



NEWS BRIEFS

Informational Newsletter for Wyoming Hospitals

Volume 42, Number 26

June 22, 2012

WHA Calendar:

WHA Board of Directors Meeting
Casper, WY 7/16

Annual Meeting & Convention
Little America
Cheyenne 9/26-9/27

Other Events:

Wyoming Quality Conference
Lander, WY 8/22-8/23

Mid America Summit
Des Moines, IA 9/5-9/7

Healthcare Strategy Outlined at Workforce Summit

The 2012 Governor's Summit on Workforce Solutions in Gillette last week offered more than 250 in attendance an opportunity to consider how Wyoming connects in a global economy.

The Summit included discussions about reviving the work ethic, accountability, work-site culture, childcare as an economic development tool, and Wyoming's strategy for sustainable and accountable health care.

Liz Hoy, health advisor to Gov. Matt Mead, discussed the Governor's view of that healthcare strategy.

In framing her remarks, Ms. Hoy pointed out that while healthcare costs nationally represent about \$2 trillion in spending, Wyoming's own share of Medicaid spending for 2013-2014 will be about \$560 million.

Further, she said, Wy-

oming's hospitals experienced about \$200 million in uncompensated care in 2011. Meanwhile, the average price of insurance on the open market for a family of four is more than \$10,000 annually.

Against that backdrop, Ms. Hoy said the Governor's healthcare strategy includes a focus on improving healthcare information technology.

Further, she said the Governor supports the development of appropriate healthcare integration and infrastructure, as well as the use of the state's purchasing power to leverage healthcare value in Wyoming.

Importantly, the strategy includes a focus on paying for value, rather than volume, and on aligning incentives for payors, providers, and patients to do the right thing

when it comes to making healthcare choices.

The state plays an important role in healthcare on three different levels: as a purchaser of services through the state employee benefits program, Medicaid, and CHIP.

Additionally, the state is also a regulator of providers, insurers and markets. And the state acts as a facilitator of key stakeholders in healthcare discussions.

Ms. Hoy said the Governor supports a number of healthcare delivery infrastructure changes, including the exploration of patient-centered medical homes, improvements in insurance market oversight, exploration of alternatives to the fee-for-service Medicaid model, private-sector pilots that could streamline care, and the efforts of the Wyoming Integrated Care Network.

Deadline Approaching for Nursing Excellence Nominations

The deadline to nominate a nurse for the 2012 Norman S. Holt Award for Nursing Excellence is fast approaching—applications are due to the Wyoming Hospital Association by July 2.

The award was established in 1983 by the WHA Board of Directors in honor

And memory of Norm Holt because of his tremendous understanding and active involvement with the nursing profession.

The award is presented annually at the WHA Convention to honor one outstanding nursing in Wyoming. Each hospital may nominate one candidate per

Year. Every R.N. and L.P.N. is eligible to win the award, provided they meet the criteria.

Please contact the Wyoming Hospital Association at (307) 632-9344, or via email at rose@wyohospitals.com with questions, or to receive a nomination application.

MEMBER SPOTLIGHT



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



Dr. Lou Hochheiser

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MHSC Receives National Healthcare Marketing Awards

Memorial Hospital of Sweetwater County was recently recognized with 3 awards in the Twenty-Ninth Annual Healthcare Advertising Awards, sponsored by Healthcare Marketing Report.

Nearly 4,000 entries were received in this year's competition, making the awards the largest healthcare advertising awards competition in the U.S.

Two awards were given for their medical imaging campaign titled "Clearly Better Imaging".

The campaign focused on their state-of-the-art imaging center and equipment locat-

ed at Memorial Hospital.

The campaign included web, outdoor, newspaper, print, specialty and direct mail advertising. Also, as part of the whole campaign, there was a physician event where local providers were given tools and literature for their offices and to hand out to patients.

Another award was given for the rebranding of the hospital, its medical clinic (Sweetwater Medical Group), and the Memorial Hospital Foundation. The branding for each branch of the organization was redesigned and coordinated to have unique elements, but

still keep a similar theme to tie them all together.

The rebranding included updated logos, color palette, graphic styles, etc. These efforts were done in partnership with BIG (Brand Innovation Group) out of Fort Wayne, IN.

"We were very surprised and excited to hear that we had won a few awards during this competition. You are competing with ad agencies and marketing departments that have staff dedicated to win these types of awards every single year," said Gary Collins, PR & Marketing Director at MHSC.

St. John's Medical Center Names New CEO

The Board of Trustees of the Teton County Hospital District has announced that Louis Hochheiser, M.D., has been appointed as the new Chief Executive Officer of St. John's Medical Center (SJMC).

Dr. Hochheiser's began in Jackson on June 18. In his role, Dr. Hochheiser will be responsible for the management of all SJMC operations, including the

hospital, the Living Center and St. John's physician services clinics.

"Dr. Hochheiser was selected for his demonstrated leadership abilities, his deep understanding of healthcare issues and his knowledge of the community's health needs," said Board Chairman Michael Tennican. "We're very pleased that Lou has accepted the offer to lead our

team."

"It's with great pride that I accept the position," said Dr. Hochheiser. "I appreciate the opportunity to help make St. John's the center of health and wellness for this community. I look forward to working with such a well-respected medical staff, our exceptional hospital staff, the administration and the board."

Data Collection Continues for Apgar Recruiting Project

Data collection is nearing completion for the second year of a project aimed at helping critical access hospitals more effectively recruit and retain physicians.

The Community Apgar Project is a statistically valid research model that provides hospital CEOs information

to help them maximize the attributes of their communities and their facilities to strengthen their recruiting and retention efforts.

The project is sponsored by the Department of Health's Office of Rural Health, in partnership with the Wyoming Health Re-

sources Network.

Results for the first year of the project were presented last June. During the second year, all participating hospitals are evaluated again, and those results will be presented to each participating hospital's CEO, board, and physician.