



Wyoming Hospital Association

NEWS BRIEFS

Informational Newsletter for Wyoming Hospitals

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First WY Based Suicide Prevention Hotline to Launch in Casper Story by K2 Radio

With the help of state funding, a team in Casper is working to launch the first suicide prevention hotline based in Wyoming, the state with the second-highest suicide rate in the nation.

Wyoming is currently the only state without a local branch of the national hotline, but that could change as soon as early August. That's when the Central Wyoming Counseling Center Suicide Prevention Lifeline is tentatively set to launch, though the timeline could change as organizers continue to arrange the new resource.

Organizers are not yet releasing the hotline number because the structure to field calls and help those seeking it isn't up and running.

The \$200,000 in annual state funding is enough to support a single shift on the hotline at the

moment; the hours of operation were arrived at based upon the peak hours of need demonstrated by national hotline statistics and organizers' ability to establish a consistent staffing pattern.

Bernice Hazucha will run the call center. She and her husband of five and a half years, Kevin -- the CEO of Central Wyoming Counseling Center -- have been working to bring a local prevention hotline to the Cowboy State. Now, with the support of Governor Mark Gordon and the Wyoming Department of Health, their work is set to come to fruition before the end of the summer.

The call center will also work closely with the Wyoming Association of Mental Health and Substance Abuse Centers. Known as WAMHSAC, the group includes 20 centers statewide providing

mental health and substance abuse treatment and prevention. The working relationship will allow the lifeline to better connect anyone experiencing a crisis with the best people and resources for them and their unique situation.

The Crisis Stabilization Center at CWCC is always open for anyone who needs help. The center can be reached at 307-337-8842.

For further information about the CWCC Suicide Prevention Lifeline, contact Bernice Hazucha at 307-439-9219.

Again, the National Suicide Prevention Lifeline is available at 1-800-273-8255.

2020 PAC Contributions

Eric Boley
Barry Burkart
Carol Solie
Doug Faus
Heidi Baskfield
Doug McMillan
Tim Thornell
Maureen Cadwell
Margie Molitor

BCBS of Wyoming To Release Fee Schedule

The Wyoming Hospital Association (WHA) and the Wyoming Healthcare Financial Management Association (HFMA) have continued the advocacy work with Blue Cross Blue Shield (BCBS) of Wyoming to release provider fee schedules. On Thursday, June 25th, Wendy Curran from BCBS presented their plan for releasing individual provider fee schedules to hospitals all across the state.

BCBS will be working with Cheyenne Regional Medical Center and Memorial Hospital of Converse County to identify common issues and concerns by hav-

ing them review their fee schedules. This will allow BCBS to prepare a FAQ and prepare to answer questions when the schedules are released to all Wyoming hospitals.

BCBS will prepare and have non-disclosure agreements (NDA) sent out to hospitals no later than August 1st. They have also assured attendees the fee schedules will be released once NDAs are in place, by mid to late fall.

The expectation is this will all be completed by the end of October if not sooner.

The WHA is happy to have facilitated the Zoom meeting with BCBS, and hospitals from across Wyoming, and will continue the advocacy work to release the fee schedules.



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CRMC's Marketing Department Wins Nine National Awards

Cheyenne Regional Medical Center's marketing department has been awarded nine national Aster marketing awards, including five gold, three silver and a bronze, for work it created during the 2019 calendar year.

CRMC's gold awards were for a print and web-based campaign developed for CRMC's plastic, reconstructive, cosmetic and hand surgery service line; a Hospital Week poster; an infection control flyer as well as for digital and radio/Pandora ads created for the hospital's "Share Your Spark" marketing campaign.

The silver awards were for a cinema ad focusing on driving under the influence, an internal employee campaign and a print newspaper ad series for the "Share Your Spark" campaign.

The bronze award was for an internal newsletter written by CRMC President and Chief Executive Officer Tim Thornell.

"The quality and creativity of the entries submitted in the 2020 Aster Awards competition exceeded all expectations for healthcare advertising. All winning entries represent the best of the best on a national level," said Melinda Lucas, Aster Awards program coordinator.

"I'm honored that our small marketing and communications team from Wyoming has been recognized by industry experts for excellence in healthcare marketing," said CRMC Marketing and Communications Director Hillary Hardy. "I've always known that my team is the best around, and to be recognized for our work—with some of that work being judged as among the top 5 percent in the

nation—is not only exciting, it's humbling. These awards will inspire us to continue to think outside the box, push our potential and create the best advertising that we can. A special thank you to my team—Joe, Kathy, Bridget and Joci—for your efforts every day. You don't just create award-winning advertising, you bring joy and fun to the workplace—even in the midst of a pandemic and quarantine. I also want to thank WestEdge Collective for being an extension of our team when we need them; it's nice to have local partners to lean on.



Applications Being Accepted for a Bachelor's Degree at LCCC

Now that Laramie County Community College is approved to offer bachelor of applied science (BAS) degrees, applications are being accepted for the two new degree options.

Starting this fall, students can begin earning their BAS in healthcare administration or applied management. Prospective students must already possess an associate of applied science in any field.

Some of the benefits of getting a BAS at LCCC include:

- The per-credit tuition rate at LCCC is the same for the bachelor's programs as it is for the associate degrees
- \$1000 grant for all students entering for Fall 2020
- Students can remain employed and take classes online
- Online classes can be taken from anywhere in the state
- Only bachelor's degree in healthcare administration the state

"In Laramie County, and across Wyoming, we recognize the importance of helping more individuals access a path to a bachelor's degree. It is critical for our current and future economic success," LCCC President Dr. Joe Schaffer said.

The preferred application date for the programs is July 15. For more help with the application process, contact admissions @lccc.wy.edu. Information about these programs is also available at lccc.wy.edu/BAS.

Summer Activities for Kids

Need a few summer activities for the kids? Teach them about Preparedness with Ready Wrigley!!

<https://www.cdc.gov/cpr/readywrigley/>

