

Health Reform, the Supreme Court and Networks—Finding Comfort in the Chaos

Raise your hand if you are exhausted from the never ending news coverage, heated campaign promises, and scores of misinformation being broadcast pertaining to health care reform. (It's okay...go ahead!) The complexities and confusion surrounding the recent Supreme Court decision aren't lost on anyone and the confusion is compounded by election-year rhetoric and posturing that dismantles communication and banishes progress. Since we're not running for office, we'll give it to you direct—and with a sprinkling of enthusiasm for the role of rural health networks in the changing healthcare landscape.

The 5-4 Supreme Court ruling upholding the Affordable Care Act determined that the individual mandate, the most controversial part of the ACA, was a valid exercise in Congress's power to tax (although it is not a valid exercise of the Commerce Clause, which was the clause that many opponents were expecting would deem the mandate unconstitutional). In addition to upholding the policies and provisions that are scheduled to take effect in the coming years, the ruling solidified that the money, payment modifications and workforce modifications that have already gone into effect will not be rescinded.

Okay, so that much you know, but what does all of this mean for rural? There are a variety of rural-specific provisions within the ACA that will move forward as scheduled because of the ruling. A compressive list of the rural-relevant provisions can be found on the website of the National Rural Health Association (NRHA). Because it's a long list, we'll walk through a few of them, and why they are critical to the success of rural health care facilities.

Approximately 25% of the country's population resides in rural areas however, there are

more rural Americans who are uninsured and underinsured than their urban counterparts. The ACA contains provisions for the guaranteed issue and coverage renewability, along with the prohibition of exclusions based on pre-existing conditions. This will help to ensure that more citizens are covered. Increased coverage, however, does not equal access and workforce shortages will continue to be felt acutely in rural communities. Currently, less than 10% of physicians serve the country's rural population and with increased insurance coverage, the strain felt by providers will be even greater. Included in the ACA are investments in the National Health Service Corps which will assist medical students with scholarships and loan repayment programs should they decide to practice in rural communities. The ACA also designates critical access hospitals, for the first time, eligible sites for Corps assisted physicians. The ACA also calls for increased funding for Area Health Education Center's (AHEC) to improve the pipeline of potential future health care leaders, although the House of Representatives recently voted AHEC out of the running for funding for next year. (Hopefully the Senate will reinstate funding.) The improvement in the rural healthcare workforce will be vital to support the higher rates of chronic disease exhibited in rural communities. With an increased focus on primary care and prevention, the ACA incentivizes patients to seek care before their condition becomes chronic or requires treatment from a specialist.

Networks will play a crucial role in all of the health reform models as rural providers and hospitals become valuable players in both accountable care organization (ACO) and Medical Home demonstration projects. The development and participation in ACO and the Medical Home



concept all require collaboration, staff and resource sharing, collective innovation, and willingness to challenge the status quo. Increasingly, rural hospitals will have to prepare themselves for a challenging future, based on value, quality transparency, and physician-hospital partnerships while maintaining a successful business model in the current system. It's somewhat like navigating two canoes downstream with a leg in each canoe...it could end up being very painful!

The Hospital Cooperative, and other networks, stand poised to help take rural health into the new and very challenging waters ahead.

Sally Trnka, Senior Program Coordinator, National Rural Health Resource Center

Terry Hill, Executive Director, National Rural Health Resource Center

LOOKING AHEAD

August 2012

Acute Care/Long-Term Care/Quality
Peer Network Meeting
August 24

September 2012

THC Executive Board Meeting
September 7

THC Leadership Development Series
Troy Chipps/Stephen Beeson, MD
September 7

Lunchtime Education Series
"Leadership in Health Care, Part 3"
September 13

Business Office/HIM
Peer Network Meeting
September 14

Chief Financial Officers
Peer Network Meeting
September 21

Laboratory
Peer Network Meeting
September 27

October 2012

Brake for Breakfast
October 3

Nutrition Services
Peer Network Meeting
October 10

Lunchtime Education Series
"HR Management, Part 1"
October 11

Human Resources
Peer Network Meeting
October 12



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The Hospital Cooperative Relocation

In the month of July, The Hospital Cooperative has relocated its offices to a new location. THC is now located at 500 South 11th Avenue, Suite 503 in Pocatello, ID. In addition, THC shares the office with the Portneuf Health Care Foundation. The building is the former medical office building for the previous Portneuf Medical Center campus.

According to Jon Smith, THC Executive Director, "This new office location provides greater flexibility and a place that we can call our home for several years. We enjoy our new offices and feel fortunate to be here."



THC New Office Location



THC Conference Room



THC Staff New Contact Information

Jon Smith, Executive Director
(208) 239-1951

Robert Cuoio, Director of Operations
(208) 239-1952

Jamie Pehrson, Administrative Specialist
(208) 239-1950

John Murphy, Volunteer
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Address:
500 South 11th Avenue, Suite 503
Pocatello, ID 83201



SPONSORS AND LOCATIONS



Bear Lake Memorial Hospital
Bingham Memorial Hospital
Caribou Memorial Hospital
Franklin County Medical Center

Health West
Lost Rivers Medical Center

Madison Memorial Hospital
Minidoka Memorial Hospital
Oneida County Hospital
Portneuf Medical Center
Power County Hospital District

Star Valley Medical Center

Steele Memorial Medical Center
Teton Valley Hospital

Hospital: 164 South 5th, Montpelier, ID
Hospital : 98 Poplar Street, Blackfoot, ID
Hospital: 300 S. 3rd W., Soda Springs, ID
Hospital: 44 North 1st E., Preston, ID
Stokes Market Place: 217 S. State Street, Preston, ID
Chevron, McCammon, ID/Health West, Aberdeen, ID
Hospital: 551 Highland Drive, Arco, ID
Mackay Clinic: 313 Hwy 93, Mackay, ID
Teton Radiology Madison, 425 E. 4th N, Rexburg, ID
Hospital: 1224 8th Street, Rupert, ID
Hospital: 150 N. 200 W., Malad, ID
957 Hospital Way, Pocatello, ID
American Falls City Park, American Falls, ID
Rockland City Offices, Rockland, ID
Star Valley Medical Center, Afton Clinic, Thayne Clinic
Alpine Clinic
Hospital: 805 Main Street, Salmon, ID
120 E Howard Avenue, Driggs, ID

On **Wednesday, October 3, 2012**, 13 hospitals and multiple clinics across the region will celebrate **Breast Cancer Awareness Day** with "Brake for Breakfast."

This annual event is designed to allow all women, everywhere, to do something nice for themselves without ever leaving their cars.

It all gets underway at **7:00 AM, going until 9:00 AM** (or until supplies run out). You'll receive a **free breakfast, breast cancer detection information, and a special gift.**

Please join us on this special morning as we work together to reduce deaths caused by breast cancer. **Early detection is the best protection.**

Power County Hospital District

Power County Hospital District Installs New Analyzer

The Power County Hospital District recently installed a new laboratory chemistry analyzer. The new analyzer is the most used piece of testing equipment in the lab. It performs several of the most common tests such as glucose checks, cholesterol, liver, kidney, thyroid functions and more. The new machine can do over 620 tests per hour with results for most tests within 15 minutes.

The machine and installation cost \$122,225 to complete. The District used a USDA partial grant and low-interest loan to finance the machine along with a donation of \$1000 by the PCHD Healthcare Foundation towards the project. The unit comes equipped with the latest features and faster processing, replacing the 12 year old analyzer that was no longer covered under warranty by the manufacturer.



Patients can now continue to receive their laboratory testing done quickly and conveniently right here in American Falls for area doctors or specialists. The assistance of the USDA and the support of the community are greatly appreciated by the District to continue the mission of providing quality healthcare services, closer to home for patients and providers.

Window of Opportunity Campaign Report

Residents of Power County have generously contributed \$12,150 to the PCHD Foundation's *Window of Opportunity* campaign since March 2012. The purpose of the *Window of Opportunity* campaign window is to raise \$17,000 to cover the cost of replacing the fifty-year old, drafty windows in the Power County Hospital/Power County Nursing Home building. The deteriorating windows were installed when the hospital building was built in the early 1960s. They continuously leak hot and cold air, making it difficult for the hospital and nursing home staff to maintain a steady temperature conducive to patient/resident comfort. The leaky windows are not energy efficient and it is estimated that the hospital and nursing home will save 10 and 20 percent on their heating and cooling bills once new windows are installed. Installation will begin in the near future.

Although the campaign officially ended on June 30, 2102, the Foundation is still accepting and receiving donations.

Steele Memorial Medical Center

SMMC Proud to be Offering Digital Mammography

As a result of the exceptional generosity of our community and funds received through the Steele Memorial Foundation's 2011-2012 Annual Giving Campaign, Steele Memorial Medical Center is pleased to announce the arrival of Digital Mammography.

The new Digital Mammography service compliments SMMC's complete suite of diagnostic imaging services, providing the gold standard in care for the residents and visitors of the Salmon/Lemhi Valleys and surrounding areas. For more information, please call (208) 756-5641.



Teton Valley Hospital

TVH Measures Patient Satisfaction

Teton Valley Health Care leaders announced the results of patient satisfaction surveys compiled over the 2011 calendar year. Two areas of patient care were measured: Inpatient/Observation/Swing Bed and Surgical Services (generally Outpatient care).

"Our promise to offer elevated care means more than offering medical services at 6200 feet above sea level," states Virgil Boss, TVHC CEO. "It's our goal every day and every night to bring the very best in quality, clear communication and service excellence for our patients, their families and friends. We know that by asking our patients to be honest with us, we'll become more aware of areas for improvement."

Inpatient survey questions are based on HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems), an anonymous nationally-recognized tool for measuring overall quality of care from patients' perspectives. Outpatient questions follow basic healthcare quality guidelines.

Patients were asked to score using a 1 – 4 tally system with 1 being the lowest and 4 being the highest. In seven areas, patients gave scores at or above 3.95:

- Treated with courtesy and respect by nurses
- Staff did everything possible to control pain
- Treated with courtesy and respect by laboratory staff
- Level of staff competency
- Confident in skill of surgeon
- Recommend physician/surgeon to a friend
- Admissions representatives were courteous and professional

Of special note, the mean scores relating to performance of general staff, nursing staff and physicians rated 3.95 or higher.

"Based on the responses to questions and the numerous written comments provided by respondents, the providers and staff are Teton Valley Health Care's greatest assets," notes Dr. Deborah Ray-Malheiro, ex-officio hospital trustee, adding "it's clear that our patients appreciate the quality of care they receive from competent, caring and compassionate providers and staff."

Survey results will be available online at www.tvhcare.org.

92-Hole Golf Invitational a Success

Teton Valley Hospital Foundation's first annual 92-Hole "Golf Til You Drop" Invitational was a success, raising \$9,000 toward the remodel of a patient room. This event brought together the golfing community for a day of endurance golf, raising funds and awareness for promoting quality healthcare for our community.

In order to play every golf course in Teton Valley, players had to begin at



4:30 am. A school bus was used to shuttle the 24 players from a starting point at Targhee Village, then on to The Links at Teton Peaks, Huntsman Springs, Teton Reserve and Teton Springs. During the post-event celebration at Teton Springs, Prizes were awarded for the most birdies and the fundraising champion.

Families, friends and supporters of the players and Teton Valley Hospital Foundation directors and staff welcomed players across the "finish line" at the Teton Springs Caddis Lake Overlook tent taking in the magnificent view of the 10th hole. As players finished, Tammy Brown, event chair, awarded each player with a medal as they enjoyed a BBQ dinner and music alongside their fellow golfers, family and friends.

Bingham Memorial Hospital

Bingham Memorial Hospital Welcomes Neurosurgeon

Bingham Memorial Hospital is proud to welcome Brandon Kelly, M.D., a fellowship-trained neurosurgeon to its medical staff. Dr. Kelly is a graduate of the NYU School of Medicine in New York City. He completed his residency and spine fellowship at Virginia Commonwealth University in Richmond, Virginia. Following that, he completed a prestigious neurosurgery oncology fellowship at City of Hope National Medical Center in Duarte, California.

Dr. Kelly is excited about the opportunity to work at Bingham Memorial Hospital in an environment where patients' needs are put first.

"It's gratifying as a physician to have the opportunity to get to know a patient who is suffering and do everything possible to solve their problem without having to resort to surgery," he says.

With his fellowship training neurosurgery oncology, Dr. Kelly has specific expertise in treating patients with benign and malignant tumors of the brain and spinal cord.

Dr. Kelly has known what he wanted to do in his career since he was a teenager, deciding in high school to pursue a career as a neurosurgeon.

"I enjoy the opportunity to help people who have some pretty serious problems," he says. "I like to get to know my patients and what their goals are and how to manage their condition to help improve their quality of life."

In his spare time, Dr. Kelly enjoys exercising and enjoying the outdoors. He looks forward to exploring all the outdoor opportunities there are in eastern Idaho.

Bear Lake Memorial Hospital

Grand Re-opening of Front Entrance

On May 23, Bear Lake Memorial Hospital hosted an open house and ribbon cutting to celebrate the grand re-opening of the front entry. Board members from the hospital, health care foundation, and auxiliary were in attendance, along with the county commissioners and local chamber of commerce representatives. Several community members were also there to support this milestone. The Bear Lake Valley Health Care Foundation presented the hospital with a check for \$100,000 which helped fund the remodel. These monies were generated from fundraising efforts prior to the private patient room campaign.



Another check was received by the hospital from the Bear Lake Memorial Hospital Auxiliary for \$80,000. A \$297,000 grant was also received through Representative Simpson to complete the construction in making the patient service areas HIPAA compliant and support the Electronic Medical Record system.

Administrator Rod Jacobson in opening remarks said, "A community hospital is becoming a rare find anymore. In the 50's, every hospital was a community hospital-owned by the citizens, managed by residents of the community and recipients of charitable donations. Those days for the most part are gone. Community hospitals are being bought up and made part of hospital systems, managed by hired managers that move in and move on. They are managed to make a profit, support the hierarchy and give a return to their investors. I'm proud to say Bear Lake Memorial Hospital (BLMH) is still a community hospital. Our mission is to serve the people in this community, we answer to the county commissioners but that's where

the buck stops. There is no longer tax dollars given to the hospital to support our operations. But generous donations that receive more income than with past tax support. BLMH is truly a community hospital, as much, if not more, than in 1951 when it was built. There is no reason to believe we won't be 50 years from now as long as we enjoy the support of the citizens we serve."



Star Valley Medical Center

SVMC Receives Grant from the Helmsley Charitable Trust

Patients of Star Valley Medical Center will benefit from the latest technological advances that expand patients' access to quality emergency care and pharmacy services, made possible through a grant from The Leona M. and Harry B. Helmsley Charitable Trust.

The Leona M. and Harry B. Helmsley Charitable Trust has awarded Star Valley Medical Center \$853,694 for eCare, a program that gives physicians immediate access to specialists and pharmacists 24 hours a day. The grant will be used to purchase equipment that connects local physicians with specialists and pharmacists.

Star Valley Medical Center will receive equipment for two types of eCare: eEmergency and ePharmacy. eEmergency ensures that board-certified emergency physicians and emergency trained nurses are available to assist local providers in treating trauma, heart attack, stroke and other critical conditions. ePharmacy provides 24-hour access to hospital-trained pharmacists, making it possible for all prescriptions to be reviewed prior to the patient taking the medication, even when the on-staff pharmacist is not available.

"This incredible gift gives local physicians and health care workers an immediate connection to specialty care and pharmacists even if they live in rural areas that have fewer physicians and health professionals," says Charlie Button, chief executive officer at Star Valley Medical Center. "This keeps patients close to home during treatment."

The Rural Healthcare Program of The Leona M. and Harry B. Helmsley Charitable Trust began awarding grants in 2009. In the last two years, The Trust has awarded more than \$132 million in grants to nonprofit organizations in the region. The Leona M. and Harry B. Helmsley Charitable Trust, established in 1999, supports a diverse range of organizations with a major focus on health and medical research, human services, education and conservation. To date, The Trust has announced more than \$590 million in grants to charitable organizations.

SVMC Recognized for Environmental Excellence

Star Valley Medical Center has been awarded the 2011 Environmental Excellence Award from Sterilmed, Inc. The hospital was notified of the recognition on May 1.

According to Michael W. Gustafson, worldwide president of Sterilmed, Inc., SVMC was selected for the award because of its "superior accomplishment in reducing environmental impact and improving overall health-care sustainability through medical device re-processing and recycling."

"The Star Valley Medical Center executive team and clinical staff, along with the support of Sterilmed, have met the requirements to achieve environmental excellence in healthcare," Gustafson said. "We are honored to recognize your commitment to medical waste reduction and financial sustainability."

According to information provided by Sterilmed, Inc., in 2011 the medical center "reprocessing program diverted higher than average medical waste from landfills and achieved above average savings due to its dedication to reprocessing."

Save the Date!

The Hospital Cooperative is excited to announce the upcoming Leadership Development Series seminar scheduled for September 7, 2012.

- 8:30 a.m. Registration
- 9:00 a.m. "The Trust Factor"
Troy Chipps
- 12:00 p.m. Networking Lunch
- 1:30 p.m. "Principles of Leadership"
Stephen Beeson, MD
- 4:00 p.m. THC Executive Board Meeting
- 5:30 p.m. Reception
- 6:30 p.m. Dinner
- 7:00 p.m. "Gaining Physician Mindshare"
Stephen Beeson, MD

Location: Portneuf Medical Center
777 Hospital Way
Pocatello, Idaho

To participate, RSVP with your HR Director or e-mail Jamie Pehrson at jamiemp@portmed.org by August 24.



"Gaining Physician Mindshare" 7:00-8:30 p.m.

- How to build physician trust
- How to assemble aligned physician leadership
- How to train physicians to execute relevant system goals

REMAINING 2012 GOLF TOURNAMENTS

BEAR LAKE MEMORIAL HOSPITAL— AUGUST 18
MADISON MEMORIAL HOSPITAL— AUGUST 25

Cooperative Connections

Robert Cuoio, Editor

The Hospital Cooperative Executive Board

John Hoopes, Chairman	Dallas Clinger
Mike Andrus, Vice Chairman	Rod Jacobson
Jeff Daniels, Secretary/Treasurer	Rachel Gonzales
Jeff Hill	Norman Stephens
Kim Dahlman	Charlie Button
Virgil Boss	Todd Winder
Carl Hanson	

Staff

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

Idaho State Office of Rural Health and Primary Care

The Idaho State Office of Rural Health and Primary Care have a couple of announcements that are important for rural health care including a grant and training opportunity.



Rural Health Care Access Program (RHCAP)

The Idaho State Office of Rural Health and Primary Care invites your community to explore the Rural Health Care Access Program (RHCAP). Established by the Idaho State Legislature, RHCAP helps rural and underserved Idaho communities improve access to primary medical and dental health care through grants to support projects that address barriers to care.

Grant Categories: • Community Development • Recruitment & Retention
• Tele-health Projects • Other activities to improve access to care

RHCAP is a competitive grant program that provides awards up to \$35,000 for a one-year period. Eligible applicants must be registered non-profit or governmental organizations, and proposals must serve designated Health Professional Shortage Areas or Medically Underserved Areas. Applications are available on the State Office of Rural Health website no later than July 1, 2012 and are due August 30, 2012.

Questions?

Email: RuralHealth@dhw.idaho.gov
Phone: Stephanie Sayegh (208) 332-7363
Website: www.ruralhealth.dhw.idaho.gov
Legislation: <http://legislature.idaho.gov/idstat/Title39/T39CH59.htm>



Save the Date!

October 24, 2012

The State Office of Rural Health and Primary Care is happy to present the second annual "Meet the Residents" event in Southeast Idaho, along with partners from the Idaho State University Family Medicine Residency Program, and the Idaho Primary Care Association. This is an opportunity for Idaho rural health organizations to meet Idaho Family Medicine Residents.

For more information, contact:
The State Office of Rural Health & Primary Care
www.ruralhealth.dhw.idaho.gov
(208) 334-5993

Registration will begin
August 6, 2012

Where: Pocatello, Idaho
Idaho State University - Pond Student Union
(Big Wood River and Little Wood River rooms)
Date: Wednesday, October 24, 2012
Time: 6:00 pm to 8:00pm



- *COMMUNITY HEALTH NEEDS ASSESSMENT TOOLKIT AND COMMUNITY ENGAGEMENT FOR CAHs.
- *EDUCATIONAL TRACKS FOR RHCs AND FREE MEDICAL CLINICS.
- *TOOLS AND STRATEGIES FOR APPLYING LEAN.
- *TRAVEL AND LODGING SUPPORT FOR IDAHO PARTICIPANTS.
- *HISTORIC OWYHEE PLAZA HOTEL— DOWNTOWN BOISE.

**SAVE THE DATE:
NOVEMBER 8, 2012**

More details soon!

QUESTIONS?



RURALHEALTH@DHW.IDAHO.GOV
PHONE: (208) 334-0669

NAVIGATING UNCERTAINTY



**IDAHO
CAH-RHC
FREE MEDICAL CLINIC
CONFERENCE**

SAVE THE DATE FOR THE ANNUAL CRITICAL ACCESS HOSPITAL (CAH)-RURAL HEALTH CLINIC (RHC)-FREE MEDICAL CLINIC CONFERENCE.

TAKE ADVANTAGE OF THIS OPPORTUNITY TO NETWORK WITH PEERS, OBTAIN ADVICE FROM INDUSTRY EXPERTS, AND DISCOVER TOOLS FOR NAVIGATING UNCERTAINTY.