



FOURTH QUARTER 2008



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The Mayo Clinic Employed Physician Model

Western Healthcare Alliance is very excited to announce that Rod Forsman from Mayo Collaborative Services, Inc. will be presenting at our next WHA/HCM Board of Directors' meeting on Thursday, November 13th.



Mr. Forsman will speak to the Board about "*The Mayo Clinic Employed Physician Model*". The learning objectives of his presentation include:

- Identify the key elements of the Mayo model of care.
- Recognize how management nourishes and protects core values.

He will present published accounts and his experience with the Mayo Clinic Model of Care which is defined by high quality, compassionate medical care delivered in a multi-specialty, integrated academic institution. The primary focus, meeting the needs of the patient, is accomplished by

embracing a number of core elements and attributes as the practice continues to evolve.

Mr. Forsman has 35 years of experience in Laboratory Medicine and Pathology at Mayo Clinic. He has been a development technologist, lab supervisor, national Sales Administrator and President of Mayo Medical Laboratories New England. He is currently the Administrative Director of Outcomes and Assistant Professor of Laboratory Medicine and Pathology, College of Medicine, Mayo Clinic.

He has delivered over 300 lectures to national and international professional meetings and has over 40 publications on scientific and management topics.

For additional information on Mr. Forsman or WHA's Laboratory Services program, please contact Daryl Bohlender, Executive Director of Clinical & Support Services, at 970-216-4908 or via email at Daryl.Bohlender@wha1.org. You can also learn more about WHA's relationship with Mayo on our website at www.wha1.org.

MISSION STATEMENT

To utilize collaborative efforts to enhance the operating efficiencies, market positions, and quality of service provided by the member organizations, and thereby assure the continued provision of health related services to their respective communities.



Regional Medical Staff Supply & Demand Analysis

Earlier this year Turning Point Healthcare Advisors, Inc. of Denver was engaged by WHA to develop a comprehensive database of Western Slope physicians as well as to estimate supply and demand, by specialty, within each participating member's service area, over the next five years.



The 1,100-physician database is nearing completion and Bev Schulman, President of Turning Point, will be on hand at our November 13th Board of Directors' meeting to give a report on the project. The database contains all important demographic information for each physician in the area. Particular attention was paid to the FTE count in the study to carefully assess status of physicians supply and accurately impact a hospital's ability to provide financial support to physicians in specialties where there are true shortages.

The demand forecast (i.e., community need) is based on specialty-specific physician-to-population ratios that take into account higher utilization by the population age 65 and over. The ratios are updated periodically, and new ones developed as the need arises. The physician population is aged by assigning an expected retirement age to each specialty. In the year following the assumed retirement age, the physician is dropped out of the supply count to reflect recruitment needs more accurately. Once supply and demand are known, the variance (unmet need) is calculated.

The study will provide participating hospitals with a wealth of data for strategic planning and physician recruitment priorities.



New Member CEO

WHA would like to send out a big welcome to **Trudy Chittick**, who is the new **CEO** of **Southwest Memorial Hospital** in Cortez.

Welcome to the WHA team Trudy!

Networking to address rural healthcare issues...



Dr. Leaming is an experienced rural health administrator, educator, and researcher. He has more than 35 years of experience in healthcare as a Registered Respiratory Therapist, Supervisor, Department Director, Director of shared services and outreach, Vice President for strategic planning and marketing, and more than 14 years as a small rural hospital Chief Executive Officer. His most recent administrative experience was as the CEO of three Critical Access Hospitals in Nebraska and Colorado. He is recognized for his exceptional dedication to rural healthcare and specific contributions in strategic positioning, leadership development, governing board relations, physician collaboration, and telemedicine.



Institute Update

Dr. Larry Leaming has been very busy in his new role as President of the Institute for Rural Health Leadership. In October he presented the following:

- **October 3rd** — National Cooperative of Health Networks (NCHN) Regional Meeting in Denver, CO — *"National Health Reform and the Potential Impact on Rural Hospitals and Health Networks"*
- **October 6th** — American College of Healthcare Executives (ACHE) 2008 Chapter Leaders Conference in Chicago, IL — *"The Institute for Rural Health Leadership: A Second Opinion for Rural Hospitals in Trouble"*
- **October 23rd** — The Hospital Cooperative (THC) 2008 Board Planning Retreat in Jackson Hole, WY — *"Future of Healthcare Reform and Its Impact on Rural Hospitals/Understanding the Value of THC"*

Other current activities of the Institute include:

Management Education:

The Institute is preparing a middle management education curriculum base upon discussions with leadership academy students and rural hospital CEOs. The curriculum is specifically designed to meet the needs of clinicians transitioning to middle management roles. Programming is planned for onsite, video conference, and Webinar presentation in 2009. Dr. Larry is also discussing options for college credit (under graduate and graduate) in healthcare management with the Business Administration program at Mesa State College.

Performance Improvement Project:

The Institute Performance Improvement Project is a structured consulting and education program designed to introduce the concept of a Balanced Scorecard to rural hospitals. Rural hospital benchmarking systems are currently under review for incorporation into this project. Several rural health agencies have expressed an interest in funding implementation in rural hospitals throughout the country.

Interim CEO and Situation Analysis:

The Institutes greatest value to rural healthcare organizations appears to be when there is turnover in the Chief Executive Officer position. We have developed the ability to provide interim CEO coverage utilizing experienced rural hospital executives. This interim coverage is packaged with an onsite situation analysis to determine the critical issues interfering with the success of the organization. This analysis leads to custom education and consulting services to help the organization overcome these issues and successfully recruit new leadership.

Does your facility have a need for the Institute's services? If so, please contact Dr. Larry E. Leaming, DHA, FACHE, President, Institute for Rural Health Leadership at 970.683.5258 or via email at Larry.Leaming@wha1.org.

Networking to address rural healthcare issues...



2009 Meeting & Event Calendar

MEETING/EVENT	DATE	VENUE
WHA/HCM Board Meeting	February 12 th	WHA Offices
Leadership Training Class	February 13 th	TBD, Grand Junction
LSN Peer Network Meeting	TBD February 19 th or 20 th	TBD
HR Peer Network Meeting	March 5 th	TBD
IT Peer Network Meeting	March 19 th	TBD
PFS Peer Network Meeting	TBD April/May	TBD
WHA/HCM Board Meeting	May 7 th	WHA Offices
LSN Peer Network Meeting	TBD May 14 th or 15 th	TBD
Leadership Training Class	May 15 th	TBD, Grand Junction
HR Peer Network Meeting	May 28 th	TBD
IT Peer Network Meeting	June 18 th	TBD
WHA/HCM Board Meeting	August 13 th	WHA Offices
LSN Peer Network Meeting	TBD August 20 th or 21 st	TBD
PFS Peer Network Meeting	TBD August/September	TBD
IT Peer Network Meeting	September 10 th	TBD
HR Peer Network Meeting	November 5 th	TBD
WHA/HCM Board Meeting	November 12 th	WHA Offices
LSN Peer Network Meeting	TBD November 19 th or 20 th	TBD
IT Peer Network Meeting	December 10 th	TBD



For additional information on any of these meetings, please check out our website at www.wha1.org or contact **Bobbie Orchard** at **970.683.5223** or via email at Bobbie.Orchard@wha1.org.

Networking to address rural healthcare issues...