and AR Services have optimized the workflows of current staff instead of efforts to recruit from a limited supply of business office professionals. During a recent WHA assessment at a 10-bed hospital, WHA identified more than \$450k in revenue gains from making simple process changes with existing staff.

**Coding.** Facilities are facing severe shortages due to ICD-10 conversion and increased volumes. WHA's partner eCatalyst provides interim certified coders, project management for ICD-10 conversion, and education for clinicians. Contact Craig Deehring at 866.986.3652 or [Craig.Deehring@wha1.org](mailto:Craig.Deehring@wha1.org) for information and pricing.

**Leadership education for middle managers.** WHA will be launching the seventh installment of the Leadership Academy series. Leadership Academy provides one-day courses on business fundamentals such as finance, budgeting, human resources, management, and hot topics in healthcare. Contact Jessica Taylor at 970-250-7670 or [Jessica.Taylor@wha1.org](mailto:Jessica.Taylor@wha1.org) to receive the upcoming schedule.

**Interim staffing management.** WHA partners with Medefis to provide members and clients with cloud-based interim staff management software to make managing multiple staffing agencies simple and less time consuming. More than eighty percent of WHA members are using Medefis to manage their staffing placements for clinicians, allied health and more. Contact Jessica Taylor at 970-250-7670 or [Jessica.Taylor@wha1.org](mailto:Jessica.Taylor@wha1.org) for more information.

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Upcoming Events



Western  
Healthcare  
Alliance

Celebrating  
25 Years!

## Yampa Valley Medical Center in Steamboat Springs Announces Partnership with Mayo Clinic

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*Yampa Valley Medical Center is the second Colorado hospital to join the Mayo Clinic Care Network! Another WHA member, Aspen Valley Hospital, joined last November.*

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Yampa Valley Medical Center (YVMC) recently announced its partnership with the Mayo Clinic to provide physicians located in the world-class resort area the ability to consult with thousands of MayoClinic specialists across the country. YVMC is the second Colorado hospital to join the Mayo Clinic Care Network following another Western Healthcare Alliance member, Aspen Valley Hospital, which joined last November.

“This elevates our game,” said YVMC CEO Frank May. “We couldn’t be more proud to have this relationship with this organization.” The partnership gives patients access to the specialized care they need, while having the ability to remain home in Yampa Valley instead of traveling long distances. Patients won’t experience any significant price changes for these Mayo consultations, according to May.

May stressed the contract with Mayo is a partnership, and a strategy to retain the hospital’s independent ownership and management. The Mayo partnership will be another tool for physicians to consult electronically with Mayo Clinic specialists for secondary opinions on patient care. Clinicians will also have access to AskMayoExpert, an online medical reference tool. In the end, it’s still up to patients and their doctors to decide the best path of care, and now their resources available locally are significantly expanded.

The Mayo Clinic employs more than 4,000 staff physicians and scientists on campuses in Rochester, Minnesota; Scottsdale and Phoenix, Arizona; and Jacksonville, Florida. Its Mayo Clinic Care Network was launched in 2011 and now includes 26 hospitals of varying sizes in 12 states as well as Puerto Rico and Mexico. Mayo doesn’t aspire to own and operate more medical centers. Their strategy is to share their knowledge to “provide higher levels of care to broader groups of people.”



Yampa Valley Medical Center

**Congratulations Yampa Valley Medical Center!**

“This elevates our game. We couldn’t be more proud to have this relationship with this organization!”

— Frank May  
CEO, Yampa Valley Medical Center

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**Yampa Partners  
with Mayo Clinic**



**Clinical Excellence**

## Moab Regional Hospital Recognized with a National Award for Successful Financial Turnaround

Congratulations to Robb Austin, CEO, and his great team at Moab Regional Hospital who were recognized by the Medicare Rural Hospital Flexibility Program (FLEX Program) as one of two critical access hospitals (CAHs) in the nation for their successful financial turnaround.

Moab Regional Hospital is a 17-bed CAH that leads healthcare services in the eastern region of Utah. They provide a full-service emergency room, general and orthopedic surgical services, primary care physicians, obstetrical services, and a range of other specialists for residents and visitors in an area known for legendary recreation including Arches National Park, Canyonlands and world-class mountain biking.

The National Rural Health Resource Center sent a certificate of recognition and Moab Regional Hospital will be profiled in *Rural Route* on May 21st. Greg Rosenvall, Utah Flex Coordinator said, "You truly achieved a remarkable feat



*The great team at Moab Regional Hospital*

that is recognized on a national level. We add our gratitude and congratulations for your accomplishment, and look forward to our continued relationship in the future."

Western Healthcare Alliance is very pleased to add our sincere congratulations for this significant achievement!

## A Collaborative Approach to Provider/Collection Agency Relationships

Healthcare providers and collection agencies are both seeking long-term, mutually beneficial relationships. Panelists from three providers offered their philosophies on selecting and managing collection agency vendors during the Collaborative Approach to Vendor Selection and Management session at ACA, the Association for Credit & Collection Professional's Spring Forum last week.

"It is really important to have someone who is a good listener on both sides when starting a relationship with a new collection vendor," said Doug Smith, vice president consolidated CBO for Mercy Health System. "When I find that, I know the relationship has a good chance at success."

Rudy Braccilli Jr., executive director of Revenue Cycle Services, said one of the keys to a truly collaborative relationship is the willingness of both the healthcare provider and the agency to sometimes go outside of what's in the contract and do what's best for both parties.

"A lot of it comes down to courtesy, respect and common decency," Braccilli said.

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*Healthcare providers offer insight into successfully working with collection agency vendors for effective, long-term success.*

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"You cannot succeed if you don't have passion for what you do," Smith said. "I want to see that passion."

Panelists also discussed the importance of site visits. They said you can tell a lot about a collection agency by seeing training facilities that are obviously used, hearing how the staff interacts with consumers, and finding highly supervised collectors working in small teams.

We invite you to visit A-1 Collection Agency or ask us about any part of our operations. Contact Pilar Mank, Director of Client Services at 866.986.3590 or [Pilar.Mank@wha1.org](mailto:Pilar.Mank@wha1.org) to make arrangements.

*Reprinted in part from  
ACA International:  
[aca.international.org](http://aca.international.org)*





# Upcoming Events

<b>CNO/QIRM Peer Network Meeting</b>	<b>Friday, April 4th</b> <b>Western Healthcare Alliance</b> 715 Horizon Drive, Grand Junction 10:00 am – 2:00 pm
<b>CFO Peer Network Meeting</b>	<b>Thursday, May 1st</b> <b>Western Healthcare Alliance</b> 715 Horizon Drive, Grand Junction 10:00 am – 2:00 pm
<b>WHA/HCM Board Meeting</b>	<b>Thursday, May 8th</b> <b>Western Healthcare Alliance</b> 715 Horizon Drive, Grand Junction 10:00 am – 2:30 pm
<b>HR Peer Network Meeting</b>	<b>Friday, May 16th</b> <b>Moab Regional Hospital</b> 450 West Williams Way, Moab 10:00 am – 2:00 pm
<b>MM Peer Network Meeting</b>	<b>Friday, May 16th</b> <b>Family Health West</b> 300 West Ottley Avenue, Fruita 10:00 am – 2:00 pm
<b>IT Peer Network Meeting</b>	<b>Tuesday, May 20th</b> <b>Grand River Health</b> 501 Airport Road, Rifle 10:00 am – 2:00 pm
<b>Rehab Peer Network Meeting</b>	<b>Thursday, May 22nd</b> <b>Western Healthcare Alliance</b> 715 Horizon Drive, Grand Junction 10:00 am – 2:00 pm

For more details regarding the **WHA Peer Network Meetings**, contact **Tracy Luster** at [tracy.luster@wha1.org](mailto:tracy.luster@wha1.org) or **866.986.3585**  
For information regarding the **WHA/HCM Board Meeting**, contact **Bobbie Orchard** at [bobbie.orchard@wha1.org](mailto:bobbie.orchard@wha1.org) or **877.683.5223**



**Strategic Leadership**



**Financial Strength**



**Operational Efficiencies**



**Clinical Excellence**



**Workforce Development**

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Upcoming Events

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

**888.828.0011** **wha1.org**