

what's up?

NEWS FOR WESTERN HEALTHCARE ALLIANCE



According to KPMG, a U.S. audit, tax and advisory firm, healthcare payers and providers are significantly behind on preparing to use the new ICD-10 coding system required by the Centers for Medicare and Medicaid Services October 1, 2014 deadline.

KPMG polled the healthcare industry to gauge preparedness for the change and found that 74 percent of participants had not prepared and had no plans to conduct testing. In addition, KPMG found that 50 percent of the participants said they had not yet reviewed the impact of the coding update on their cash flow.

“With estimates by those who did measure the impact tallying anywhere from \$1 million to more than \$15 million, healthcare organizations are in for a rude awakening when they finally realize what impact the new standards will have on their bottom lines,” said Wayne Cafran, an advisory principal with KPMG. Further, he said that as healthcare organizations proceed, they will “have their work cut out to properly absorb the impact that the new coding will have on their businesses.”

Healthcare Organizations Prepare for ICD-10

Members have access to a discounted, comprehensive preparedness program for a successful transition to ICD-10.

If you have not tested your clinical documentation, coding and payment systems for ICD-10, CMS recommends that you:

- Move ICD-10 to a #1 priority to reduce risk of significant cash flow problems come 2015.
- Immediately engage in a readiness assessment conducted by a reputable firm.
- Establish an ICD-10 Readiness Team at your facility.
- Conceptualize that your facility's survival may be at stake should claims be denied due to issues in coding beginning October 1, 2014.

WHA members have access to an accelerated, comprehensive ICD-10 preparedness program with discounted services through eCatalyst partnering with UASI and Precyse. **Contact Craig Deehring for more information about this program at 720-839-7605, craig.deehring@wha1.org.**



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Upcoming Events



Western
Healthcare
Alliance

25
Celebrating
Years!

About the WHA Preferred Corporate Partner Program

The WHA Preferred Corporate Partner Exhibition is the largest healthcare conference on the Western Slope!

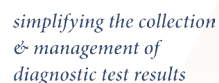
Thursday, February 20th, 2014
DoubleTree Hotel, Grand Junction
8:00 am – 3:30 pm

The Western Healthcare Alliance Corporate Partner Program has been developed over the years as a robust menu of programs providing top-level services and volume discounts from trusted and recognized partners such as the Mayo Clinic, Premier Group Purchasing Organization, Meditech, Cardinal, Lockton Insurance and more. Recognized nationally as a model leading to the success of individual healthcare members, the WHA Corporate Partner Program continues to expand its slate of solutions, regularly making more and more choices available to members.

The premise is simple: members identify needs, WHA staff performs due diligence and business planning including build vs. buy analysis on behalf of the membership, partners are vetted, and programs are launched. As the healthcare environment remains a constantly changing set of situations and applications, the WHA Corporate Partner Program assists members in addressing areas where a solution can be found collaboratively. Members identify needs, problems and regulatory concerns through participating in WHA Peer Network Meetings,

industry association events, and by contacting WHA directly. WHA has dedicated staff in the areas of financial performance, clinical operations, purchasing management and executive administration who work together with the membership to conduct due diligence and identify solutions applicable for the membership. Partners are identified by reference, past performance, and the ability to provide solutions specifically for rural and regional healthcare providers. Once programs are launched, performance is monitored by WHA staff.

Meet WHA's Preferred Corporate Partners who will be exhibiting at the **Western Healthcare Alliance Annual Summit** coming up Thursday, February 20th in Grand Junction. **Find more information and register at wha1.org, or email tracy.luster@wha1.org.**



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**Preferred Corporate
Partner Program**



Operational Efficiencies

Aspen Valley Hospital Welcomes Dan Bonk as New CEO

Aspen Valley Hospital is a founding member of and has participated in WHA continuously since 1989.



Dan Bonk, CEO, Aspen Valley Hospital

Dan Bonk has 30 years of hospital experience, most recently as President of Aurora Medical Center, a \$270 million hospital in Summit, Wisconsin, which is part of Aurora Health Care, a nonprofit network with 15 Wisconsin hospitals. He has also worked for healthcare facilities in Tennessee, Florida, South Carolina and Arizona.

Dan arrives at a challenging time as AVH is in the midst of a \$60 million expansion project that will add 83,000 square feet to the Castle Creek Road complex. Selected from a pool of 40 applicants, Bonk's longtime hospital management experience will be essential, especially in AVH fundraising efforts to construct the third and fourth phases of the expansion.

AVH board member Dr. Barry Mink said, "The Aurora healthcare network is competitive and tough; it has a very low tolerance for mistakes. [Bonk] survived in that network for a long time. A priority for him is communication and working closely with doctors, nurses and staff so he seems to have a lot of empathy and understanding of the medical staff."

We heartily welcome Bonk, his wife and two teen-aged children to Colorado, to the AVH community and we look forward to his participation in our Western Healthcare Alliance family!

Welcome HomeCare & Hospice of the Valley as the Newest Member of WHA

Western Healthcare Alliance is very pleased to announce that HomeCare & Hospice of the Valley is our newest associate member! With locations in both Basalt and Edwards, they serve the Roaring Fork, Crystal, and Eagle River Valleys. Their motto is "Maybe a cure isn't possible, but care is..."

Hospice of the Valley offers both home health and hospice services. Their mission is to provide compassionate and dignified palliative and end of life care to patients and their families; to serve others "with compassion and comfort by relieving suffering and restoring dignity to those living with a life-limiting disease."

Start-up funding for Hospice of the Valley was provided by Aspen Valley Hospital, the Aspen Valley Medical Foundation, and Valley View Hospital who formed Hospice of the Valley in 2008. In December 2009, Vail Valley Medical Center requested that Hospice of the Valley assume ownership of the 20-year-old Mountain Hospice program. Now known as "our community's hospice," they are a nonprofit organization governed by a Board of Directors who live and work in the communities served.

Hospice of the Valley bases its care on compassion and comfort as they honor the dignity of each person. To them, clients are more than patients; they are friends, family, and neighbors.

We are very pleased to welcome Hospice of the Valley to the Western Healthcare Alliance family!

"Maybe a cure isn't possible, but care is..."

— Homecare and Hospice of the Valley



Clinical Excellence

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WHA Member News

Upcoming Events

Western Healthcare Alliance Annual Summit (WHAAS)

DoubleTree Hotel, Grand Junction

Connect, learn, inspire and energize with your peers and national guest speakers at the largest healthcare conference on the Western Slope!

Wednesday, February 19th, 12:30 pm – 6:00 pm

Discover Health IT Meeting, 12:30 pm – 4:00 pm (lunch included)

Opening Reception, 4:00 pm – 6:00 pm

Thursday, February 20th, 8:00 am – 3:30 pm

Peer Network Meetings & Roundtables, WHA Corporate Partner Exhibition, and Keynote Speakers

Register at wha1.org.

Leadership Academy

DoubleTree Hotel, Grand Junction

Friday, February 21st, 9:00 am – 12:00 pm

Tom Ralser, Asking Rights – Investors, Motivations & Monetizing Outcomes

During this half-day workshop, you will learn from the perspective of your board of directors, investors, donors, volunteers, and staff how to develop and deploy highly successful strategies for demonstrating the value of your services to your local community. After deploying these new strategies, your results will include investor retention, long-term relationships, and contributors to your organization who share pride in your accomplishments and growth.

Register at wha1.org.



Strategic Leadership



Financial Strength



Operational Efficiencies



Clinical Excellence



Workforce Development

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Upcoming Events

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

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