

Healthcare Council Report

Volume 19, Issue 2

Winter, 2013

HEALTHCARE COUNCIL OF THE NATIONAL CAPITAL AREA
QUARTERLY REPORT

HCNCA

November Conference Report

The Fall Conference was a great success. Thank you to Premier for co-sponsoring an impressive and informative conference on health care reform. We would like to thank all who attended and participated in HCNCA's November Conference. It was a wonderful event filled with networking opportunities and informational presentations from gifted speakers. Thank you for your part in making it a success. (Read more on page 3).



(Left to right) George B. Wilkes, III, Hugh Eagleton, Blair Childs, and Barry Ronan



Blair Childs, leads the panel discussion (Right to left) Ann Gillespie,, Dr. Kurt Newman, Susan Bailey, Keith Ballenger, Salli Alborn, and Barry Ronan

Matthew F. McNulty, Jr. Award

We are pleased to announce that the 2012 Award will be presented to Bob Sloan at the Matthew F. McNulty Award Luncheon



scheduled March 14, 2013. Robert L. Sloan has been nominated and selected by the Board of the Healthcare Council of the National Capital Area to receive the 2012 Matthew F. McNulty, Jr. Award. It is a privilege for HCNCA to recognize such an outstanding and deserving leader at the Award Luncheon on March 14, 2013 at the Fairview Park Marriot in Falls Church, Virginia from 12-2:30 PM. Please reserve this special date on your calendar. (continued on page 2)

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.

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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!

Matthew F. McNulty Award & Employee of the Year Award Luncheon

The Matthew F. McNulty Award was created on the 24th day of September, 1997 in honor of Dr. McNulty for his 20-plus years as a leader on the Board of the Healthcare Council and his exemplary contributions to the healthcare field.

Richard O. Davis, Ph.D., President of Sibley Memorial Hospital, Johns Hopkins Medicine, nominated Bob Sloan to receive this 2012 Recognition for his tremendous professional success without ever compromising his personal integrity, honesty, humility, and unwavering commitment to ethical leadership. He has faithfully served the Washington metropolitan healthcare community for more than 30 years with a rare combination of skills that make him a singularly effective, productive, inspirational, compassionate and visionary leader. Dr. Davis writes: "During his 27 year tenure at Sibley's helm, Bob transformed a community hospital into a regional medical force. His ability to bring clarity, focus, and direction to the most complex challenges allowed Sibley to expand dramatically its campus, modernize facilities, pioneer cutting edge technologies, develop a culture of constant quality improvement, and bring the Johns Hopkins Health System to the nation's capital. This dynamic, positive growth resulted, in large part, from his skill communicating to a wide range of internal and external audiences, always recognizing the most relevant issues to each and connecting on a personal level."

We are looking forward to honoring Bob for his achievements at the Matthew F. McNulty award luncheon on March 14.

The Healthcare Council of the National Capital Area is sponsoring at the same time the first ever Employee of the Year Award for 2012. Each healthcare provider in the Greater Washington Area will present an outstanding employee who made a significant difference in 2012. The criteria is based on three important considerations:

- creating sustainability for the institution,
- contributing towards quality improvement process and
- improving customer/patient satisfaction.

Please reserve the date: The Award Luncheon honoring Bob Sloan and the Employee of the Year will be Thursday, March 14, 2013 from 12 Noon to 2:30 PM at the Fairview Park Marriott, 3111 Fairview Park Drive, Falls Church, Virginia 22042.

Executives and Trustees from area Hospitals, Healthcare Systems and Allied Health Care Services are invited to attend. We look forward to seeing you there.

DIVISIONAL MEETINGS:

IT Divisional Meeting:

Thursday, April 25, 2013 & Wednesday, October 16, 2013

CONTACT: Heather Leah Smith, IT Division Chair, 301-754-7190, smithhl@holycrosshealth.org

Volunteer Divisional Meeting

To be announced

CONTACT: Pam Fogan, Volunteer Services Division Chair, 301-896-3093, pfogan@suburbanhospital.org

HR Divisional Meeting:

Wednesday, March 13, 2013, 7:30 - 9:00 a.m.

Location: Providence Hospital

CONTACT: Matt Lasecki, VP of HR, Providence Hospital 202-269-7933, matthew.lasecki@provhosp.org

Quality Divisional Meeting

To be announced

CONTACT: Constance Yancy, DCAHQ President, 202-721-7163, cyancy@hscsn.org

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

DID YOU KNOW?

Laughter can heal? When we laugh, the autonomic nervous system mellows out and the heart is allowed to relax. Laughter can also boost the immune system by fighting viruses and foreign cells. Plus it's just fun to laugh. And having fun is its own stress buster according to Therese Borchard in World of Psychology.

Salary Survey

Reminder

The 2013 Wage & Salary Survey, Executive/ Department Head Salary Survey and for the first time, Homecare Salary Survey, in conjunction with the Maryland-National Capital Homecare Association (www.mncha.org) are currently being conducted. They will be completed and ready for purchase early in

March, 2013. You can find out more by contacting Cheryl Thomas at 301-731-4700 or email her at cethomas@healthcare-council.org.

There is a fee for each of the publications to assist with the production cost. Feel free to visit our website at www.healthcare-council.org where you may order directly online.

November Conference Report

The Fall Conference took place on November 15 & 16 and featured Key Note Speakers from around the region. The topics were presented by a diverse group of talented individuals and covered a large array of material about health care integration. The well presented and up-to-date topics included:

- "Leading Into the Unknown," by Griff Hall
- "Thoughts from the Federal Provider Sector," by Dr. Peake
- Panel on Integrated Health Care, by the Panel
- "Perspective on Healthcare - Post Elections," by Senator Blanche Lincoln
- "Perspective on Healthcare - Post Elections," by Blair Childs
- "Merger & Acquisition Trends in Healthcare," by John Reiboldt
- "Aligning Payor Arrangements with Care Transformation," by Joe Damore
- "The Quality and Safety Mandate for Today's Hospitals," by Carolyn Scott
- "The Post-Election Hospital Agenda ... AHA Perspective," by Mark Seklecki

We have received wonderful feedback and look forward to seeing you again at the November 14, 2013 Fall Conference. To view more photos, please visit our website at: www.healthcare-council.org.



Joe Damore, Premier, Inc. takes a question during his presentation

Kevin DeBruyne, Regional VP, Premier, Inc. writes about the Conference:

Thank you HCNCA for asking me to write a short note recapping the very successful first annual Premier/Healthcare Council Conference for Executives. Premier considered it a privilege working with the HCNCA team preparing for and hosting this event. We had noteworthy topics, excellent speakers and broad attendance from the provider sector. Stimulating discussion was fostered and we hope meaningful education for our participants.

As I said in my closing comments at the Conference, our goal is to improve the program every year by soliciting great speakers, increasing attendance and ensuring the topics are innovative and informative. I ask those who attended to come back again on November 14, 2013 and encourage your colleagues to join you. A special thanks to Michael Barch for helping bring two great organizations together (Premier and HCNCA) to serve our collective members in the National Capital area.

What the Attendees are saying:

- “The speakers were generally very good and reflective of the caliber you would ordinarily expect from a much larger/ national event. It is a real credit to Premier and HCNCA to be able to provide this type of high quality event for the membership.”
- “You and Kevin really put on an informative, challenging, high powered conference! Also great facility and good location.”
- “The integrated panel was very informative. I only wish the discussion could have continued for another hour or two”
- “Thanks, for putting it all together. The topic of "health care integration" is not going to disappear. We are a part of a sea change in our industry which will change the ways we've conducted ourselves for 100 years.”
- “The conference was really setup well and I enjoyed speaking with General Peake. The panel discussion was excellent and very well rounded”
- “Well done, enjoyed the interaction with a somewhat diverse group that provides greater exposure to the issues we all are facing.”
- “An outstanding job. The speakers, facilities and food were great.
- “Overall very outstanding speakers.”



Griff Hall of Griff Hall Leadership



George Lowe, Mercy Hospital; Barry Ronan, Western Maryland Healthcare Association; Salliann Alborn, Maryland Community Health System; Keith Ballenger, Adventist Home Health



Senator Blanche Lincoln, Alston & Bird

CURRENT ISSUES:

~New Year, new health law provisions:

New provisions included in the Affordable Care Act intended to improve the quality and affordability of health care in the U.S. went into effect on Jan. 1, 2013. The following rules were rolled out: **Improving preventive health coverage.** Most private insurers are already required to cover a number of preventive health services at no out-of-pocket cost to consumers. State Medicaid programs will now have incentives – higher federal payments – to provide comparable benefits to Medicaid enrollees, at little or no cost to them. **Increasing Medicaid payments for primary care doctors.** To incentivize more primary care physicians to accept new Medicaid patients, and thus to increase access to providers for newly expanded Medicaid populations, the ACA “requires states to pay primary care physicians no less than 100 percent of Medicare payment rates in 2013 and 2014 for primary care services.” Just as the federal government is financing the vast majority of the eligibility expansion, it will also fund the entire cost of these enhanced payments. **Expanding authority to bundle payments, and some progress on closing the Medicare drug donut hole.** The next measure to be implemented this year will **expand state funding for Children’s Health Insurance Program.** This provision is expected to take effect in October. For a complete timeline of implementation of the law, visit www.healthcare.gov.

~Good news for smokers:

If you are trying to [kick the habit](#) and living in Maine, North Dakota, Delaware, Oklahoma, or Wyoming. These states were recently named the Top 5 most quit-friendly states in a report from the American Lung Association. The states which scored lowest for stop-smoking efforts were Georgia, Louisiana, Alabama, Maryland and New Jersey. Nationwide, the United States loses [\\$193 billion](#) each year to health care costs and productivity losses related to smoking.



~Health Forum-Hospital Statistics-2013 Edition Facts:

More than 129 million patients visited hospital emergency departments (ED’s) in 2011 up more than 22 percent from 2001. Hospitals employed more than 5.4 million people in 2011. US Hospitals provided \$41.1 billion in uncompensated care in 2011 – nearly 2 billion more in care for uninsured and underinsured people than in 2010.

~The Centers for Medicare and Medicaid Services (CMS):

CMS has granted conditional approval for the District of Columbia, Kentucky, Minnesota, New York and Rhode Island to operate state-based health insurance exchanges, which must be operational by October 2013. As previously reported, early in January CMS granted conditional approval to six other states. HHS has also granted conditional approval to Delaware to operate a partnership exchange.

~**The Patient-Centered Outcomes Research Institute (PCORI):** approved 25 awards totaling \$40.7 million over three years to fund patient-centered comparative clinical effectiveness research projects. The projects will study methods of improving care for those with health issues such as bacterial and viral infections, cardiovascular disease and stroke, certain cancers, chronic kidney disease, chronic pain, depression and other serious mental illness and pediatric diabetes. PCORI plans to issue requests for proposals to study other research topics in early 2013.

~Healthcare Reform:

Companies providing healthcare will be required to extend coverage to all full-time workers, defined as those working 30 hours or more. Some companies are already capping part-time employees at 24 hours to comply with strict definition of Affordable Care Act. Reform will rely heavily on insurance marketplaces, or exchanges intended to drive down cost and provide more affordable health care for individuals and small businesses. In 2013 employers are required to start including the employer-financial healthcare benefits on W-2 forms.

~Bureau of Labor Statistics:

Hospitals have added more than 81,000 private sector jobs across the nation over the past year. Despite the economy healthcare employs 24 percent more people then it did 10 years ago.

~**Affordable Care Act (ACA):** Under the ACA, The Centers for Medicare and Medicaid Services will begin docking Medicare payments to centers with high 30-day readmission and pneumonia in October. By 2014, hospitals with high rates could lose up to 3% of regular reimbursement as a penalty.

WELCOME TO THE BOARD

NEW TRUSTEES JOIN THE BOARD

We welcome two new Board members to the Healthcare Council in 2013. **Richard "Chip" Davis**, President of Sibley Memorial Hospital in Washington, D. C. and **Joe Ross**, President and CEO of Meritus Health in Hagerstown, Maryland.

Chip Davis is the president of Sibley Hospital the first new top hospital executive chosen since Sibley affiliated with the Hopkins system in 2010. Previously Davis served as vice president of innovation and patient safety and executive director for ambulatory services for the Baltimore-based health care system and has over 18 years of experience in healthcare. He has spent more than a decade teaching graduate-level courses on leadership, organizational behavior, and quality in medical settings at the Bloomberg School of Public Health and the Carey School of Business. Davis holds a doctorate in health policy and management from the Johns Hopkins University Bloomberg School of Public Health.

Joe Ross is the President and CEO of Meritus Health with nearly 35 years of experience in the healthcare industry. Prior to Meritus Health he was President and CEO of Shore Health System of Maryland in Easton where he created a system-wide approach through the merger of Memorial Hospital at Easton and Dorchester General Hospital. Prior to his time in Easton he served as President and CEO of Mercy Medical Center in Oshkosh, Wisconsin. Ross holds a master's degree in hospital and health system administration from Xavier University in Cincinnati, Ohio and is a fellow in the American College of Healthcare Executives (FACHE).

Three new board members joined the Healthcare Council in 2012, **Traci Anderson**, President of MedStar's Visiting Nurses Association Family of Companies, **Ryan Frederick**, Founder and Principal of Point Forward Solutions, and **Gene Milton, Ph.D.**, Special Assistant to the President and CEO of Adventist HealthCare.

It's a privilege to have these talented and outstanding individuals join the Board and bring their special skills to the future direction of the Healthcare Council.

~Les Pitton, President & CEO of HCNCA

THE BOARD CORNER:

Alison M. Langlais, an Associate in Labor and Employment from Proskauer in Boston, lists 10 drafting tips for policies in Governance that not-for-profit organizations should consider.

● Introduce Your Organization

Provide it's vision, mission, desired outcomes, and internal and external values that define its character.

● Describe the Role of the Board

Include "job description" of the board; disciplinary action against board members; accountability and self-monitoring,

● Who Is Responsible for CEO Oversight?

Provide regular performance reviews and an annual performance report.

● What Every Candidate Should Know Before Joining Your Board

Detail what can be expected of board members – including a code of conduct and a comprehensive conflict of interest policy.

● How All the Moving Pieces Fit Together

Policies should address how the board, the CEO, and staff – and their varying responsibilities – are interrelated. Responsibilities should be clearly assigned and a whistleblower policy should also be adopted

● Establish Standing Committees

Governance policies should provide for subgroups of the board, which are tasked with more specific agendas.

● Budgeting and Finances

Address budgeting and financial controls, as well as asset protection and investment principles.

● Programming and Fundraising

Description of the programs an organization will offer, and how new programs will be developed. It also gives full confidence in the organization and the causes it asks donors to support.

● Handling the Media

A provision should be included detailing how public affairs and communications will be managed, as well as the role and responsibilities of spokespersons.

● Develop a Theme

Make transparency and accountability a theme.

Did you know?

Disinfecting robots help prevent superbug infections at Hopkins. Research shows technology helps prevent spread of drug-resistant bacteria.

MEET COHEN, RUTHERFORD & KNIGHT, PC Certified Public Accountants OUR NEWEST ASSOCIATE MEMBER:

The Healthcare Council welcomes CR + K as a new Associate Member. CR+K has established a reputation in the Mid Atlantic region as a CPA firm with a highly accomplished and effective health care accounting and assurance, tax return preparation, regulatory compliance and business advisory practice. All of CR +K's assurance and accounting, tax return preparation, regulatory and business advisory services are available to health care clients. Among the most important of CR +K's financial services to health care clients are those related to third party payer arrangements. Their broad array of services in financial feasibility studies, strategic and market planning, financial analysis and support make them an ideal firm to partner with health care providers in meeting their financial and business goals. Review their full service offerings at www.crkcpa.com. The office is located at 6903 Rockledge Drive, Suite 500, Bethesda, MD 20817. The phone is 301-838-1000.

DID YOU KNOW?

- A recent survey conducted by Lake Research Partners for the Horizon Foundation and the Maryland Health Care for All Coalition found that the more someone knows about the benefits of the Affordable Care Act, the more strongly they support it? The strongest "facts" or provisions about the ACA relate to prevention, fairness for women, and benefits for small business. The following provisions receive the strongest support across the board:
 - Insurance plans will cover free preventive care like check-ups and cancer screening.
 - Insurance companies will not be able to discriminate against women and charge women more than they charge men for insurance.
 - Soon, small business owners can join together to get the same prices for health insurance that big companies get.

SHARED SERVICES UPDATE

Green Initiatives at Roberts Oxygen

Roberts Oxygen, Shared Services medical gas partner, with headquarters in Rockville, Maryland and 38 locations on the east coast has made the following green initiatives:

Paperless Billing - All invoices and statements can be delivered directly into your inbox instead of your mailbox. To sign up...go to their web site www.robertsoxygen.com and click on Paperless Billing.

Online Account Management - Place your orders anytime from anywhere with a customized shopping list of the items you use most. Pay your invoices online by credit card, review item history, cylinder balances or past invoices...this and many more features are now available online. Sign up today at www.robertsoxygen.com click on online ordering then request account.

Hybrid Vehicles - Roberts Oxygen has purchased at the beginning of 2012 two Kenworth T370 cylinder delivery trucks with the EATON diesel /electric hybrid powertrain. These vehicles are low emissions vehicles meeting US EPA 2010 heavy duty diesel emissions standards, while consuming less fuel by the use of supplemental power supplied from the batteries. Roberts Oxygen will be adding four more additional diesel / electric hybrid delivery vehicles in the first quarter of 2013.

Griffith Oil

Information:



Did you know? Fuel oil that remains in a tank longer than 6 to 12 months has the overall stability compromised which can lead to misfiring, or even a shutdown of a system. Healthcare facilities that use heating oil for interruptions of natural gas service find that the peak periods are the winter months. Being pro-active in cleaning storage tanks, can eliminate problems. Griffith Oil recommend The Warren Tank Company which has a proven track record and will credit a reasonable price per gallon of products removed, based on age and condition.



Fun Bytes:

Communication Matters

At the annual meeting of the Conference of Metropolitan & Regional Hospital Associations (CMHA) in Naples, Florida, the American Hospital Association (AHA) presented an informative seminar on "Why Social Media Matters".

The presentation discussed how hospitals are using social media for:

- *Customer service
- *Community outreach
- *Education
- *Public relations
- *Crisis communication
- *Recruitment
- *Brand monitoring

The AHA suggested utilizing social media to: track lawmakers; teach key media players and leaders in your community; and track your opposition via social media tools such as: Twitter, Facebook, Youtube and personalized apps.

AHA closed their presentation with lessons to be learned:

- Get engaged
- Start small and test a tool as a pilot
- Let stakeholders amplify your message

To view how social media is affecting the future go to: <http://www.youtube.com/watch?v=QUCfFchwlw>

AREA NEWS

☀️ Congratulations:

Brooke Grove Rehabilitation and Nursing Center (BGRNC), located on the Sandy Spring, Maryland campus of Brooke Grove Retirement Village, ranked #1 in Montgomery County and #6 out of 208 Maryland nursing homes rated in 2012 by the Office of Health Care Quality of the Department of Health and Mental Hygiene (DHMH) for their performance. Rankings were based on client surveys, patient outcomes, quality surveys and staffing.

☀️ Update:

Construction Today Magazine highlighted the ongoing renovations at The Village at Rockville-A National Lutheran Community in Rockville, MD. The renovations, which are phased over four years, are designed to give the 32-year-old building a facelift, expand its health care offerings and reconfigure the internal footprint to accommodate new common spaces and all private suites. These enhancements create a more comfortable and relaxing environment for residents and guest, featuring modern amenities and technology.

☀️ Congratulations:

Adventist Home Health in Silver Spring, Maryland has been named to the top 500 of the 2012 HomeCare Elite, a compilation of the top-performing home health agencies in the United States. The HomeCare Elite identifies the top 25 percent of agencies and further highlights the top 100 and top 500 agencies overall.

☀️ Welcome:

MedStar Health, the largest healthcare provider in Maryland and the Washington, D.C., region, welcomed its newest hospital member, MedStar Southern Maryland Hospital Center, located in Clinton, MD in 2012. Serving patients in Prince George's County and the Southern Maryland peninsula, MedStar Southern Maryland is MedStar's 10th hospital and seventh in the state of Maryland.

☀️ Update:

Inova Health System's board of trustees approved plans in 2012 for the Inova Comprehensive Cancer and Research Institute, a \$252 million, 300,000-square-foot facility along Arlington Boulevard just north of its Fairfax Hospital campus. Inova boasts that this will be the region's largest cancer treatment and research facility. Inova is a \$2.4 billion nonprofit health system.

☀️ Update:

Sentara Healthcare with locations across Virginia, has struck a deal with MMDLIVE, a Sunrise, Florida - based firm, to provide physicians with telephone and online video consults with patients in Virginia and to serve as a referral network for patients who need to be seen in person.

☀️ Great News:

FIRST in DC to have the daVinci® Surgical System, surgeons at The George Washington University Hospital Center for Robotic Surgery have mastered the robot, performing nearly 3,000 robotic procedures.

☀️ Congratulations:

The American College of Healthcare Executives has named as its new President and CEO effective May 13, Deborah Bowen, who currently serves as the professional society's executive vice president and chief operating officer. Bowen joined ACHE as director of government relations in 1992 and served as vice president of its administration division between 1994-2000, when she left to become deputy executive director of the Society of Actuaries. She has held board leadership roles for the Institute for Diversity in Healthcare Management, Commission on Accreditation of Healthcare Management Education, and Association Forum of Chicagoland, and is a Baldrige Executive Fellow. "Deborah is a terrific choice to lead ACHE," said AHA President and CEO Rich Umbdenstock. "She has always been clear in her commitments to professional development, to diversity in health care leadership and to the transformation of the health care sector." Bowen succeeds Thomas Dolan, who will retire after 22 years at the organization's helm.

☀️ Congratulations:

American College of Healthcare Executives (ACHE) & the Maryland Association of Health Care Executives have honored Warren A. Green, president and CEO of LifeBridge Health, with the ACHE Regent's Lifetime Service Award. This award celebrates Green's 40-plus years of dedication to the health care profession.

Did you know?

Some have dubbed ACOs the "medical village." ACOs are accountable for the cost and quality of care both within and outside of the primary care relationship. As such, ACOs must include specialists and hospitals in order to be able to control costs and improve health outcomes across the entire care continuum. ACOs by nature are larger than a single medical home or physician's office. The ACO structure has the ability to better manage care for a greater population.

αριθμό το πέπλο ναυαγή και οι άεστες βοήθειες...
 γαίης που α τμήτε χωρίς ποτέ οι βελτίων...
 και την ελπίδα που πάντα υπάρχει...

president and CEO of LifeBridge Health, with the ACHE Regent's Lifetime Service Award. This award celebrates Green's 40-plus years of dedication to the health care profession.



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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": 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.

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

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

Healthcare Council Report is published by:

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DID YOU KNOW:

● People who explicitly make New Year's resolutions are 10 times more likely to attain their goals than people who don't explicitly make resolutions.

● Experts say it takes about 21 days for a new activity, such as exercising, to become a habit, and 6 months for it to become part of your personality. Your new healthful habits will become second-nature in no time.