



Wyoming Hospital Association

NEWS BRIEFS

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Fundraising During a Pandemic; Lessons Learned

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As 2020 began, I eagerly listed “2nd Annual Foundation Fun Scramble” as one of my goals for the year. After hosting a very successful tournament in 2019, the entire organization was excited to both help with and participate in the 2020 tournament. A goal of \$23,000 was set with all proceeds going towards the purchase of three new pieces of equipment for our OB Department.

In May, the Golf Tournament Committee began meeting and making plans for the fundraiser, determined to hold the event despite COVID-19 and certain that things would be “fine” by August. Little did we know that COVID-19 would leave such a drastic mark on the year and impact so much!

Ironically, by mid-August, Carbon County was facing a significant surge in positive and suspect cases. With one week remaining until the tournament, the Foundation and the Committee made the difficult decision to cancel the event.

The Committee made another important decision during this time. We had already received auction items and saw an opportunity to move forward with a portion of the fundraiser. We began to look at online auction sites and do research as to which platform was going to be the best fit for our needs. We looked at several factors before making a decision including customer ratings, cost, and features available. We also wanted the ability to recognize donors on the site. 32auc-

tions.com was the chosen platform. Right away, we found the site to be incredibly user friendly! We had the ability to enter a start and end time for the auction, a fundraising goal, description of the Foundation and the purpose of our fundraiser, and details about each item, including a photo and detailed description, value and donor information. Plus, the site allowed us to determine the starting bid and bid increments. Other features included the ability for buyers to pay online through a Stripe or PayPal account, donate money and place proxy bids. Buyers also received email alerts each time they were outbid which kept them engaged throughout the week long process!

On the go live date, the auction automatically began at the time we had entered. For the next week, we just sat back and watched the percentage of sales grow! We continued to advertise the auction through a story with the local radio, Facebook ads, and sharing the information with local memberships such as Rawlins DDA, area Chamber of Commerce, area employers, service organizations and staff.

As I began the process of contacting teams and sponsors to tell them the news, I was continually greeted with empathy and encouraging words. I heard the same message from individuals and businesses alike as they told me to

keep the funds they had donated. In total, we received \$17,750.00 in donations from sponsors. We also had an additional \$1,440 in team registration fees that were donated back. The online auction resulted in \$3,628.00 raised, bringing our grand total to \$22,818.00 for an event that never happened. Incredible!

I initially looked at the cancellation of the 2nd Annual Foundation Fun Scramble as a failure but have since come to see it differently. I saw support from across Carbon County and even other states, all for the good of our small, critical access hospital. I saw businesses generously donate funds in a year where financial concerns matched those of the pandemic itself. I saw community spirit and strength that had not been broken because of a pandemic. Community in the truest sense of the word.

We are now preparing to purchase the selected equipment for our OB Department, something that will benefit the women and children of Carbon County for years to come. Fundraising amidst a pandemic is possible, although it might look very different! For more information on 32auctions.com or any other questions about our fundraiser, please feel free to contact Stephanie Hinkle at shinkle@imhcc.com

2020 PAC Contributions

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



Memorial Hospital
of Carbon County

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Community Hospital Completes Phase One Renovations

Banner Health Community Hospital in Torrington is expanding with two state-of-the-art operating rooms, a new sterile processing department, cardiac rehabilitation center, mammography, ultrasound and phlebotomy area. This \$13 million expansion includes the addition of 11,000 square feet to the facility footprint.

Additionally, Banner Health is investing \$5 million to up-

grade mechanical and electrical systems throughout the facility. The addition is slated to open to the public in October 2020. The project has been in various stages of planning and or construction for approximately six years and will better serve both patients and staff.

“This creates a more efficient working space for staff and an option to expand surgical care in the future. The design effort involved staff, community members,

architectural and construction firms,” said Zachary Miller, Banner Health Community Hospital CEO.



Banner Health

Community
Hospital

CMS to Withdraw Medicaid Fiscal Accountability Proposed Rule (MFAR)

The Centers for Medicare & Medicaid Services yesterday announced it will withdraw its Medicaid fiscal accountability proposed rule from its regulatory agenda.

“We’ve listened closely to concerns that have been raised by our state and provider partners about potential unintended consequences of the proposed rule, which require further study,” CMS Administrator Seema Verma tweeted. “Therefore, CMS is withdrawing the rule from the regulatory agenda.”

CMS still must formally withdraw the rule through a notice published in the Federal Register. The American Hospital Association (AHA) earlier this year urged CMS to withdraw a proposed rule

related to Medicaid program financing and supplemental payments because it would “severely curtail the availability of health care services to millions of individuals” and “many of its provisions are not legally permissible.”

The Wyoming Hospital Association (WHA) joined efforts to withdraw the proposed rule and submitted pages of written comments to CMS. WHA staff spoke on several occasions with the Wyoming delegation in Washington D.C. and included MFAR as an agenda item on a call with our delegates and WHA member hospitals who then had an opportunity to share their thoughts. In addition, several members submitted their own written comments to CMS armed with WHA drafted

talking points. The WHA engaged the law firms of Holland & Hart and Husch Blackwell to assist in the endeavor, and thanks them for their guidance and analysis.

“We appreciate CMS for acknowledging the harmful consequences this rule would have for patients,” said AHA Executive Vice President Tom Nickels. “Up to \$50 billion in annual funding for the Medicaid program was on the line, cuts that would have crippled state financing and limited access to care, especially in rural and underserved areas. Hospitals and health systems will be greatly relieved when the proposed rule is formally withdrawn.”

Medical Solutions/Modern Healthcare Webinar

As you know, COVID-19 has put unprecedented strain on the healthcare workforce, as it has demanded significant clinical resources and challenged staff well-being. Recognizing these challenges, Medical Solutions has partnered with Modern Healthcare to host an upcoming webinar on managing burnout and ensuring quality care during COVID-19 — and they would like you to join them.

Their webinar will explore how health systems can efficiently manage staffing during the pandemic with a human-first approach and will focus on recruitment and retention, managing employee burnout, and the importance of workplace culture.

How to Manage Burnout and Ensure Quality Care: Leading Your Workforce Through COVID-19—October 7th at 1 pm CST

To register visit: <https://www.modernhealthcare.com/ManageBurnoutWebinar>

Can’t attend? Don’t worry! Medical Solutions will have a recording of the webinar and accompanying slides available on their website following the presentation.

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