

# NEWS BRIEFS

Informational Newsletter for Wyoming Hospitals

Volume 39, Number 03

January 23, 2009

## WHA Calendar:

WHA Board Meeting  
Casper **3/27**

WCAHN—Maximizing Revenue/Reimbursement Opportunity  
Casper **4/15**

WHA Trustee Educational Meeting  
Lander **5/8**

## Other Events:

AHA Annual Meeting  
Washington DC **4/26**

HFMA Spring Meeting  
Casper **4/30**

## Generation Gaps Contribute to Recruitment Issues

Most physicians and hospital CEOs are somewhere between 50 and 70 years old.

Most medical residents, however, are 30 to 40 years old. About 50% of them are female. About 40% of those in primary care are international students, and about 50% of those in primary care are internationally trained.

Recognizing these differences between those doing the recruiting and those being recruited may be the most important challenge hospitals face as they seek to offer top-quality healthcare in a difficult labor market.

So said Dr. James Broomfield, program director of the University of Wyoming Family Medicine Residency Program in Cheyenne. Dr. Broomfield presented to the Wyoming Hospital Association Board of Directors at the

Board's January meeting.

Even though the conclusions to be drawn from generational differences are only generalizations, they inform the practices hospitals must employ as they seek to hire physicians, Dr. Broomfield said.

Providers from the Baby Boom generation, for example, tend to fear debt, but don't mind taking the risk of a solo practice. Often they finished medical school with about \$140,000 in debt, adjusted for today's dollars.

Generation X, on the other hand, tends to have less concern about debt, and is much less likely to venture into a solo practice. And this generation expects to finish medical school with \$200,000 to \$250,000 in debt.

That leads to differences

in the way these groups approach the practice of medicine. For example, Dr. Broomfield said, Baby Boomers work in an average of three practices during their careers. Today's students will average three practices in their first five years.

Hospitals need to be prepared to offer clear, specific contracts, pay well, provide significant vacation, limited call responsibility, and paid CME, among other things, he said. And hospitals must recognize that they are recruiting against the rest of the country, not just the rest of the state.

Dr. Broomfield offered to take his current residents to tour Wyoming hospitals to allow to meet administrators, medical staff, and members of the community. And to learn firsthand about the quality medical facilities and resources that exist throughout the state.

## Orlikoff to Deliver WHA Trustee Education Session

Mark your calendars ó the Wyoming Hospital Association has scheduled nationally renowned healthcare governance and leadership expert James Orlikoff to deliver a one-day Trustee education session to WHA members.

The session is scheduled for May 8, at the Best Western Inn in Lander. Hospital administrators and trustees

are welcome, and there is no limit on the number of trustees each hospital may register.

Orlikoff, president of Orlikoff & Associates, Inc., has been involved in healthcare leadership, quality, and strategy for more than 25 years. He has worked with hospital and system governing boards to strengthen their overall

effectiveness.

He has worked extensively on improving the relationships between boards, medical staffs, and management.

Registration will begin soon. Look for further announcements in upcoming editions of News Briefs and an online registration form.

## MHSC Gives to Community All Year Long



*Don't forget to send us a story about your hospital so we can feature you in our Member Spotlight section!*

As the holiday lights come down and the decorations are put away for another year, it can be easy to slip back into the habits that drive our daily lives.

And at Memorial Hospital of Sweetwater County (MHSC), that's a good thing. That's because MHSC employees have cultivated the habit of giving back to their community not just during the holidays, but throughout the entire year.

Medicare Part D, for example, has been complicated for many, and MHSC employees have volunteered to help seniors in their community understand and fill out the paperwork for the benefit. Seniors are a particularly important group to

receive the help, employees say, because they often lack the means to pay for assistance elsewhere.

Similarly, MHSC employees contribute to a medication assistance fund that helps seniors on tight budgets

acquire the medicines they need.

The fund, employees say, has helped seniors in their community avoid the wrenching choice between buying their medications or buying groceries.

The hospital's nutrition

services director has also prepared special meals for the community's veterans, and hospital staff have helped battle cancer through their Cowboys Against Cancer program, which raised a record amount of money in 2008.

MHSC employees are members of their community, too, and the hospital's spirit of giving extends to them as well. Hospital employees recently raised \$3,000 to assist a fellow worker who had been diagnosed with a brain tumor.

Hospital leaders believe that spirit is contagious, and they believe it will continue to inspire MHSC staff to continue giving back to their community.



## New Bills Would Assist With Uncompensated Care



As expected, healthcare discussions during the second week of the Wyoming Legislature were dominated by discussion of a statewide smoking ban and healthcare reform proposals.

Also as expected, however, additional bills were filed that could directly impact Wyoming's hospitals. First among the new crop of proposals was House Bill 244, sponsored by Rep. Roy Cohee, R-Casper.

HB244 would add a 1-cent increase in the tax on fuel, and then allocate up to \$3 million of the proceeds from the tax to fund unreim-

bursed trauma care in Wyoming. The goal of the bill is to create a permanent funding source for this purpose.

In the other chamber, Senate File 126, sponsored by Sen. Curt Meier, R-LaGrange, would create a pilot project to test an installment payment program to help hospitals recover some portion of their uncompensated care bill.

According to the bill, the payment program would also require participants to purchase insurance to prevent future uncompensated care episodes.

Wyoming's smallest hos-

pitals would also benefit from Senate File 120, sponsored by Sen. Ray Peterson, R-Park, Big Horn.

This bill would enable participants in the Critical Access and Rural Hospital Endowment Challenge Program to use gifts to their endowments for emergency purposes. The program has historically only allowed hospitals to spend the earnings from their investments.

Look for the WHA's weekly Legislative Briefing for a complete recap of the week's healthcare-related legislative activity.

**Wyoming Hospital Association**

**2005 Warren Ave.  
Cheyenne, WY  
82003**

**[www.wyohospitals.com](http://www.wyohospitals.com)**

**307.632.9344**