

July 28, 2006

IHA Co-Sponsors Lance Armstrong Stage, Raises \$2,000 for Foundation

IHA announced this week it will donate \$2,000 to the Lance Armstrong Foundation. The donated money was raised through the sale of special yellow T-shirts created by IHA and sold at IHA's booth during this week's RAGBRAI.



Speaking from the stage sponsored by IHA and Skiff Medical Center, world-champion cyclist Lance Armstrong addresses 30,000 people in Newton.

During the opening days of RAGBRAI, IHA sold 500 yellow T-shirts imprinted with "Forget About France, Iowa's Got Lance" on the back. The last of the shirts were sold from IHA's booth in Newton, just in time for Armstrong to address a crowd estimated at 30,000 people from the stage co-sponsored by IHA and Skiff Medical Center, Newton's hospital.

Hundreds of RAGBRAI riders, including many of the 150 members of IHA's "Team 24/7," wore the shirts in recognition of this week's "wear yellow" ride from Newton to Marengo. The front of the jersey included the Team 24/7 logo and the phrase, "Iowa Hospitals, Partners for Living Strong."

IHA provided special jerseys and T-shirts to Team 24/7, which included representatives from 50 Iowa hospitals and health systems. A team dinner was also provided by IHA on July 25, during RAGBRAI's stop in Waukee.

IHA Team 24/7 Puts Hospitals in the RAGBRAI Spotlight

IHA's RAGBRAI booth garnered unprecedented attention during this week's ride. Thousands of RAGBRAI participants found their way to IHA's highly visible canopy, where they enjoyed cold bottles of water, picked up some extra Band-Aids, and mailed postcards home, all thanks to IHA and all promoting Iowa's hospitals. Most popular were IHA's laminated cards depicting RAGBRAI's daily route; 3,000 of the map sets were

distributed within the first two days of the week-long event, which concludes July 29 in Muscatine. IHA also sold hundreds of yellow T-shirts that promoted hospitals and benefited the Lance Armstrong Foundation (see previous story).

As “Team 24/7,” IHA and hospital cyclists worked to create a broad awareness of the tremendous impact

hospitals provide to Iowa’s economy and overall quality of life. At the same time, IHA recognized and celebrated the 69,000 community hospital employees who make Iowa a national leader in health care quality. All during the week, IHA called attention to the many hospital employees who participate in RAGBRAI by providing them with Team 24/7 jerseys and T-shirts and by hosting a celebratory dinner in Waukee, the third stop on the route. More than 150 riders from 50 Iowa hospitals registered for Team 24/7, including four IHA staff riders. This is the third RAGBRAI in which IHA has promoted Iowa hospitals.

In addition to the many give-away items, the IHA booth featured a large banner showing the economic impact of each hospital along the RAGBRAI route, which began in Sergeant Bluff, stopped overnight in Ida Grove, Audubon, Waukee, Newton, Marengo, and Coralville, and finishes in Muscatine. In addition, press releases were prepared and delivered to media outlets in each community.



RAGBRAI participants pick up maps, postcards, and bottled water at IHA's booth in Ida Grove.

IHA PAC Campaign Continues to Grow

Leadership contributions to the IHA PAC made by governing board members at Grinnell Regional Medical Center (GRMC) in Grinnell generated an **Honor Roll** and **President’s Award** campaign. Frank R. Brownell III made a **Ben Franklin Club** contribution and David L. Vander Linden made a **Capitol Club** contribution. So far, GRMC has raised more than \$2,400. Congratulations on a fantastic campaign, and with more to come...

A **Chairman’s Circle** contribution was received from Bob Sellers, CEO at Alegent Health Community Memorial Hospital in Missouri Valley, that qualified the hospital for the **Honor Roll**. From St. Luke’s Hospital in Cedar Rapids, a **Chairman’s Circle** contribution was made by Mary Ann Osborn, Vice President and CCO, and a **Capitol Club** contribution was sent in by Jerry Worden, Vice President and CFO. In addition, Palmer Schneider, CEO at

Hamilton County Hospital in Webster City, forwarded a **Capitol Club** contribution. Thanks for the leadership and support!

Contributions were also received from the hospital in Hampton. Enclosed with this week's *Friday Mailing* are updated IHA PAC campaign statistics. To date, \$36,690 has been received, which is 39 percent of the goal. There are just five weeks until Labor Day, so complete that hospital campaign and make that leadership contribution today!

Hospital Licensure Board Meets

The Iowa Hospital Licensure Board met July 26 at the Lucas State Office Building in Des Moines and discussed the following issues:

- Changes to Iowa Administrative Code Chapter 51, as a result of the petition for rulemaking filed by St. Luke's Hospital in Cedar Rapids regarding a long-term care hospital within a hospital. The draft language was reviewed and suggestions to the language were made. In addition, questions were asked regarding medical staff requirements, governing board requirements, and definitions. Iowa Department of Inspections and Appeals (DIA) staff will be working on clarifying these issues before noticing the rules in the Iowa Administrative Code. A public hearing on these rules is scheduled for November 1.
- Laurie Nolan, the new DIA program coordinator for hospitals, was introduced.
- DIA staff reviewed EMTALA violations to date for 2006. Since the April meeting of the licensure board, there have been eight EMTALA investigations that are currently in various stages of review. Of the eight investigations, one was unfounded, one is undergoing quality improvement organization review, one is still in progress, and four violations resulted in initial 23-day terminations notices.
- A change to language in Iowa Administrative Code Chapter 51 was made that updates the code edition to the 2000 Life Safety Code.

Iowa Hospital Licensure Board members present included Bob Miller, former CEO of Henry County Health Center in Mount Pleasant, Chair; Gary Riedmann, CEO at St. Anthony Regional Hospital in Carroll; and Pat Markham, CEO of Cass County Memorial Hospital in Atlantic. Other members of the licensure board include Rick Seidler, CEO of Allen Health System in Waterloo; and Janet Dykstra, CEO of Osceola Community Hospital in Sibley. The next hospital licensure board meeting is scheduled for October 11.

IHA Program Puts Polish on Presentation Skills

For most health care leaders, giving presentations is an integral part of the job. For many, the very thought of leading such presentations can be the most anxiety-producing part of the job. Nonetheless, research consistently shows that advancing communication and presentation skills can enhance effectiveness in key management and leadership areas.

To assist health care leaders in making better presentations, IHA is sponsoring “Presenting Like A Pro” on August 10. The program will be presented by popular IHA Health Care Leadership Series faculty member Tom Westbrook, Ph.D.

During this program, participants will be shown the elements and techniques of professional public speaking, learn to overcome their fears and develop poise and grace in delivery, and discuss the use of presentation aids and question-and-answer sessions. This program will be held at the IHA Education Center in Des Moines. Registration is available on-line at www.ihaonline.org.

Behavioral Health Professionals to Meet August 22

The use of coercive interventions has been a topic of discussion in the behavioral health field for some time. The Behavioral Health Affiliate of Iowa Summer Conference, “Trauma Informed Care: Reducing the Use of Restraint and Seclusion,” will be held August 22 in the Bessie Myers Auditorium at Mary Greeley Medical Center in Ames.

Beth Caldwell, President of Caldwell Management Associates and faculty member for the National Technical Assistance Center, will be the morning speaker for this conference. Caldwell will provide an overview of the National Reduction Initiatives, core constructs and strategies for reducing restraint and seclusion, and she will outline the fundamental concepts of trauma informed care and prevention tools and describe strategies to support reduction efforts. The afternoon session will focus on legislation related to behavioral health and improving advocacy efforts by health care professionals.

Registration is available on-line at www.ihaonline.org.

Still Time to Register for PPS Program

There is still time to register for the August 8 IHA and Healthcare Financial Management Association program “Where We Are Now: Receiving Payment for Psych and Rehab Services Under the PPS.” The morning of this program will discuss the challenges experienced in the first transition year of the PPS for inpatient psychiatric units, review the RY 2007 final regulations for psych PPS, identify critical success factors such as medical record documentation, and identify potential operational changes necessary to improve financial viability under this PPS.

In the afternoon, the program’s focus will turn to inpatient rehab payment issues. This segment will explore the current volatile environment for inpatient rehab facilities and discuss presumed versus conditional compliance of the 75 Percent Rule, the parameters of medical necessity, and the importance of medical record documentation. The program will also illustrate how to assess the regulations and reduce compliance and financial risks.

This program will be held at the IHA Education Center in Des Moines on August 8. On-line registration is available at www.ihaonline.org.

Hospital Data Trends

The following are Iowa hospital data trends for January-April 2006 compared to the same period in 2005, as reported to the IHA DATABANK Program. Contact Perry Meyer (meyerp@ihaonline.org) at IHA with any questions.

Acute Discharges	↓2.7%
Total Discharges	↓3.5%
Acute Patient Days	↓4.0%
Total Patient Days	↓3.4%
Total Acute Average Length of Stay	0.0%
Births	↑1.7%
Inpatient Surgeries	↓4.9%
Ambulatory Surgery Visits	↓1.5%
Emergency Department Visits	↓1.2%
Inpatient Admissions from ED	↓6.1%
Observation Visits	↑3.1%
Home Health Visits	↑4.2%
All Other Outpatient Visits	↑2.5%
Total Outpatient Visits	↑2.1%
Medicare Contractual Adjustments	↑8.8%
Medicaid Contractual Adjustments	↑15.9%
Wellmark Contractual Adjustments	↑9.0%
Deere/Principal Contractual Adjustments	↑5.4%
Commercial Ins. Contractual Adjustments	↑7.6%
Charity Care	↓8.0%
Net Patient Revenue	↑5.3%
FTEs Per Adj. Occupied Bed	↑0.7%
Payroll Expenses	↑6.2%
Employee Benefit Expenses	↑8.3%
Supply Expenses	↑3.6%
Bad Debt Expenses	↓5.8%
Total Expenses	↑6.2%
Gross Patient Accounts Receivable	↓0.9%

On-Line Course Focuses on Time Management

The *careLearning.com* course “Managing Time Effectively” examines the principles of time management; identifies major time wasters and strategies to overcome them; and explores how to include time management in daily work and everyday life.

To register for this course, go to www.carelearning.com and click on “Courses,” then “Patient Care,” and scroll down to this course. For more information on *careLearning.com* offerings contact Kara Bylund (bylundk@ihaonline.org) at IHA.

careLearning.com is a non-profit organization owned by more than 40 hospital associations, including the American Hospital Association. The sole purpose of this organization is to offer quality on-line education programs for health care professionals.

Conference on Lean Techniques is August 23

The Iowa Healthcare Collaborative (IHC) will host “Getting Lean in Health Care: Using Process Improvement to Eliminate the Fat” August 23. The conference, which will be held at the West Des Moines Sheraton, will provide participants with first-hand accounts of the processes used to implement Lean techniques. Urban and rural hospitals will share their successes and pitfalls experienced while integrating this process into many facets of their organizations.

Barbara Coniff of ThedaCare, a 5,000-employee, three-hospital health care system in northeast Wisconsin, will be the keynote presenter for the day. As one of ThedaCare’s first Lean facilitators, Coniff will provide a background on Lean, relate it to the delivery of patient care, and describe ThedaCare’s Lean journey.

The program will feature a panel of leaders from industry, government, and health care who will describe their experiences in Lean deployment. The conference will include information on Lean resources and case studies from both urban facilities and Critical Access Hospitals. Registration for this program is available on-line at the IHC Web site, www.ihconline.org.

IHA Information Center: Summer Menu of Data and Services

The IHA Information Center serves the information needs of Iowa hospitals and health systems, health care organizations and the public by offering a broad array of information services. Provided below is a summary of current information services. Contact Perry Meyer (InformationCenter@ihaonline.org) at IHA for further information on a service(s).

- Statewide inpatient discharge database, with data for January-December 2005 and for non-acute inpatient services now available.
- Statewide outpatient database (ambulatory surgery, emergency room, observation) – January-December 2005 available.
- Non-resident discharge database, includes Iowans discharged from adjoining states’ participating hospitals.
- *Dimensions* “Point & Click” and “Slice & Dice” software, with January-December 2005 data available.

- IHA inpatient and outpatient origin and destination studies for January-December 2005.
- *Profiles*, IHA's annual fact book.
- IHA Economic Impact reports with county and hospital level impact of hospital employment, income, retail sales, and sales tax paid.
- IHA Community Benefits Survey program reports.
- DATABANK monthly utilization and financial indicator reporting system, with more than 105 hospitals and health systems participating in this Internet-based system, includes balance sheet and financial ratios data reporting. Enhancements in 2006 include collection and release of balance sheet information, implementation of the National Peer Group Builder providing for Iowa hospital benchmarking with regional and national data, and the report scheduler function for hospitals to set up reports to be e-mailed to them.
- IHA Salary & Benefits Survey, an annual survey of management, non-management, and executive salaries, with data now available and executive benefits also included (2005 data available and the 2006 survey is currently underway).
- IHA "Snapshot" Salary Survey, focusing on 20 hospital job classifications that are highlighted as personnel shortage positions (2006 data available).
- IHA Hospital Employee Turnover & Vacancy Rate program for 12-15 key job classifications is a new Internet-based program.
- Statewide patient satisfaction program, offered through Press Ganey, with more than 40 Iowa hospitals and health systems participating.
- AHA Annual Survey, includes annual services, utilization, audited financial, and personnel data available on each hospital and health system.
- AHRQ data on quality and patient safety indicators for 2002-2004 for each Iowa hospital.
- APR-DRGs severity of illness adjustment available through partnership with 3M.

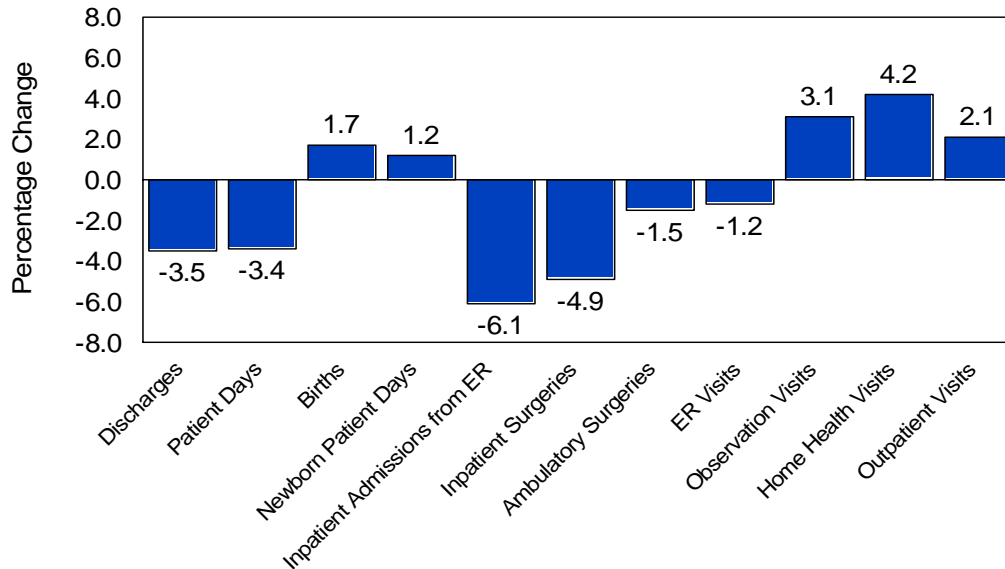
House Passes Health IT Bill

The U.S. House voted 270-147 this week to pass H.R. 4157, legislation aimed at spurring the adoption of health information technology. The bill, which reconciled two health IT bills in the House, includes a hospital-backed provision that would adopt the modernized ICD-10 coding system by October 2010. It also provides certain limited protections from federal anti-kickback and self-referral laws for hospitals that share hardware, software, IT training or support services with physicians to exchange health information electronically.

The final bill excludes an onerous provision that would have required hospitals to report to the Department of Health and Human Services the range of prices received from private payers and insurers for specified services; those who did not would have risked their full market basket update.

Utilization in Iowa Hospitals

Iowa hospital discharges declined 3.5 percent and patient days declined 3.4 percent during January-April 2006 compared to the same time frame in 2005, according to data from the IHA DATABANK program. Births increased 1.7 percent and newborn patient days increased 1.2 percent. Inpatient admissions from the emergency room declined 6.1 percent, inpatient surgeries declined 4.9 percent, while ambulatory surgeries declined 1.5 percent. Contact Perry Meyer (meyerp@ihaonline.org) at IHA with any questions.



Member-Abilia

St. Luke's Hospital in Cedar Rapids has been named to Solucient's 2005 Top 100 Hospitals. This is the second consecutive Solucient listing for St. Luke's.

Enclosures with this week's *Friday Mailing*:

1. [Newsstand](#)
 2. [Employment Opportunities](#)
 3. [PAC Statistics](#)
 4. [IHA Trustee Minutes](#)
-

"I've had an opportunity to see how messed up the health care system was...To really have an impact, you need a footprint like Microsoft's."

– Peter Neupert, Vice President for Health Strategy at Microsoft, which is developing software tailored for the health care industry