

# what's up?

NEWS FOR WESTERN HEALTHCARE ALLIANCE



Aspen Valley Hospital

## Aspen Valley Hospital Featured in HFMA for Doubling Point of Service Collections

The Healthcare Financial Management Association (HFMA), the industry leader in resources, education, and training for healthcare financial professionals, featured an article about WHA member and collection client Aspen Valley Hospital in the July edition of their eBulletin distributed world-wide. The entire article can be found on HFMA's website and is excerpted below.

A multi-pronged approach allowed Aspen Valley Hospital, a 25-bed critical access hospital with two outpatient locations, to more than double its front-desk collections over a six-year period. Building on that success, the hospital introduced technology that increased overall collections by 140 percent and online collections by 33 percent between 2007 and 2013.

"Younger money is better money," says Debby Essex, Aspen Valley's Director of Admissions. She attributes Aspen Valley's success to the organization's commitment to three goals: encourage patients to make point-of-service payments, reward staff for collecting money, and help patients understand their financial obligations before services are performed.

*Aspen Valley Hospital success story outlined in the Patient-Friendly Billing eBulletin.*

Aspen Valley took two steps to encourage immediate payment. The organization installed payment card devices on all computers, and it introduced a 20 percent prompt-pay discount on the self-pay responsibility for patients who pay their bills in full at the time of service.

Aspen Valley leaders also wanted to improve collection practices at the hospital. Like their peers at many other hospitals, Aspen Valley's front-desk staff were initially reluctant to ask patients for money when they came for their appointments. A financial incentive program that encourages staff members to work together to increase collections changed that. Everyone in the department shares a financial bonus if the staff as a whole meets or exceeds the quarterly goal, which is set by Aspen Valley's Director of Admissions (Debby Essex) and CFO Terry Collins. "Every one of you has to ask every person every time—or at least talk about the money involved with their account—because we have to create an expectation that we're going to talk about money," Essex says. "Even if we are not expecting to collect anything, we can say, 'We ran the benefits on your account. Your procedure should be covered 100 percent. It doesn't look like you owe anything today.'"

"The key for us was the CFO's buy-in to start a bonus program and the recognition that front-end collections really make a difference," Essex says. "The other key is technology that is easy to use. It has to be easy for staff to collect."

— by *Lola Butcher*

WHA members attend more than 88 Peer Network Meetings each year to roundtable and share collaborative best practices in delivering healthcare and operations performance improvement on topics like the Patient-Friendly Billing project. See page 4 for our upcoming schedule. Contact Tracy Luster at [Tracy.Luster@wha1.org](mailto:Tracy.Luster@wha1.org) for more information.

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Welcomes Director**

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**Western  
Healthcare  
Alliance**

**Celebrating  
25  
Years!**

## Members Access New Program for Payroll and HR with Paylocity



The WHA Human Resources Peer Network conducted a thorough evaluation of several providers for online payroll processing, human resources activities, and employee self-service systems over the course of several months in 2013 and beginning of 2014. Members chose Paylocity for their functionality, ease of use, security, compliance and value-added services such as support for constantly changing rules and regulations under new reform measures.

The Patient Protection and Affordable Care Act (PPACA) is a complex, but critical, piece of legislation for employers to understand. Under the PPACA, employers are required to offer employees healthcare insurance coverage. This provision is known as Employer Shared Responsibility or “Play-or-Pay.”

Understanding Shared Responsibility is no easy task, nor is determining if your organization is required to become compliant or already is compliant. One of the largest challenges can be accessing the right data about your organization to provide to your health insurance provider.

### PAYLOCITY, PPACA & YOU

As an innovative cloud software provider, Paylocity goes beyond simple payroll functions and has delivered an all-inclusive set of PPACA dashboards and reports to help employers understand and take advantage of the safe harbor provisions under the Shared Responsibilities Act.

PPACA Dashboards and Reports are standard within Web Pay, and focus on PPACA Affordability, Eligibility and FTE Count. These powerful tools are easy to use and allow you to dive into granular data or see your current status visually as charts or graphs. You can even export and share with your executives or health insurance provider.

Simply put, at Paylocity, we go beyond payroll and empower clients to get the data they need for critical business decisions around PPACA.

For more information about Paylocity and the WHA HR Peer Network, contact **Scot Mitchell** at [scot.mitchell@wha1.org](mailto:scot.mitchell@wha1.org) or **970-683-5227**.



## WHA and Cedaron Partner for Complete Rehabilitation EMR Software Solutions

Western Healthcare Alliance has partnered with Cedaron, a powerful practice management software to bring cost-effective, exemplary rehab EMR software to members. Cedaron CONNECT provides complete scheduling, documentation, outcomes, charge capture, and billing solutions in one comprehensive, easy-to-use system.

With Cedaron, members:

- Spend less time documenting patient care
- Meet all reporting and confidentiality requirements
- Streamline processes to reduce administrative work time
- Reduce overhead costs
- Improve billing practices and reduce denials
- Pass “impassable” audits, including RAC audits
- Effortlessly analyze treatment data and effectiveness
- Benchmark outcomes with peers, nationwide

**Endorsed.** Cedaron CONNECT is the only rehabilitation documentation and practice management solution developed exclusively with the American Physical Therapy Association (APTA).

**Secure, simple integration with existing systems.** Cedaron CONNECT easily interfaces with all major electronic health records for streamlined implementation and integration. The system allows for charge capture based on the Plan of Care, ensuring departments are always up to code and meet state and federal requirements. CONNECT also supports compliance and adherence to Meaningful Use requirements.

**Expandable.** For those facilities doing more than PT, packages are available for occupational, speech and hand therapy designed in conjunction with the American Society of Hand Therapists (ASHT) and American Occupational Therapy Association (AOTA).

**Receive payment for the services provided.** Automated alerts, processes and calculators ensure accurate documentation and strict compliance for complete billing efficiency and confidence resulting in faster and greater reimbursements come standard with Cedaron CONNECT.

**Member benefits.** Cedaron provides exclusive discounts to WHA members and facilitates user groups for collaborative best practices.

For more information about Cedaron CONNECT, contact **Sally Trnka** at **866.986.3653** or [sally.trnka@wha1.org](mailto:sally.trnka@wha1.org).

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New Partners  
for WHA



Operational  
Efficiencies



## Family Health West Expands Radiology Department, Welcomes Dr. Michael Neste as New Director



*Dr. Michael Neste*

Family Health West has recently expanded their radiology department to include not only the best in imaging technology, but also Dr. Michael Neste as the Medical Director of Radiology. “Having a radiologist on site is a critical piece to our hospital growth,” said Family Health West CEO and President, Mark J. Francis. “Dr. Neste brings a wealth of expertise, professionalism, and leadership necessary for our expansion.”

Dr. Neste is originally from Minnesota and attended the University of Minnesota for medical school. He completed his residency and a fellowship in vascular and interventional radiology at the University of Michigan. As Medical Director of Radiology at Family Health West, Dr. Neste will read all radiographic studies, perform minimally invasive procedures, and oversee all standards and protocols for the department.

“I am very excited to be part of Family Health West,” said Dr. Neste. “The enthusiasm and vision of the administration and staff make Family Health West a unique place to practice medicine. By investing in and developing a full service radiology department, the hospital has shown its commitment to providing high quality health care to the surrounding community.”

Ribbon-cutting, open house, and presentation of the new Family Health West radiology wing was held on July 9th.

The new wing provides 3D Mammography (first in the valley), Wide-Bore MRI, Digital X-Ray and GE 64-Slice CT Scanner.

*“Dr. Neste brings a wealth of expertise, professionalism, and leadership necessary for our expansion.”*

– Mark Francis, CEO, Family Health West

## Dr. Brian Davidson joins St. Mary’s as Chief Medical Officer

Brian M. Davidson, MD, joined St. Mary’s Hospital & Regional Medical Center as Vice President of Medical Affairs and Chief Medical Officer on July 28. He has been an active clinician and an administrator at the University of Colorado Anschutz Medical Campus in Aurora, Colorado.

Dr. Davidson has a bachelor’s degree in chemistry from the University of Northern Colorado and attended medical school at the University of Colorado Health Sciences Center in Denver. He is a board-certified anesthesiologist. He also earned a master’s degree in business administration/healthcare administration from the University of Colorado and completed a graduate program in healthcare quality and patient safety at Regis University in Denver.

“Dr. Davidson is an experienced leader, and the senior leadership team welcomes his fresh outlook and opinions,” says Mike McBride, President and Chief Executive Officer for St. Mary’s.



# Upcoming Events

<b>IT Peer Network Meeting</b>	<b>Thursday, August 7th</b> <b>Mind Springs Health, Training Room A236</b> 515 28 3/4 Road, Building A, Grand Junction, 10:00 am – 2:00 pm
<b>HR Peer Network Meeting</b>	<b>Thursday, September 4th</b> <b>Western Healthcare Alliance</b> 715 Horizon Drive, Grand Junction 10:00 am – 2:00 pm
<b>PFS Peer Network Meeting</b>	<b>Wednesday, September 17th</b> <b>Western Healthcare Alliance</b> 715 Horizon Drive, Grand Junction 10:00 am – 3:00 pm
<b>MM Peer Network Meeting</b>	<b>Friday, September 19th</b> <b>Location TBD</b> , 10:00 am–2:00 pm
<b>CFO Peer Network Meeting</b>	<b>Wednesday, September 24th</b> <b>Location TBD</b> , 10:00 am–2:00 pm
<b>Rehab Peer Network Meeting</b>	<b>Tuesday, October 14th</b> <b>Grand River Health, Battlement Mesa Clinic</b> , 10:00 am – 2:00 pm
<b>LSN Peer Network Meeting</b>	<b>Wednesday, October 22nd</b> <b>Location TBD</b> , 10:00 am–2:00 pm
<b>IT Peer Network Meeting</b>	<b>Thursday, October 30th</b> <b>Family Health West</b> , 300 West Ottley Avenue, 10:00 am – 2:00 pm
<b>CNO/Qirm Peer Network Meeting</b>	<b>Tuesday, November 4th</b> <b>Moab Regional Hospital</b> , 450 West Williams Way, 10:00 am – 2:00 pm
<b>MM Peer Network Meeting</b>	<b>Friday, November 7th</b> <b>Location TBD</b> , 10:00 am – 2:00 pm

For more details regarding the WHA Peer Network Meetings, contact Tracy Luster at [tracy.luster@wha1.org](mailto:tracy.luster@wha1.org) or 866.986.3585



Western  
Healthcare  
Alliance

**Celebrating**  
**25**  
Years!



**Strategic Leadership**



**Financial Strength**



**Operational Efficiencies**



**Clinical Excellence**



**Workforce Development**

## Staff Directory

### Carolyn Bruce

Chief Executive Officer  
866.683.5203 • [carolyn.bruce@wha1.org](mailto:carolyn.bruce@wha1.org)

### Scot Mitchell

Senior Vice President  
877.683.5227 • [scot.mitchell@wha1.org](mailto:scot.mitchell@wha1.org)

### Steve Hubbard

Chief Financial Officer  
866.683.5207 • [steve.hubbard@wha1.org](mailto:steve.hubbard@wha1.org)

### Jessica Taylor

Vice President, Marketing & Client Relations  
866.986.3651 • [jessica.taylor@wha1.org](mailto:jessica.taylor@wha1.org)

### Tom Northey

Director, IT Collaboration  
866.986.3657 • [tom.northey@wha1.org](mailto:tom.northey@wha1.org)

### Tom Lake

Director, Group Purchasing  
877.986.3586 • [tom.lake@wha1.org](mailto:tom.lake@wha1.org)

### Craig D. Deehring

Director, Network Services  
866.986.3652 • [craig.deehring@wha1.org](mailto:craig.deehring@wha1.org)

### Pilar Mank

Director, Client Services  
866.986.3590 • [pilar.mank@wha1.org](mailto:pilar.mank@wha1.org)

### Gloria Sacco

Director, Central Business Office  
866.986.3620 • [gloria.sacco@wha1.org](mailto:gloria.sacco@wha1.org)

### Sally Trnka

Director, Network Development  
Executive Director, N2N Strategies  
866.986.3653 • [sally.trnka@wha1.org](mailto:sally.trnka@wha1.org)

### Stephen Day

IT Director  
866.683.5205 • [stephen.day@wha1.org](mailto:stephen.day@wha1.org)

**P4**

Upcoming Events

**Collaborating to Support and Sustain  
Quality Healthcare in All Our Communities**

**888.828.0011** **wha1.org**