

# what's up?

NEWS FOR WESTERN HEALTHCARE ALLIANCE

## WHAAS Roundup



WHA members and staff enjoy discussions during the Patient Financial Services Peer Network Meeting at WHAAS 2014. L to R: Bill Wentzel, Clinda Lasater, Todd Bonatti, Noah Hensley, Stephanie Warth, Laura King.

Thank you to all who were able to join us for the **Western Healthcare Alliance Annual Summit 2014!** We welcomed over 130 members, guests, exhibitors, and staff on February 19 – 21 to Grand Junction for three days of education, networking, and collaboration. We were very glad to have you with us as we celebrate the 25th Anniversary of Western Healthcare Alliance.

WHAAS 2014 was bigger and better than ever! Your continued participation enables us to deliver top-notch education in healthcare business topics, opportunities to collaboratively solve problems, and keynote speakers that will prepare you for crucial current-day issues.

From the **Discover Health IT Meeting** on Wednesday, February 19th, to all the activities on Thursday, February 20th and the Leadership Academy on Friday, February 21st, there was great value for our members and guests. Keynote speaker **Tom Ralsler** led off with *Communicating Community Value, Strategies in Capital and Foundation Campaign*. Healthcare Directors, Administrators and Staff broke out into specific **Peer Network Meetings** over the middle of the day to work on key initiatives. Our Corporate Partner Exhibition provided members opportunities to learn about services, discounts, and revenue programs throughout the day. Our time together ended with an enthusiastic and moving keynote address by *New York Times* bestselling author **Bob Goff** who showed us how *Love Does* and how we each make a difference in someone's life.

Thank you to all of our sponsors and exhibitors for making the day possible. We'd also like to give special thanks to: Access, eCatalyst, INHS, and St. Mary's Hospital & Regional Medical Center for sponsoring breaks, lunch and our keynote speakers! See you at another Peer Network meeting soon!

*We hope this year's WHAAS energized and inspired you for WHAAS and beyond!*

**WHAAS**  
and beyond ...



**DON'T PANIC.**



**Network!!**

“Loved it – learned a lot!

Very informative!

Loved the Speakers!”

**P2**

Prepare for ICD-10

**P3**

WHA Member News

**P4**

Upcoming Events



Western  
Healthcare  
Alliance

**25**  
Celebrating  
Years!

## CMS: ICD-10 Won't Be Delayed, Members & Clients Signing On to Transition Program

*Members have access to an accelerated, comprehensive ICD-10 preparedness program with discounted services through eCatalyst partnering with UASI and Precyse.*



The October 1, 2014 deadline is fast approaching for the new ICD-10 coding system required by the Centers for Medicare and Medicaid Services (CMS). If you have not yet 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 in 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.

Time and resources are running out to get your hospital prepared for ICD-10. Transition involves all levels of your hospital staff, not just your business office. Contact us right away to conduct a 30 minute readiness assessment and establish an action plan for your facility. **For more information about this program contact Chris Meyers at 623-236-3336/602-430-6181 (cell), [chris.meyers@ecatalysthealth.com](mailto:chris.meyers@ecatalysthealth.com).**

## Three Ways to Use Twitter to Stay on Top of Healthcare Trends

Do you think Twitter is just something teenagers use to look at selfies pics from the Oscars? It turns out Twitter can be your best source for news, information and staying in touch with people in healthcare. Don't get stage fright – you don't have to be a tweeter to get a lot of use out of Twitter.

1. Create a free account in five minutes. Use your real information and a current photo that shows your face. You want people to be able to connect with you – sharing on Twitter goes both ways. Say just a little bit about yourself including your role in healthcare and some activities you enjoy. You don't have to include your employer by name. Pick a good handle – it's like your email address.
2. Select some Twitter accounts to follow. Yes, you can follow Katy Perry, but the search bar works just like an internet browser so you can find others. Just add the @ sign to find people and businesses, or the # to find topics in front of anything you want to add to your feed. Hit Follow and you're on your way. Here are some to get you started:



Modern Healthcare: @modrnhealthcr

Centers for Medicare & Medicaid Services (yes, even CMS is on Twitter!): @CMSSGov

Nancy Lofholm, Denver Post reporter: @nlofholm

Colorado Insurance Marketplace: @COGovHealth

Anthony Bourdain (you should have some fun too): @Bourdain

3. Check your account. "My Twitter feed is my first source for news and information. I've created lists to prevent overload, and I'll go to a particular account or topic such as #HIMSS14 to get an aggregated list. It's a great tool and has cut my email volume by 50% by eliminating newsletters and bulletins," says Jessica Taylor, VP Client Relations at WHA.

Let us know your favorite ways you use Twitter. Follow us by our handle @TweetsByWHA. See you there!

P2

Prepare for ICD-10



Operational Efficiencies

## Montrose Memorial Hospital Welcomes Steve Hannah as New CEO



*Steve Hannah, CEO,  
Montrose Memorial Hospital*

Congratulations to Steve Hannah, new CEO at Montrose Memorial Hospital! He comes to Colorado from Calhoun, Georgia where he was Chief Operating Officer at Gordon Hospital, an 83-bed acute care facility that is part of the Adventist Health System. He also worked for healthcare facilities in Montana, California, and Colorado.

Debi Harmon, Board President said, “The Board is excited to have Steve join Montrose Memorial Hospital. He brings a strong background in hospital management and will be an asset to our community.” Steve is a Colorado native and will bring his wife and their 10-year-old son to Montrose. They look forward to being actively involved in their new community.

We warmly welcome Steve and look forward to his participation in our Western Healthcare Alliance family!

*“The Board is excited to have Steve join Montrose Memorial Hospital. He brings a strong background to our community.”* – **Debi Harmon, Board President**  
Montrose Memorial Hospital

## WHA Bulletin Board

### Pilar Mank Elected to 2014-2015 HFMA Board of Directors

Please join us in extending our warmest congratulations to Pilar on her appointment to the Colorado HFMA Board of Directors. Pilar was elected to this position by the Colorado HFMA members. In addition, Pilar serves as the Chair of the HFMA Marketing Committee. We really appreciate Pilar’s excellent work as HCM Director of Client Services – but, as you can see by this recent election, we’re not the only ones who think Pilar is awesome! Congratulations Pilar!

### Craig Deehring Board Member of the Year for CMCC

Congratulations Craig Deehring, Director of Network Services for Western Healthcare Alliance, being named Board Member of the Year by **The Colorado Managed Care Collaborative (CMCC)**. Craig serves as Membership Committee Chair for CMCC which is a voluntary, nonprofit organization focused on advancing the development and role of the professional practices of managed care. CMCC membership includes representatives of national and local health plans, provider organizations, consultant groups, medical practices, and other healthcare professions. Congratulations Craig, on this accomplishment!

### Nicholas Lennon – ACA Fellow Designation

We are happy to announce Nicholas Lennon, a Financial Counselor and Team Leader in our Revenue Cycle Services, has earned the American Collectors Association highest honor: ACA Fellow. Earning this designation required years of commitment to education and training. Congratulations and thank you, Nick, on your continued dedication to your profession!



# Upcoming Events

 <p><b>Nursing Workshop</b></p>	<p><b>Saturday, March 15th</b>  <b>St. Mary's Saccomanno Education Center</b>                  2635 North 7th Street, Grand Junction                  8:00 am – 4:15 pm</p> <p>This workshop is designed primarily for Registered Nurses practicing in all phases of perianesthesia care. St. Mary's Hospital and Regional Medical Center is co-sponsoring this event with the Rocky Mountain PeriAnesthesia Nurses Association (RMPANA), District 3. Attendees can earn 6 credit hours; nursing students can attend free of charge.</p> <p><b>For more details, contact Peggy Van Cleve at <a href="mailto:walkingeachday@yahoo.com">walkingeachday@yahoo.com</a> or 970.234.0765</b></p>
<p><b>Western Healthcare Alliance CNO/QIRM Peer Network Meeting</b></p>	<p><b>Friday, April 4th</b>  <b>Western Healthcare Alliance</b>                  715 Horizon Drive, Grand Junction                  10:00 am – 2:00 pm</p> <p><b>For more details, contact Tracy Luster at <a href="mailto:tracy.luster@wha1.org">tracy.luster@wha1.org</a> or 866.986.3585</b></p>



## Staff Directory

-  **Strategic Leadership**
-  **Financial Strength**
-  **Operational Efficiencies**
-  **Clinical Excellence**
-  **Workforce Development**

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

**P4**  
 Upcoming Events

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