

# Healthcare Council Report

Volume 20, Issue 4

Fall, 2013

HEALTHCARE COUNCIL OF THE NATIONAL CAPITAL AREA  
QUARTERLY REPORT

HCNCA



## Premier/Healthcare Council Fall Conference

The Second Annual Premier/Healthcare Council Fall Conference will be November 14, 2013, 8:00 – 5:30 p.m. followed by cocktail hour and dinner. It will be held at the same location as last year, North Bethesda Marriott Hotel & Conference Center, 5701 Marinelli Road, North Bethesda, MD.

The theme will be “New Era of Healthcare Strategies”.

Registration and Breakfast is at 8:00 – 8:45 a.m.

Blair Childs, Senior VP, Premier Public Affairs will kick off the meeting with his presentation “Health Care Reform—Realities Shaping Our Future”.

Jeffrey Selberg, VP & COO, Institute for Health Improvement; Joe Damore, VP, Premier Engagement & Delivery and Robert Fortini, Chief Clinical Officer, Bon Secours will all give presentations. A lunch break will be included. The meeting portion will end with a Population Health Panel followed by a cocktail hour at 5:30 p.m. and then dinner.

For more information go to [www.healthcare-council.org](http://www.healthcare-council.org) and click on Events or call 301-731-4700.

**Save The Date**



**PREMIER/HEALTHCARE COUNCIL FALL CONFERENCE, NOVEMBER 14, 8 AM TO 9 PM**

**Bethesda North Marriott Hotel & Conference Center  
5701 Marinelli Road, North Bethesda, MD**

### Stay Connected

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

@HCNCA

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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:

Wednesday, October 23, 2013 from 12 Noon to 3 PM

Anita Samarth, President and Co-Founder of Clinovations speaking on "What's Next in Meaningful Use Stage 2"

CONTACT: Nathan Read, IT Division Chair, 202-715-4299, [Nathan.Read@gwu-hospital.com](mailto:Nathan.Read@gwu-hospital.com)

#### Volunteer Divisional Meeting

The Volunteer Group schedules meetings every other month throughout the year. CONTACT: Pam Fogan, Volunteer Services Division Chair, 301-896-3093, [pfogan@suburganhospital.org](mailto:pfogan@suburganhospital.org).

#### HR Divisional Meeting:

Thursday, January 16, 2014

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

#### Quality Divisional Meeting

Friday, November 8, 2013 from 8:30 AM to 4:00 PM (see below)

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

#### COO Executive Forum Meeting

Tuesday, October 15, 2013 from 12 Noon to 2:00 PM (see below)

Pooks Hill Marriot, Bethesda, Maryland. AtSite will be presenting. CONTACT: Kevin J. Mell, First Chair of The Healthcare Council's COO Executive Forum, 301-774-8773, [kevin.mell@medstar.net](mailto:kevin.mell@medstar.net)

#### COO Executive Forum Established

**SAVE THE DATE!**



**First COO Executive Forum Meeting will be held on October 15, 2013 from 12-2 PM at the Pooks Hill Marriot in Bethesda, Maryland.**

Kevin J. Mell, has been named the first chair of the Healthcare Council's COO Round Table Group. Mr. Mell, as Vice President of Operations for MedStar Montgomery Medical Center, is responsible for the planning and direction of Construction, Project Management, Facilities, Safety, Security, Environmental Services, and Behavioral Health. He has directly contributed to the success of several on campus multi-million dollar building and improvement projects, enhanced the development of the environment of care safety program, increased patient experience scores for cleanliness and throughput, and instituted effective compliance programs accepted by The Joint Commission and CMS. His other experiences have included accomplishments and responsibility for the organization's Human Resource and Volunteer programs with impact for 1200 associates and more than 350 Volunteers.

Mr. Mell has more than 30 years of management and leadership experience with MedStar Montgomery. He has a Master's Degree in Administration, is a Fellow of The American College of Health Care Executives and regularly contributes as a community leader. Some of his volunteer efforts have been with the Montgomery County and Greater Olney Chambers of Commerce, and Primary Care Coalition of Montgomery County. He is also active as a member of the Society for Human Resource Management.

**The Council is pleased to welcome Kevin as the chair of the COO Round Table Group. The first meeting is scheduled, October 15, 2013 from 12 Noon to 2 PM.**

#### DCAHQ 2013 EDUCATIONAL CONFERENCE

**- Friday, November 8, 2013 - 8:30 to 4:00 PM**

District of Columbia Association for Healthcare Quality (DCAHQ) the Quality Divisional Group of the Healthcare Council of the National Capital Area is holding their first educational conference in several years. **CEU's will be offered for CPHQ, Nursing & Social Workers.**

DRIVING A NEW ERA IN HEALTHCARE THROUGH QUALITY - BE READY FOR CHANGE is the theme. Keep your organization on the forefront of CHANGE in healthcare through Structure - Process - Outcomes.

DCAHQ Members—FREE with Current Membership and Non-Members - \$75. This fee is above the cost of membership in the Healthcare Council of the National Capital Area. Membership Applications will be available On-Site. Membership Fee \$50. Please contact: [cmyancy@aol.com](mailto:cmyancy@aol.com) for additional information.

## AREA NEWS

- ☀ **JOHNS HOPKINS MEDICINE:** recently launched an online health resource at [hopkinsmedicine.org/healthlibrary](http://hopkinsmedicine.org/healthlibrary). The site features an A -to- Z guide to basic information about diseases, conditions, tests and procedures.
- ☀ **CEO OF HOWARD COUNTY GENERAL HOSPITAL ANNOUNCES RETIREMENT:** Victor A. Broccolino, president and CEO of Howard County General Hospital (HCGH) since January 1990, known fondly by many as "Vic," has announced his intention to retire in January 2014, just after the hospital completes its 40th anniversary year.
- ☀ **ADVENTIST HEALTHCARE RECEIVES 2013 WORKPLACE EXCELLENCE AWARDS:** Adventist HealthCare and its affiliate, LifeWork Strategies, have received the 2013 Workplace Excellence Award from the Alliance for Workplace Excellence (AWE). LifeWork Strategies was also honored with AWE's 2013 Health & Wellness Trailblazer Award. Both awards honor organizations across the country that display an outstanding commitment to promoting professional fulfillment and personal wellness for their employees in the workplace, at home and within the community.
- ☀ **PRIMARY CARE COALITION OF MONTGOMERY COUNTY, MARYLAND:** has created an innovative partnership with Adventist HealthCare's Ambulatory Care EHR Solution. The partnership will electronically connect more than 200 healthcare providers through a Health Information Exchange (HIE) to further strengthen the health safety-net for the 120,000 low-income, uninsured residents in Montgomery County.
- ☀ **BROOKE GROVE REHABILITATION AND NURSING CENTER:** is ranked as a five-star quality facility in the most recent report published on the Medicare.gov - Nursing Home Compare Web site, [www.Medicare.gov/NursingHomeCompare](http://www.Medicare.gov/NursingHomeCompare). BGRNC's overall ranking is five stars with three sections rated as follows: health inspection - four stars; Staffing - four stars; Quality measures - five stars.
- ☀ **CHILDREN'S NATIONAL TO ISSUE CONSENSUS PAPER ON PEDIATRIC SURGICAL INNOVATION AND DEVICE DEVELOPMENT:** The Sheikh Zayed Institute for Pediatric Surgical Innovation at Children's National Medical Center is facilitating an international consensus paper as an outcome of its International Symposium on Pediatric Surgical Innovation, held in June to discuss the current status and challenges to pediatric surgical innovation and medical device development. The symposium included discussions such as strategies for seeking regulatory approval in the top three medical device markets - the United States, the European Union, and Japan. The white paper will be published in the last quarter of 2013 and will outline a consensus from world-renowned thought leaders on recommended priorities and changes to address current challenges and to speed advances in pediatric surgical innovation and device development.
- ☀ **INOVA & VALLEY HEALTH FORM ALLIANCE:** Valley Health in Winchester, Virginia and Inova officials have formed an alliance between the two organizations. Inova serves more than 2 million people through its five hospitals. The alliance became official in June of this year when both boards approved it. According to Mark Merrill, Valley Health president and CEO, the alliance is "in no way a merger," and the two organizations will remain independent. The alliance allows Valley Health to improve patient care, cut costs and remain an independent system - all the while keeping up with ongoing changes and standards in healthcare's future. The systems have identified several areas of strategic collaboration, including clinical research, information technology, population health and clinical service delivery. A major piece of the collaboration involves the implementation of EPIC electronic medical record software. Inova already has been using the EPIC platform and Valley Health had independently chosen the software. This agreement is a multiyear alliance, and Merrill said he believes it will be extended or renewed over time.
- ☀ **FAUQUIER HEALTH & LIFEPOINT HOSPITALS, INC. FORM JV:** Nonprofit Fauquier Health in Virginia and for-profit LifePoint Hospitals Inc. (NASDAQ: LPNT) have created a joint venture to operate the system's hospital and its related entities, finalizing a tentative deal first announced in March. LifePoint will take an 80 percent interest in the new entity, which will fund \$52.8 million in capital improvements over the next decade. It's the sixth such hospital deal in Virginia for Brentwood, Tenn.-based LifePoint. The deal remains subject to approval by the states Attorney General.
- ☀ **ACENSION HEALTH VENTURES ACQUIRES GETWELNETWORK:** The Missouri-based Acension Health Ventures has acquired an undisclosed share of Bethesda-based GetWellNetwork, a developer of an interactive patient care system.

## CURRENT ISSUES:

- ☾ **ICD-10: DEADLINE NEAR:** The HCNA would like to provide a friendly reminder that if you have not moved it back to the top of your priority list - now might be a good time. The year 2013 will be gone before we know it. Even though the implementation was postponed until OCTOBER, 2014 it will be here in just 12 months. To ensure a smooth transition, organizations will need to devote staff time and financial resources to conversion activities. There are many great resources available via the American Health Information Management Association (AHIMA) and other healthcare consultants.
- ☾ **RETAIL MEDICAL CLINICS:** Expected to grow 25 to 30 percent annually over the next three years from an estimated 1,400 now to more than 2,800 by 2015, according to new research from global management consulting firm Accenture.
- ☾ **JOINT COMMISSION EM STANDARDS REVISED:** As of January 1, 2014, the Joint Commission will use revised standards that address leadership accountability of emergency management oversight in hospitals and critical access hospitals. Organizations will be required to identify a leader to oversee emergency management.
- ☾ **COST OF READMISSIONS:** A costly component to overall healthcare costs is hospital readmission. The 30-day readmission rate in the United States is 18% according to recent studies, and the cost of readmissions among Medicare beneficiaries is an estimated \$17 billion annually.
- ☾ **EMPLOYER STRATEGY:** The Healthcare Strategy Group writes, "Most of your profits come from the privately insured. One way to reach them is through the workplace. Often, this starts with on-site nurse practitioners and ideally the relationship will evolve into shared saving model or favorable positioning through benefit design. Whatever relationship you choose to pursue with local employers, it's crucial to start positioning your organization as their ally, learning as you help them save money."

## HCNCA MEMBERSHIP FOR ALL AHC ENTITIES

### Welcome Adventist HealthCare Entities



Adventist HealthCare has recently enlisted all entities as members of the Healthcare Council. For the first time ever a health system has made arrangements for every provider in the system to enroll in membership of the Council. Following are the system providers holding active membership:

Adventist HealthCare, Inc.



Shady Grove Adventist Hospital



Washington Adventist Hospital



Adventist Behavioral Health



Adventist Rehab Hospital of Maryland



Adventist Home Care Services



We are pleased that AHC has chosen to have all of their organizations join the Council and look forward to their continued participation and active involvement.

## THE BOARD CORNER:



Ruth Peebles from the INS Group suggest that Board members must have a clear understanding of their responsibilities towards the organization and the community. This understanding helps board members maximize their talents.

### Basic board responsibilities include:

- Determine organization's mission
  - Select chief executive
- Support chief executive and assess performance
  - Ensure organizational planning
  - Ensure adequate resources
  - Manage resources effectively
- Determine, monitor and strengthen programs and services
  - Enhance organization's public standing
- Review mission constantly to ensure that it fulfills a need, and is not a duplication of other agencies
- Audit - regular financial audits by outside professionals belongs to the board and not the staff
- Conflict of Interest - board members cannot receive any compensation for professional services; conflicts of interests must be fully disclosed
  - Evaluate the executive - annually
- Evaluate the board - How is the board performing? Assess board effectiveness annually

**HCNCA & NCASS (Healthcare Council of the National Capital Area) and NCASS (National Capital Area Shared Services)** are governed by a 10-member Board of Trustees comprised of both healthcare providers and payer leaders. **2013 BOARD OF DIRECTORS:** 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; Omega Logan Silva, M.D., Trustee; Robby G. Brewer, Legal Counsel

**Did You Know?** The Joint Commission estimates that the additional costs related to caring for a patient who suffers a serious fall-related injury is more than \$13,000 and adds about six days to the patient's length of stay.

## HCNCA Would Like To Welcome Our Newest Allied Health Members



### The Healthcare Council Welcomes Riderwood as a New Allied Health Member

Conveniently located near Baltimore and D.C., Riderwood, a member of Erickson Living is located in Silver Spring, Maryland, with a 120-acre campus. They are a full service senior living community with on-site restaurants, clubs and activities, a fitness center, indoor heated pool and more. They offer maintenance-free apartment homes and independent living with many amenities. Visit [www.ericksonliving.com](http://www.ericksonliving.com) for more information.

### Welcome to Baker Rehab Group of Maryland as New Allied Health Members



Baker Rehab Group of Frederick, MD believes in excellence, period. Every one of their physical therapists, occupational therapists, and speech therapists share that commitment to excellence. That means they are dedicated to working with patients toward one goal: improved health and well being, for life.

Baker Rehab Group offers senior care at home, adult occupational therapy, home physical therapy, home speech therapy, dementia care, stroke rehabilitation, joint replacement rehabilitation, fall prevention and a variety of other home health therapy services in the home. They serve clients in Maryland, Southern Pennsylvania, Northern West Virginia & the Washington DC Metro area.

For more information visit [www.bakerrehabgroup.com](http://www.bakerrehabgroup.com).

#### Did You Know?

The number of people with Alzheimer’s disease (AD) in the United States is about 5 million currently.  
That’s expected to rise to about 14 million by 2050.

#### Did You Know?

The skin is the largest and most visible organ of the body, weighing an average of 8.8 pounds and covering an area of 21.5 square feet. Sixteen percent of all visits to a general practitioner involve a skin problem. Each year, more than 1 million patients are diagnosed with skin cancer, the most common form of cancer.

#### Did You Know?

Recent studies have found that chronic stress can lead to osteoporosis, the bone-thinning disease that affects an estimated 10 million Americans 50 or older.

#### Did You Know?

Two (2) Pounds. That’s the number of pounds people gain in five days when they sleep only five hours a night. (Source – Men’s Health/University of Colorado)

### Did You Know?

- Women who eat two or more servings of walnuts per week reduce their risk of developing type 2 diabetes by 20 percent. (Source – Journal of Nutrition).
- Vegetarians weigh on average about 15 percent less than meat eaters.
- Replacing one serving of red meat per day with healthier fare such as fish, poultry or legumes was associated with a 7 percent to 19 percent lower mortality risk among participants in a 2012 study by the Harvard School of Public Health. Researchers estimate that about 8 percent of the deaths could have been prevented if subjects had ingested less than half a serving of red meat per day.
- The US Food and Drug Administration (FDA) has stated that “Obesity threatens the overall well-being of patients and is a major public health concern.” The prevalence of overweight and obesity in the United States has risen dramatically in recent years, and currently 69% of American adults are either overweight or obese.”
- According to the Alzheimer’s Association:
  - More than 5 million Americans currently live with the disease
  - In 2012, 15.4 million Alzheimer’s caregivers maintained over 17.5 billion hours of unpaid credit that is valued at \$216 billion
  - More than 60 percent of Alzheimer’s and dementia caregivers classify the emotional stress of caregiving as either high or very high.

## Associate Member Update:

### Welcome Two Of Our Vendors To HCNCA & NCASS

#### AtSite Joins HCNCA and NCASS



With 20-years in real estate and facilities, AtSite has a complete understanding of how buildings are designed, built and operated. Their deep expertise coupled with their knowledge of management practices, new technologies, energy management, and sustainability enables them to provide innovative solutions that maximize performance. They are especially adept at powering immediate results, while being a leading and trusted adviser for the future.

Their integrated approach combines expert, multi-disciplinary professionals; open, inter-operable building technologies; and best-in-class global industry partners who all share their mission to make buildings perform better. Their proven Building Performance Platform yields buildings that cost less, are of higher quality and provide better environments for people.

To create, optimize, and maintain high performing buildings, they offer professional consulting and managed services in four key practice areas:

Smart Building Technologies, Energy, Sustainability, and Integrated Buildings. With a strong foundation in the design, construction and operation of buildings, they deliver unbiased and skilled attention to produce exceptional outcomes. Regardless of the engagement size or scope of work, their experienced and innovative team provides smart, consistent and measurable results. The Council and Shared Services is pleased to welcome AtSite as a new member. Visit [www.atsiteinc.com](http://www.atsiteinc.com) for more information.

#### New Associate Member and Regional Consultant Joins the HCNCA & NCASS



THE SYNERGY ORGANIZATION

*The Evidence-Based Executive Search and Assessment Firm™*

HCNCA welcomes The Synergy Organization to the Council. It is a privilege to have such a recognized group in providing evidence-based executive search, assessments, and consulting services as a part of the Healthcare Council, said Mike Barch, Board Chair. The Synergy Organization has proven, cost-effective results in the healthcare industry and offers unique solutions to healthcare clients. Their services have grown organically beyond their core evidence-based executive search over the last 24 years in direct response to clients' requests. The Synergy Organization's healthcare clients include many of the most successful hospitals and healthcare systems around the US as well as several throughout MD, DC and VA. Beyond executive search, their most frequently requested services include assessments in selection, individual development, team synergy, realignment of personnel and redesign. Their consulting includes succession planning, conflict resolution, job analysis, and executive coaching.

The Synergy Organization has designed all of their programs to maximize productive, profitable, and World-Class outcomes for their clients. This is accomplished through the integration and practical application of their objective proprietary Synergy Screening System™, behaviorally-based interviews and objective leadership assessments, results of multiple Best Practices national research studies, unique expertise, Baldrige Criteria, and experience. They are not only committed to helping health providers to more consistently hire the right leaders but also to helping improve how they work together, fostering their development and retention.

Founded by psychologist, Dr. Kenneth Cohen in 1989, they are considered the national leader and pioneer of "Evidence-Based Executive Search & Assessments" and have been recognized as the first executive search firm on their Baldrige Performance Excellence Program Award Journey! Successes of Synergy have been featured in hfm, Trustee and The American Hospital Association's Center for Healthcare Governance and many other healthcare publications. They have twice been honored as a Keystone Alliance for Performance Excellence (KAPE) Award recipient, are the Founding Sponsor of the Baldrige Foundation's Harry S. Hertz Leadership Award, and are a recommended executive search provider of the American College of Healthcare Executives (ACHE).

More information is available on their website: [www.synergyorg.com](http://www.synergyorg.com).



**It's a Privilege to Welcome  
National Quality Forum as an  
Associate Health Care Member of  
HCNCA.**

National Quality Forum (NQF) is a nonprofit, nonpartisan, public service organization committed to this transformation.

NQF reviews, endorses, and recommends use of standardized healthcare performance measures. Performance measures, also called quality measures, are essential tools used to evaluate how well healthcare services are being delivered. NQF's endorsed measures are often invisible at the clinical bedside but quietly influence the care delivered to millions of patients every day. Measures:

- Make our healthcare system more information rich
- Point to actions physicians, other clinicians, and organizations can make to make healthcare safe and equitable
- Enhance transparency in healthcare
- Ensure accountability of healthcare providers
- Generate data that helps consumers make informed choices about their care

Working with members and the public, NQF also helps define our national healthcare improvement 'to-do' list, and encourages action and collaboration to accomplish quality improvement goals.

**Did You Know?**

**Trend consultant David Houle predicts that "a third of hospitals now in existence in the United States will not cross the 2020 finish line as winners."**

**Welcome Group One**



**GroupOne HR Solutions is a New Vendor of National Capital Area Shared Services**

GroupOne's first step toward meeting pre-employment background screening requirements is to fully understand them. Their core business for more than 24 years has been pre-employment and post employment background screening. They remain deeply focused on the importance of providing accurate information in a timely manner supporting employee safety at your locations. It also means providing you with strategic human resource solutions that will serve you now and in the future. They have clients in 21 states representing companies in all industries. They consider the following to be the most important background screening priorities:

- A supplier with reliability and quality information
- Reasonable turnaround time
- Fair market value pricing
- Experience and the ability to demonstrate continuous improvement

**Maryland National Capital Homecare Association (MNCHA) joins HCNCA**



The Maryland-National Capital Homecare Association (MNCHA) is the only trade association for the home care sector in Maryland. It represents both non-profit and for-profit health care in Maryland and DC including:

Medicare-certified home health agencies, private duty agencies and registries, home medical equipment businesses, and related businesses that provide services to providers listed above, and individuals with a vested interest in the homecare community. HCNCA has also joined MNCHA.

**Lerch, Early, Brewer, Associate Members of HCNCA**



Health care providers face unique and challenging issues that require experienced legal counsel with health care expertise. Lerch, Early & Brewer represents hospitals, physicians and other professionals, nursing homes, home health agencies, physician practice groups, health care networks and ventures, and several medical and health-related foundations in a wide variety of health care-related matters. In addition to attorneys with a broad knowledge of health law, this practice area combines the efforts and expertise of attorneys from a number of practice groups at Lerch, Early & Brewer, including Real Estate, Land Use & Zoning, Business & Taxation, Employment & Labor and Litigation to achieve the varied goals of institutional clients and physician practices.

The Law Firm has represented the HealthCare Council for over 15 years and has provided excellent advice and services through the counsel of Robby Brewer. We thank them for their service to health care in the Greater Washington-Baltimore area and their continued support of the Council.



Les H. Pitton  
President & CEO  
[lpitton@healthcare-council.org](mailto:lpitton@healthcare-council.org)

Cheryl E. Thomas Executive Assistant  
[cethomas@healthcare-council.org](mailto:cethomas@healthcare-council.org)

John B. Maloney Director, Partner  
Development  
[jbmaloney@healthcare-council.org](mailto:jbmaloney@healthcare-council.org)

Jenn Boggs  
Accounting Supervisor  
[jenn.boggs@ltbd.com](mailto:jenn.boggs@ltbd.com)

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20705 PH: 301-731-4700

**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 Report is published by:

HEALTHCARE COUNCIL OF THE  
NATIONAL CAPITAL AREA  
CENTERPARK II - FIRST FLOOR 4061  
POWDER MILL RD, STE 100  
CALVERTON, MD 20705  
PH: 301-731-4700  
FAX: 301-731-8286  
[WWW.HEALTHCARE-COUNCIL.ORG](http://WWW.HEALTHCARE-COUNCIL.ORG)

LES H. PITTON  
[LPITTON@HEALTHCARE-COUNCIL.ORG](mailto:LPITTON@HEALTHCARE-COUNCIL.ORG)

CHERYL E. THOMAS  
[CETHOMAS@HEALTHCARE-COUNCIL.ORG](mailto:CETHOMAS@HEALTHCARE-COUNCIL.ORG)

### Did You Know?

The National Cancer Institute reports that between 1985 and 2010, the incidence of melanoma in the United States increased significantly. In 2013, 76,690 people will be diagnosed with, and 9480 people will die from, melanoma. Remember to schedule your screening.