

# Healthcare Council Report

Volume 20, Issue 2

Spring, 2013

HEALTHCARE COUNCIL OF THE NATIONAL CAPITAL AREA  
QUARTERLY REPORT

# HCNCA

## McNulty, Jr. Award Luncheon Report



Robert and Janet Sloan, Sibley Memorial Hospital

On Thursday, March 14, 2013, the Healthcare Council of the National Capital Area held its 14th McNulty Award Luncheon in conjunction with its first ever Employee of the Year Award event at the Fairview Park Marriott in Falls Church, Virginia. The luncheon featured impressive narratives read about each of the 15 recipients receiving awards from 14 hospitals and 1 home care agency in the Greater Washington, DC Area. The McNulty Award presentation featured three esteemed speakers and a video about the outstanding service Bob Sloan provided to the health care community for more than 30 years. Over 85 supporters and sponsors from many different health systems and vendor groups were abuzz showing support for those being honored. Attendees enjoyed the networking opportunity and learned about each other and more about the Healthcare Council. The most heart-rending part of the program was the narratives read about each employee

being honored and about the eloquent contribution made by Bob Sloan and his wife Janet to the community they loved and served for so many years.

Given the resounding success of the Awards Luncheon, it's hoped that the upcoming years will provide even greater chances to honor those who do so much to help others in bringing quality health care services to the communities they serve. (more photos on page 3)



Janet and Robert Sloan, Ted Miller, Sibley Memorial Hospital

"For he who has health has hope; and he who has hope, has everything."

- Owen Arthur

**Council Vision:** "To meet the challenges of tomorrow by working together today"...and thereby to facilitate the care of the sick and to promote education and prevention programs that ensure healthier communities.

### Stay Connected

[www.healthcare-council.org](http://www.healthcare-council.org)

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# 2013

HEALTHCARE COUNCIL OF THE NATIONAL CAPITAL AREA

CENTERPARK II - FIRST FLOOR 4061 POWDER MILL RD, STE 100 CALVERTON, MD 20705 PH: 301-731-4700

## SAVE THE DATES!

### DIVISIONAL MEETINGS:

#### IT Divisional Meeting:

Thursday, May 16, 2013 12 noon to 3 PM at Holy Cross Hospital. Wednesday, October 16, 2013  
CONTACT: Heather Leah Smith, IT Division Chair, 301-754-7190, [smithhl@holycrosshealth.org](mailto:smithhl@holycrosshealth.org)

#### Volunteer Divisional Meeting

Tuesday, May 21, 2013 at Washington Home for the Aging, 18th Street, NE, DC. The Volunteer Group schedules meetings every other month throughout the year. CONTACT: Pam Fogan, Volunteer Services Division Chair, 301-896-3093, [pfogan@suburbanhospital.org](mailto:pfogan@suburbanhospital.org).

#### HR Divisional Meeting:

To be announced

CONTACT: Matt Lasecki, HR Division Chair, 202-269-7933, [matthew.lasecki@provhosp.org](mailto:matthew.lasecki@provhosp.org)

#### Quality Divisional Meeting

To be announced

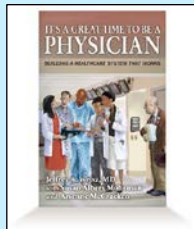
CONTACT: Constance Yancy, DCAHQ President, 202-721-7163, [cyaney@hscsn.org](mailto:cyaney@hscsn.org)

Please Note: Additional Divisional Groups will be starting in 2013. Please watch for announcements about these new groups and meeting dates.

**Fall Conference, co-sponsored by Premier & the Healthcare Council is scheduled November 14, 2013.**

### What's New?

#### ACHE Healthcare Book of the Year Award Winners – Just Released



*It's a Great Time to Be a Physician: Building a Healthcare System that Works* is a call to action for physicians. It is a first-hand account of the changes being demanded of the US healthcare system and their implications for physicians. Eight trends are described that will create a better, more sustainable healthcare system for everyone—including physicians and other providers, patients and payers—and for our economy. The book draws on Dr. Jeffrey Weisz's experience as the executive medical director of the Southern California Permanente Medical Group, and on the experiences of physicians throughout the system who have led the region to national preeminence on many measures of healthcare quality and outcomes, and in fulfilling the mission of prevention and keeping people healthy. The book also highlights other innovative healthcare systems where physicians are leading the way to high-quality, patient-focused care, improved outcomes, and higher value. Weisz argues that the challenges facing healthcare provide a unique opportunity for physicians to shape the healthcare system of the future.

\* Available through Second River Healthcare Press.

"Kind words can be short and easy to speak, but their echoes are truly endless."  
- MOTHER TERESA

**McNulty  
Award  
Luncheon  
Photos**



**2013 Employee  
of the Year  
Award criteria  
is being worked  
on now and the  
second event  
will be held  
early in 2014**

Back Row – Les Pitton, Susan Osann, Peter Petrucci, Dale Hoscheit, Stephen McDonnell, Jerry Price, Chip Davis, Second Row – Rev. Sheila McNeill-Lee, Joan Vincent, Roca Harding, Melanie Yumor, Queenie Plater, Christine Stuppy, Ted Miller, Bill Barton, Front Row – Janet and Robert Sloan



Peter Petrucci, M.D., Sibley; Bill Barton, Sibley; Michael Barch, Healthcare Council Chair and Joan Vincent, Sibley



Manny Ocasio, Holy Cross Hospital; Matt Lasecki, Providence Hospital, 2012 and 2013 HR Divisional Group Chairs

**LETTER OF THANKS TO ALL**



Thank you so much for your support of the McNulty and Employee of the Year Award Luncheon. There have been so many positive comments about each recipient and the narrative about them. As one CEO recently stated, “The accomplishments of the awardees was very inspiring and the energy in the room was palpable.”

Bob Sloan was rightfully saluted and honored. He truly represents selfless service, leadership and community involvement. Sixteen executives from Sibley were there to witness his receiving the McNulty Award and his wife being recognized for her support with a bouquet of roses.

It was a wonderful event and we are so pleased to have met so many outstanding employees. Thank you all for coming and we look forward to meeting many more in the years to come.



Marta Perez, Adventist HealthCare; Cinnamon Pettijohn and Beverly Jackson, Washington Adventist Hospital



Mary Lynn Elsmo, Darryl Varnado, Heather Langlois, Brenda Shephard Vernon, Children’s National Medical Center



Janet Blackwood; Adedayo Ekundayo, M.D.; Orin Hackett; Quintina Johnson, United Medical Center; Margaret Fisher and Muhammad Jalloh, Specialty Hospital of Washington – Capitol Hill



Matt Lasecki, Meedie Bardmille, Rhonda Coutain, Providence Hospital

## CURRENT ISSUES:

**CDC Ad Campaign Urges Americans to Quit Smoking:** The Centers for Disease Control and Prevention recently launched a second series of national ads urging Americans to quit smoking. Building on last year's campaign, "Tips from Former Smokers," the ads feature new, compelling stories of former smokers living with smoking-related diseases and disabilities. Ads were scheduled to run for at least 12 weeks on television, radio and billboards, online, and in theaters, magazines and newspapers. "This campaign is saving lives and saving dollars by giving people the facts about smoking in an easy-to-understand way that encourages quitting," said Department of Health and Human Services Secretary Kathleen Sebelius. "This campaign is effective. The increase in calls to quitlines after last year's campaign shows that more people are trying to quit smoking as a result of these ads." The campaign is funded by the Patient Protection and Affordable Care Act's Prevention and Public Health Fund.

**IDC-10 and ICD-11: Are Coders Still Needed?** Contrary to popular belief, both ICD-10 and IDC-11 will require a modest increase in the number of coders as entities transition from a code base of 45,000-plus codes to one of 155,000-plus codes. Four ways in which medical coders will be impacted: 1. Computer-assisted coding and other advanced mapping solutions will not replace coders. 2. IDC-10 will prepare coders for ICD-11. 3. Coders will play a more precise, skilled role. 4. Coders will spend less time on redundancies.

**WellPoint Sends Out Pill Boxes:** According to Tracey Walker of Managed HealthCare Executive WellPoint sends out pill boxes to 187,000 at-risk Medicare Part D members across the country. The boxes have divided compartments to organize doses for each day of the week, and WellPoint's goal is to improve the patients' medication adherence. According to one study, patients with chronic diseases typically take only 50% of doses prescribed by their physicians, costing the system more than \$100 billion annually, attributed primarily to hospitalizations that otherwise would have been avoided.

**How Much Do Nurses Cost?** According to a data from Bureau of Labor Statistics – 2010 and KPMG Nursing Labor Cost Study – 2011, the total payroll costs (wages, taxes, PTO, shift differential, overtime, pension or 401(k)) the National Average is \$46.08. Adding total insurance costs, recruiting cost, benefits administration, payroll services, uniforms, licensing and productivity factor of 87% the total in all hourly cost of an RN is \$59.67.

"The true meaning of life is to plant trees, under whose shade you do not expect to sit."

- NELSON HENDERSON

## AREA NEWS

**New Facility:** MedStar Health recently opened a new facility to provide women with specialty health services. The state-of-the-art facility is located on Wisconsin Avenue in Chevy Chase, MD and was built to meet the increased demand for comprehensive women's health services in the region.

**Special Rehab Unit:** The National Center for Children's Rehabilitation is a joint service of Children's National Medical Center and MedStar NRH at MedStar National Rehabilitation Hospital. Patients from the age of 6 and up are treated at the pediatric unit.

**Alliance Talks:** Frederick Regional Health System, Meritus Health in Washington County and Western Maryland Health System in Allegany County have signed an agreement that allows a hired consultant to explore strategic discussions of collaboration and affiliation. It is still to be determined if any kind of merger is on the horizon or just common areas of interest.

**Name Change:** In 2012 Sentara Potomac Hospital changed their name to Sentara Northern Virginia Medical Center. Megan Perry, President of the Medical Center states that they are a full service medical center serving the Northern Virginia territory.

**New President:** Shady Grove Adventist Hospital in Rockville, MD., recently named John Sackett the hospital's new president. He will officially begin his new role on April 8. Sackett joins Shady Grove Adventist and Adventist HealthCare after serving for nearly 24 years as president and chief executive officer of Avista Adventist Hospital in Colorado.

**12th Largest CCRC:** Asbury Methodist is the 12th largest continuing care retirement community (CCRC) in the country and calls Montgomery County, Maryland home.

**Ground Breaking:** HCA Virginia Health System officially began construction in January on StoneSpring Emergency Center, with an opening date planned for fall 2013 StoneSpring Emergency Center will provide vital medical services," said John Deardorff, president and CEO of HCA Virginia Health System's Reston Hospital Center, since October 2012. StoneSpring Emergency Center will have 12 private rooms. It will be operated as a department of Reston Hospital Center. The \$10 million, 9,600-square-foot facility will be open 24 hours a day. The center is being built on HCA Virginia's StoneSpring Medical Campus, a 50-acre site located at the intersection of Gum Spring Road and Route 50.

## HCNCA & NCASS

### 2013 BOARD OF DIRECTORS

HCNCA (Healthcare Council of the National Capital Area) and NCASS (National Capital Area Shared Services) are governed by a 12-member Board of Trustees comprised of both healthcare providers and payer leaders.

Mike Barch, Chair

George Wilkes, III, Immediate Past-Chair

Les Pitton, Jr., President & CEO

Traci Anderson, Trustee Calvin

Brown, Trustee

Hugh Eagleton, Trustee

Richard "Chip" Davis, Trustee

Ryan Frederick, Trustee

Gene C. Milton, Ph.D., Trustee

Joseph P. Ross, Trustee

Omega Logan Silva, M.D., Trustee

Robby G. Brewer, Jr. Legal Counsel

## THE BOARD CORNER:

According to a recent trends (since 2010) survey of 1,341 nonprofit executives by Board Source, the average board size has remained stable, between 16 and 17 members. The age makeup has stayed about the same as well: Members under 40 represent 14%, 50-59 years represent 28%, and 58% are 50 or older.

On average, boards have 5.5 committees, with Executive and Fundraising topping the list at 79% and 56% respectively, while only 23% of committees focus on Strategic Planning. Attendance has been good – only 12 % reported less than 75% attendance at their four to six meetings per year.

As for fundraising, the vast majority of boards said they engage in fundraising (81%), with high personal giving by board members.

Boards with a formal orientation process to bring members "up to speed" are described as "very well informed" or "well informed: by 70% of executives.

*BoardSource -- Nonprofit Governance*

"Do what you can, with what you have, where you are." - THEODORE ROOSEVELT

Did you know?

"The United States spends twice as much on health care per capita (\$7,129) as any other country." – NCHS

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NCA**

"Set your heart on doing good. Do it over and over again, and you will be filled with joy."  
BUDDHA

## Special Thanks to New and Returning Members

The Healthcare Council would like to thank the following groups that recently joined or renewed their membership for continuing to help us meet the challenges of tomorrow by working together today, through cooperative networking, meetings, surveys, group discussion, analysis and continuing education programs. There are many others whose 2013 membership dues will be forthcoming throughout the year.

### New Members:

#### Health Systems/Hospitals

- Meritus Health

#### Allied Health Groups

- Primary Care Coalition of Montgomery County

#### Associates

- Adventist University of Health Sciences
- Second River Healthcare Press
- Cohen, Rutherford + Knight

### Renewals:

#### Health Systems/Hospitals

- Calvert Memorial Hospital
- Children's National Medical Center
- Frederick Memorial Hospital
- Sibley Memorial Hospital
- Johns Hopkins Health System
- National Institutes of Health
- Montgomery General Hospital
- Georgetown University Medical Center
- Holy Cross/Trinity Health
- Laurel Regional Hospital
- Southern Maryland Hospital
- Fort Washington Medical Center

#### Allied Health

- Brooke Grove Retirement Village
- The Villages at Rockville
- Asbury Communities
- MedStar Visiting Nurse Association
- Capital Caring

#### Associates

- HR on Call
- CGI

## Adventist University of Health Sciences

### Adventist University offers tuition discount to employees of Healthcare Council institutions

Founded in August 1992, Adventist University of Health Sciences' mission is to educate health professionals that embrace Healthcare as Ministry. Adventist University is located in Orlando, Fla. and is affiliated with Florida Hospital and Adventist Health System.

Adventist University, a faith-based institution, is accredited by the Southern Association of Colleges and Schools (SACS) to offer completion, associate, bachelor's, and master's degrees. There are 2,418 students enrolled and a student/faculty ratio of 11:1. Out of the 2,418 students enrolled, 1,143 are distance students enrolled in one of the three completion degrees: Radiologic Sciences, Diagnostic Medical Sonography, and the RN to BSN program. Each completion program is completely online and designed for working professionals.

As a part of the Healthcare Council, Adventist University offers a 5 percent tuition discount to employees of member institutions. For information about the tuition discount contact Sahira Gomez at 407.303.8192 and visit [www.adu.edu](http://www.adu.edu) for more about the university.

## SHARED SERVICE UPDATE

### National Capital Area Shared Services (NCASS) Announces Two New Partnerships

**Equipment Protection Solutions (EPS)** formed a partnership in March with NCASS. EPS analyzes the hospital or allied health groups current equipment maintenance contracts and provides a single comprehensive maintenance solution that provides significant cost savings and improved operational features. The analysis is offered at no cost to the organization. The result is a reduction in equipment repair and maintenance costs for covered services by 15-25% of the current cost. The program streamlines preventative maintenance and repairs into a single efficient system, capturing asset management details on every maintenance event.

Expert support is provided through an experienced team that allows the organization to keep current vendors or replace with pre-screened and qualified vendors. The experience of EPS is backed by the expertise of the Remi Group, an 18 year-old Charlotte, NC-based company that protects over \$2 Billion worth of equipment across the country, and is fully backed by a financially secure, A-rated insurance company. For additional information contact Charles G. Baldwin, Co-Chairman & CEO at 410-630-1380 x 352 or [cbaldwin@eps.us.com](mailto:cbaldwin@eps.us.com).

**Identity Theft Loss Prevention (IDTLP)** is a new vendor of choice with NCAAS and is prepared to provide assessment training for health care institutions in the Greater Washington, DC & Baltimore Area. With many health care institutions facing more scrutiny with compliance than ever before IDTLP is providing expertise in assessment of privacy, security, usage, and response practices relevant to employee work habits. The program provides training that includes a broad understanding of information law, prudent practice standards (of which technology is only a portion), program infrastructure and methodology. The level of review, policy development, training and follow up is comprehensive. For further information contact Frank Mitchell, Management Specialist, 586-321-7995 or [frankmitchell@idtlp.com](mailto:frankmitchell@idtlp.com).



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**Council Vision:** “To meet the challenges of tomorrow by working together today”...and thereby to facilitate the care of the sick and to promote education and prevention programs that ensure healthier communities.

**Mission Statement:** The Council’s mission is to promote and facilitate activities that result in the best quality of care to the sick and injured. The aim of the Council and its wholly-owned subsidiary, National Capital Area Shared Services, Inc., is to serve its membership in the development and promotion of programs and services that will enhance the members’ ability to operate their organizations economically and successfully with integrity and competency.

The Council functions as a neutral intermediary to facilitate networking and to provide member driven services.

Healthcare Council is a not-for-profit 501(c)(3) corporation  
The Council has opportunities for Associates: For membership information, call 301-731-4700

**“The Council”:** The Healthcare Council of the National Capital Area, Inc. is an organization of Providers of Care consisting of hospitals and allied health care facilities located in Maryland, Virginia and Washington, DC. The purpose of the Council is to provide for members “strategic and business advantages” that no single institution or system can efficiently or economically develop alone. Council activities are implemented through a structure consisting of the Chairmen of the Boards and the Chief Executive Officers of our member organizations. Divisions of specific activity have been formed to carry on the ever changing tasks at hand. These divisions develop information and improve performance using cooperative networking, meetings, surveys, group discussion and analysis and continuing education programs.

*Healthcare Council  
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“How wonderful it is that  
nobody need wait a single  
moment to improve the  
world.”  
- ANNE FRANK