

# what's up?

NEWS FOR WESTERN HEALTHCARE ALLIANCE



Rich Roll delivers his keynote presentation, *Living your Authentic Life*, to WHA members at WHAAS.

“I was very happy with the whole event. Well done!”

Together  Stronger

## WHAAS 2015 a Success Story for Members

Thank you to all who joined us for the 2015 Western Healthcare Alliance Annual Summit! We welcomed members, guests, and partners on February 11 – 13 to Grand Junction for three days of education, networking, and collaboration. Our theme **Together Stronger** was embodied with top-notch education in healthcare business topics, opportunities to collaboratively solve problems, and keynote speakers that prepare members to work towards retaining independence through interdependence. With over 130 members and guests in attendance, WHAAS 2015 was bigger and better than ever!

This year we launched the new **WHA Trend Forum** to kick off the annual summit. The Forum informed over 50 members with first-hand information on industry trends affecting operations, cost-saving initiatives and risk analysis for healthcare providers in Colorado.

On Thursday, the day began with a keynote on care transition models by Dr. Mark Lindsay, Assistant Professor of Medicine, Mayo Clinic College of Medicine and Medical Director, Allevant Solutions. Dr. Lindsay gave insight into **Advancing Quality and Reimbursement in Community Hospitals Through Transitional Care Models**. Members then had two opportunities to break out into their individual Peer Network meetings to work on key initiatives. Throughout the day our Corporate Partner Exhibition provided members opportunities to learn about services, discounts, and revenue programs. Our day ended with an enlightening and empowering keynote by Rich Roll, best-selling author and world-renowned ultra-endurance athlete, leaving members inspired to delve deep within and be empowered to embark on a journey with the tools to unlock and unleash their best, healthiest selves.

A Leadership Academy course anchored the summit with over 60 members participating on Friday, February 13th. Jo Anne Preston, Workforce and Organizational Development Manager for the Rural Wisconsin Health Cooperative led a session titled **Coaching the Challenging Professional and Holding People Accountable**.

Thank you to all our 2015 WHAAS sponsors:



Western Healthcare Alliance

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WHA Leadership Academy 2015 Series

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Upcoming Events

## More Courses added to the 2015 WHA Leadership Academy Series

### Departmental Finances for the Non-Finance Person

Friday, March 27th, 10:00 am – 3:00 pm

Facilitated by Terry Collins, Chief Financial Officer, Aspen Valley Hospital

As we move up and our responsibilities increase within our facilities, the training doesn't always follow so we're left to fend for our own. Developing and interpreting departmental finances can be one of those job requirements where training isn't always provided. This course will teach participants how to read and understand their departmental financial statements. Using a case-study approach with actual hospital departmental statements, participants will understand how to read and interpret the numbers on a departmental income statement.

### Best Practices in Healthcare Customer Service—What the Best Hospitals (including your own!) are Doing

Friday, May 8th, 9:00 am – 3:00 pm

Facilitated by Jo Anne Preston, Rural Wisconsin Health Cooperative Workforce and Organizational Development Manager

This workshop will share what has been learned from successful healthcare organizations about what matters most to the customer and what keeps them loyal. Learn from the stories about organizations that turned their culture around to engage customers—both internal and external—and achieved satisfaction scores to show the results.

### How to Successfully and Accurately Interpret Financial Statements

Friday, September 25th, 10:00 am – 3:00 pm

Facilitated by Terry Collins, Chief Financial Officer, Aspen Valley Hospital

We all look at financial statements: at departmental meetings, Board meetings, volunteer meetings, but do we fully understand what we are looking at and what they mean? This course will teach participants how to correctly read and interpret a hospital's financial statements, including the income statement and balance sheet. Through a case study approach that emphasizes ratio analysis, participants will be able to determine the overall financial health of their organizations, as well as determine the specific financial strengths and weaknesses of their own organizations.

### How 'Lean' Can Support Quality Improvement in your Department

Friday, October 23rd, 9:00 am – 3:00 pm

Join us for this fun, interactive session that will teach you the common biases in human thinking leading to poor organizational decision-making and the way to overcome them with a flexible and team-based decision-making process. Learning will be highly participatory and also cover the basic elements of structured brainstorming and prioritization, data-driven root cause problem solving, process-focused project management, change leadership and operationalized process control to ensure changes last over the long term.

*“Leadership Academy was excellent—a very applicable course. I took what I learned and implemented it right away.”*

WHA Leadership Academy is a high-impact, results-oriented educational series with courses designed to be taken as a four-part curriculum or as individual classes. The program focuses on management intensives around leadership, problem-solving, business and collaboration. There will be four courses offered in 2015 which participants can choose to attend as a consecutive series, or individually.

Facilities are encouraged to send more than one person so participants can learn and utilize the skills and experience gained together. Tuition is discounted for participants taking the entire series, and for multiple attendees from a facility attending the entire series or individual courses.

### REGISTER TODAY!

<https://whaleadershipacademy2015.eventbrite.com>

#### Single tuition:

\$199 per course

\$675 for entire series (four courses)

#### Group tuition:

(groups of two or more attending from same facility)

\$149 per person per course

\$500 per person for entire series (four courses)

All classes will be held in Grand Junction.

#### Questions?

General: Bobbie Orchard, [bobbie.orchard@wha1.org](mailto:bobbie.orchard@wha1.org) or 877.683.5223

Registration: Tracy Luster, [tracy.luster@wha1.org](mailto:tracy.luster@wha1.org) or 866.986.3585

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WHA Leadership  
Academy 2015 Series



Workforce Development

## Southwest Memorial Welcomes W. Kent Rogers as new CEO



**SOUTHWEST**  
*Memorial Hospital*

Where Caring and Community Come Together

W. Kent Rogers is set to join Southwest on March 19th and brings 16 years of experience as a CEO and assistant administrator in hospitals ranging from 25 to over 300 beds. He comes to Southwest from Mercy Hospital in Ada, Oklahoma where he served as the president. Please help us in welcoming Rogers, his wife and daughter to Colorado. Southwest Memorial Hospital has been a member of WHA since 1990 and an owner of HCM Revenue Cycle Solutions since 2003.

*“Rogers’ experience with small critical access hospitals and strong healthcare background made him the top candidate.”*

– Judy Schuenemeyer, Board Chairman, Southwest Memorial Hospital

## John Rossfeld, CEO of The Memorial Hospital Recognized



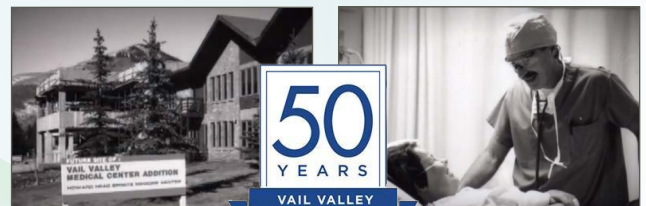
Congratulations to John Rossfeld, CEO of The Memorial Hospital in Craig for being named to the Becker’s Hospital Review 2015 list of 50 Rural Hospital CEOs to Know.

This recognition is based on “presidents, CEOs and administrators dedicated to advancing healthcare in their communities and are tackling the challenges of providing healthcare in rural or small towns with vigor.” Those recognized were selected through an editorial process that included consideration of several factors such as “awards received; local, regional and national leadership positions held; and their organization’s recent performance.”

## Vail Valley Medical Center Celebrates 50 years!

From a small clinic in what is now The Red Lion to an expanding world-renowned facility with highly-trained specialists, 2015 marks the 50th anniversary of Vail Valley Medical Center (VVMC), an independent, nonprofit hospital since 1965. At that time Vail’s first full-time doctor was hired and a small clinic was opened in the Mill Creek Court Building. In 1967 the clinic moved to its current location. The facility has continued to grow and expand through the years and now has a campus in Edwards as well.

VVMC offers services including cardiology, childbirth, urgent/emergency care, plastic surgery, physical therapy and cancer care through Shaw Regional Cancer Center. Their partners offer world-renowned orthopaedics, family medicine and surgery care in facilities from Vail to Gypsum and Frisco to Silverthorne.



*Congratulations to Vail Valley Medical Center for 50 years of service!*



**Clinical Excellence**

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**WHA Member News**

## UPCOMING EVENTS

<b>Next WHA Leadership Academy</b> <i><b>REGISTER TODAY</b></i> <i>for one or all courses in the series!</i>	<b>Friday, March 27th</b> <b>Grand Junction</b> 10:00 am – 3:00 pm <a href="https://whaleadershipacademy2015.eventbrite.com">https://whaleadershipacademy2015.eventbrite.com</a>
<b>Western Healthcare Alliance CNO/QIRM Peer Network Meeting</b>	<b>Thursday, April 9th</b> <b>Western Healthcare Alliance</b> 10:00 am – 2:00 pm
<b>Western Healthcare Alliance Rehab Peer Network Meeting</b>	<b>Tuesday, April 28th</b> <b>Western Healthcare Alliance</b> 10:00 am – 2:00 pm
<b>Western Healthcare Alliance IT Peer Network Meeting</b>	<b>Thursday, April 30th</b> <b>Western Healthcare Alliance</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



**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*

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Upcoming Events

888.828.0011

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