



WESTERN HEALTHCARE ALLIANCE

A photograph of medical professionals in blue scrubs, with their hands clasped together in a supportive gesture. The image is partially obscured by a large blue wave graphic at the bottom of the page.

HOSPITALS & LARGE HEALTHCARE ORGANIZATIONS MEMBERSHIP

Helping you fill the gaps.

wha1.org



Welcome to Western Healthcare Alliance

A Network Built & Led by Rural Healthcare Providers

Collaborating to Improve Rural Healthcare

For over 35 years, Western Healthcare Alliance (WHA) has been the hub for member collaboration, program development, and education to help keep healthcare local and sustainable in members' communities.



WHA continues to expand with over 30 Hospitals and Large Healthcare Organization members, plus our new Program Access Membership levels for the Business Community and Independent Clinics. These new memberships offer a community-wide approach to helping our rural communities save money on goods and services through our programs.

Collaboration is the Heart of WHA!

Our Peer Networks are a core service and the level of collaboration and sharing members demonstrate during their meetings is inspirational. Members often collaborate on joint programs to bring new services to their communities.

Ensuring Independence & Freedom

WHA allows members to have the independence and freedom to call the shots, while making it easier for them to make decisions with confidence.

Milestones

1989

HCM

A1

HCM Established

20 WHA Members Purchase A-1 Collection Agency & Form Healthcare Management

WHA

WHA Established

WHA Formed by a Small Group of Rural Colorado Hospitals

1992

ARS

AR Services Established

Healthcare Management Launches AR Services for Early-out, Self-pay Services

2001

CCA

CCA Established

WHA Members Form Community Care Alliance as an Alternative Payment Model & to Manage Population Health

2015

30+ Members in Colorado, Michigan & Utah

Member Savings Exceeds \$10.2 Million

19 Peer Network Groups

Three Membership Levels for Hospitals & Large Healthcare Organizations, Independent Clinics, & the Business Community

Healthcare Management, LLC Houses A-1 Collection Agency & AR Services for Extended Business Office Services

Community Care Alliance is a Clinically Integrated Network with a Team of Care Coordinators & CCA Rx (Pharmacy Benefit Administration)

2025



Helping You
Fill The Gaps!

WHA is a regional network that helps keep healthcare in your community local, independent, and sustainable.

With this membership option, rural organizations don't have to handle everything on their own. With a network like WHA, you have peer-to-peer support and money-saving purchasing opportunities, all while maintaining your independence.

Our hospitals and large healthcare organizations have been the core of our business since 1989. Members' support has led WHA to form additional entities, negotiate deeper discounts, and collaborate on a larger scale.

Through this membership option, members have access to all WHA services, participation in our Peer Network groups, and opportunities to serve on our board and committees.



WHA is Perfect For:

- ▶ Critical Access Hospitals
- ▶ Non-profit Community Hospitals
- ▶ Behavioral Health Hospitals
- ▶ Regional Hospice Care Providers



Together We Are
Extraordinary!



Hospitals & Large Healthcare Organizations

WHA Members & Healthcare Management Owners*

Animas Surgical Hospital
Aspen Valley Health*
Aspire Rural Health System
Common Spirit Mercy Hospital
Community Hospital*
Delta Health*
Family Health West*
Grand River Health*
Gunnison Valley Health*
Health Solutions West
Heart of the Rockies Regional Medical Center*

HopeWest*
Intermountain Health
St. Mary's Regional Hospital*
Memorial Regional Health*
Middle Park Health
Moab Regional Hospital*
Montrose Regional Health*
Mt. San Rafael Hospital
Pagosa Springs Medical Center
Pioneers Medical Center*
Rangely District Hospital*
Rio Grande Hospital

San Luis Valley Health
Solvista Health
Southwest Health System*
Spanish Peaks Regional Health Center
St. Vincent Health*
Telluride Regional Medical Center*
UCHealth Yampa Valley Medical Center
Vail Health
Valley View Hospital*
Wray Community District Hospital*

Rocky Mountain Health Plans is also an owner of Healthcare Management.

WHA In-house Services

WHA is committed to supporting members to help them succeed in their communities.

Oftentimes our members have needs that don't fit the mold for a partnership with another entity. When this happens, WHA is well-positioned to build an in-house program to help members.

WHA has you covered from education to mentorship and beyond!



Healthcare Management
Specialized Revenue Cycle Services



Healthcare Peer Networks
Peer-to-Peer Support & Collaboration



Leadership Academy
Cost-effective, High-quality Education



Community Care Alliance
Clinically Integrated Network



CCA Rx
Pharmacy Benefit Administration



Wisdom in Practice
Mentorship Program



Peer to Peer Connection
Mentorship Program



Healthcare Management

Specialized Revenue Cycle Services



HEALTHCARE MANAGEMENT

Committed. Empathetic. Personalized.

Healthcare Management (HCM) was formed in 1992 by a group of rural hospitals and healthcare organizations. This innovative and collaborative group sought to take control of their bad debt collections and improve how accounts were collected in their communities. Their first step was to purchase A-1 Collection Agency and subsequently formed AR Services in 2001 to provide extended business office services.

Today HCM is owned and governed by 20 rural hospitals and healthcare organizations and provides services to over 250 customers.

People-friendly Values

As your partner, we respect the relationship that exists between your organization and the local community. Each account is unique and our staff works with your patients in making payments to the best of each individual's ability, based upon their circumstances.

By being partners with our customers, we can help improve financial performance, strengthen employee engagement, minimize human error, and enhance consumer experience.

Each customer has a dedicated Customer Support Representative to assist with all account placements, account cancellations, reported payments, questions, and more.

Visit us online at [HCMColorado.com](https://www.HCMColorado.com) or call **970.986.3590** today to learn more about HCM and our services.



Debt Collections

Unpaid bills can be a big headache and negatively impact your bottom line.

Is your organization understaffed, with limited time to manage your account receivables? Collecting payments can be a daunting task. You need A-1 Collection Agency (A-1) to help you turn past-due accounts into revenue using a people-friendly approach.

Throughout the collection process, A-1 focuses on putting people first, both you and your consumers.

A-1 treats everyone with the utmost respect and compassion to ensure your reputation is constantly maintained. By being transparent to both you and your consumers, A-1 can significantly decrease the time it takes to collect an account.

A-1's knowledgeable collectors are extensively trained, certified in FDCPA and Professional Telephone Techniques, and comply with Fair Credit Reporting Guidelines. They have superior knowledge of state and federal collection laws and regulations. Current best practices are top of mind for A-1 and are constantly maintained to help you improve your financial performance. For non-compliant accounts, A-1's in-house legal team works on your behalf to quickly bring legal action to qualifying accounts that are defined by your mission, vision, and financial policies.

A-1 Collection Agency is a subsidiary of Healthcare Management, an organization that is owned and governed by 20 rural hospitals and healthcare organizations in Colorado and Utah and provides services to over 250 customers.

Who We Serve

- ▶ Critical Access Hospitals
- ▶ Rural & Community Hospitals
- ▶ Physician Groups
- ▶ And more!

Who We Are

- ▶ Professionally Accredited
- ▶ Highly Trained
- ▶ In-house Legal Counsel
- ▶ 30 Years' Experience
- ▶ 2021 InsideARM Best Places to Work
- ▶ Leading-edge Collection Technologies

Reach out today to learn more about how A-1 can help ease the stress of collections and improve your cash flow.

Pilar Mank

Administrative Director of
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A1CollectionAgency.com
Committed. Empathetic. Personalized.





Extended Business Office Services

AR Services takes away the worry with flexible Extended Business Office programs built to fit you and your patients' unique needs.

With a dedicated healthcare focus, AR Services (ARS) works with Critical Access Hospitals, large health systems, physician groups, and skilled nursing organizations to provide experienced early-out self-pay services.



ARS understands that business offices and finance departments in rural locations are often under-staffed and overburdened with work and can help relieve that burden.

ARS' friendly patient account representatives help patients and their families navigate and manage their account while working with the healthcare provider's billing process. ARS' solutions are designed for rural and community facilities looking to help their business office and finance departments become more efficient.

Early-out Self-pay

- ▶ **Customized Programs** augment your in-house collection cycle. We contact patients regarding their accounts via monthly phone calls and statements. Through these programs, we stress payment in-full as well as create and manage payment plans.
- ▶ **Medical Financing** is a payment plan option for larger balances. Patients sign a simple-interest promissory note, and we manage the accounts from beginning to end including statements and follow-up. 100% of the principal goes back to the client.
- ▶ **Payment Plan Management** manages existing time-pay accounts by sending regular statements, receiving and monitoring payments, and handling all patient contact.

Additional Service

- ▶ **Physician Payer Enrollment Credentialing**
Delays in the credentialing process can be stressful and negatively impact your business. Credentialing is a long, tedious process that can consume a billing staff's time and resources. AR Services' expert staff will take care of the details for you. You no longer need to worry about following up or unnecessary delays.

Pilar Mank

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ARServices.org
We put people first!



Healthcare Peer Networks

Members Collaborating for Solutions



As healthcare leaders, who do you turn to when you need help, advice or just want to kick around some new ideas? Who do you ask about experiences with a particular vendor or consultant? It's important to realize that you are not alone in the obstacles you face on a day-to-day basis.

"If you want to go fast, go alone. If you want to go far, go together."

- African Proverb

Get Connected
Feel Empowered
Be More Effective



WHA's Peer Networks provide a circle of peers with whom you can share ideas, experiences, fears, concerns, successes, and much more. Members feel safe to express themselves in a safe environment where they are not judged, and peers are there to support each other. Made up of peers just like you, your peer network consists of others in your role who can relate to your situation.

Our Peer Networks also offer a platform to create solutions and programs that can help your organization save money and improve efficiencies. You don't have to sift through everything on your own, your peers are here to help!

Reach out today to learn more about our Peer Networks.

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Together We Are
Extraordinary!

Leadership Academy

Cost-effective, High-quality Education



It's challenging to find high-quality, cost-effective training for your leaders, and often times staff may have to travel far for expensive classes while managing busy schedules.

WHA has been providing leadership education for over 15 years and focuses on different areas geared toward **improving performance** and **motivating staff** to be the best they can be.

Perfect for newly appointed or existing managers, Leadership Academy courses focus on management, communication, business skills, and more.



Custom Courses We Provide:

- ▶ **Reality-Based Leadership Philosophy: Ditching The Drama & Turning Excuses Into Results**
The Reality-Based Leadership Program is founded through research which proved that a tremendous hit to any organization's bottom line is waste – more specifically, the emotional waste of drama. Emotional waste shows itself as resistance to change, entitlement mentalities, complaints about workload, over-dependence upon management, lack of nimbleness and adaptation, and using circumstances or the environment as excuses for missed goals.
- ▶ **Managing Conflict: Skillful Conversations To Build Trust**
Do you struggle to manage your frustration or avoid difficult conversations entirely? Do you know how to effectively reach a resolution when approaching a conflict? This workshop focuses on common challenges people have with communication like being assertive, speaking with clarity, managing emotions, reflective listening, and more. This course will lead participants through the skills needed to tackle conflict and difficult conversations.
- ▶ **Mind Matters: Managing Perceptions For Better Interactions**
Your subconscious holds the beliefs or programs that ultimately create the reality that you live every day. Do you look outside of yourself to explain what's wrong with your life? Would you like to increase your confidence, improve your communication, handle conflict, dispel anxious feelings, create rapport with others, understand and use body language, and overall, be more effective in your life? Change the program and you change the result. Learn how to view yourself from the outside in and use your perceptions to be a conscious leader.

Reach out today to learn more!

Bobbie Orchard
Marketing & Program
Development Director
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"Angelina did a great job and the class was just what I needed at the right time. Thank you!"

– Brian Heersink, IT Director, San Luis Valley Health

Learn more at wha1.org/wha-leadership-academy

Join the Community Care Alliance (CCA) and experience the benefits of a truly integrated healthcare system!



Our Clinically Integrated Network (CIN) brings together independent hospitals and primary care providers to deliver seamless, high-quality care. By working collaboratively, we ensure that communities receive comprehensive, efficient, integrated primary care, tailored to their unique needs. With a focus on innovation and patient-centered care, we strive to enhance health outcomes and overall satisfaction.

Our network of dedicated healthcare providers work together to ensure patients receive the right care at the right time, thereby reducing unnecessary costs and improving overall health. By focusing on preventive care and chronic disease management, we aim to keep communities healthier and more satisfied with their healthcare experience.

Strategic Objectives

- ▶ Support independent rural hospitals and practices in the transition to value-based care.
- ▶ Leverage the network to improve the quality and efficiency of patient care and maintain cost control mechanism.
- ▶ Share accountability and rewards for achieving quality and performance benchmarks.
- ▶ Optimize medical home, team-based care models, and population health management infrastructures.
- ▶ Enhance existing relationships and partnerships with providers, community organizations, and public health.
- ▶ Provide quality data reporting, training and assistance, robust clinical informatics, and personalized operational coaching.

CCA Programs [View details at www.wha1.org/cca](http://www.wha1.org/cca)

- ▶ **Advanced Data Analytics** Partnering with REDi Health
- ▶ **Community Health Plan & ACO** Partnering with ProviDRs & ACO National Network
- ▶ **Medicare Shared Savings ACO** Partnering with Wellvana
- ▶ **Regional Care Coordination** Focusing on ACO Medicare lives
- ▶ **Valley Health Alliance (VHA) Provider Network & Alternative Payment Model**
Partnering with the VHA Purchasing Alliance
- ▶ **CCA Rx** Pharmacy Benefit Administration

Reach out today to learn more!

Marnell Bradfield, MS

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Keeping Care **Local**



Our Participants

Community Care Alliance

All Valley Women's Care

Animas Surgical Hospital

Aspen Internal Medicine
Consultants

Aspen Medical Care

Aspen Valley Hospital

Aspen Valley Hospital Clinics

Aspen Valley Pediatrics

Community Hospital

Community Medical Group

Delta Health

Glenwood Medical Associates

Grand River Health

Grand River Health Clinics

Gunnison Valley Health

HopeWest

Kadison Medical Group

Lake City Area Medical Center

Memorial Regional Health

MidValley Family Practice

Moab Regional Hospital

Montrose Regional Health

Mountain Family Health Center

Pioneers Medical Center

Rangely District Hospital

Rio Grande Hospital

San Luis Valley Health

Spanish Peaks
Regional Health Center

Valley View Hospital & Clinics

Preserving Healthcare Through Transformation

If you're an independent hospital looking for critical tools to survive, don't do it alone. Consider joining with other rural-focused independent hospitals in the CCA to truly achieve economies of scale and leverage with peers that have a proven track record to get this work done.

Pharmacy Benefit Administration

Take control of your prescription costs and save money with the CCA Rx program!



As an employer in your community, you often face the daunting task of recruiting and retaining employees and employee benefits are a big portion of this task. They are a costly but important component of your organization. What if you could save money for not only your organization, but also your employees?

The CCA can help with our CCA Rx program!

CCA Rx and our pharmacy partner, FairScript, are proud to be among the PBMs Mark Cuban's Cost Plus Drug Company partners with. By working together, we provide affordable, accessible prescription care to our communities. With a commitment to total transparency and lowest net cost, we cut through the red tape of other PBMs and get you the savings you and your employees deserve!

HOW DO YOU QUALIFY TO PARTICIPATE?

If you are a SELF-FUNDED employer, you are eligible to participate in CCA Rx

WHAT'S IN IT FOR YOU & YOUR EMPLOYEES?

NO COST to participate and it's a direct pass through from what you already own. Best of all, your employees have access to reduced price prescriptions.

- ▶ **Complete Control and Flexibility with Formulary Development and Management**
You control who fills your scripts and your physicians develop prescribing patterns appropriate for your area.
- ▶ **Ability to Customize Your Formulary to Meet Employee Needs**
This includes options for specialty and other high-cost drugs.
- ▶ **Access to 340B Pricing for Members When Appropriate**
- ▶ **Complete Transparency with Your Prescription Plan and Where the Money is Going**
This includes what you are paying for the drug, fill/admin fees, and 100% of downstream rebates are returned to the individual employer plan, which are not shared between a PBM and broker.
- ▶ **Easy to Implement and Manage as the Program Aligns with Your Insurance Plan Renewal**
The CCA works with FairScript to manage the program and report back to you.
- ▶ **Added Employee Benefits per Individual Organization's Discretion**
Example: waived deductible, co-pays, and travel reimbursements, etc. for employees who utilize participating pharmacies.

To date, the CCA Rx has achieved close to a 50% savings for its members compared to previous PBM relationships. Additionally, the CCA Rx consistently provides a significantly higher rebate per script, while member (employee) costs per script are down.

Still not sure if the CCA Rx is right for you? Reach out today to learn more!

Tom Northey

Chief Innovation Officer
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"I encourage WHA members to thoroughly consider the CCA Rx opportunity. We joined as part of the initial program and the results have far surpassed our expectations. The savings have allowed us to invest more in our employee benefits. The transparency of the program is simply refreshing. Highly recommended!"

- Konnie Martin, CEO, San Luis Valley Health

Welcome to WHA's Wisdom in Practice (WIP) program!

WHA's mentor program is built for those who want to develop professionally and move into an administrative role/C-suite position. We know there are traditional courses you can take but might not get the soft skills needed to advance.

Our program matches seasoned WHA C-suite members (CEO, CFO, CNO, VP, etc.) with staff members from other organizations to help them advance their skill set.

WHA members have been supporting each other for over 30 years and are some of the most innovative and resilient people in healthcare. This program allows members to share their expertise and wisdom with those wanting to advance without paying huge sums of money.

**IMPROVE
SUCCESS
TRAINING
MOTIVATE
WORK
INSPIRE**

The WIP program is a year-long program beginning in March each year. There is no fee for mentors to participate in the program. Mentees each pay \$200 per year to participate.

- ▶ Success is determined by goals set by mentee with mentor
- ▶ Chew and Chat sessions are held to discuss leadership challenges with fellow peers
- ▶ Meeting via Zoom is encouraged



Have questions about the program?
Contact Angelina today!

Angelina Salazar
Chief Executive Officer
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Peer to Peer Connection

Peer to Peer Connection is a mentorship program for leaders within their professional fields. We have many experienced and knowledgeable leaders that can assist up-and-coming leaders within our WHA membership.

WHA members have been supporting each other for over 30 years and are some of the most innovative and resilient people in healthcare. This program allows members to share their expertise and wisdom with those wanting to advance without paying huge sums of money.

Mentor

- ▶ Be a WHA experienced leader
- ▶ Meet with mentee once a month for at least 30 minutes
- ▶ Be available during the month for email communication
- ▶ Keep all conversations and communication confidential
- ▶ Use active listening & coaching skills to provide clear feedback
- ▶ Meet with Pilar Mank twice during the six months



Mentee

- ▶ Be a WHA member
- ▶ Meet with mentor once a month for at least 30 minutes
- ▶ Be respectful of mentor's time
- ▶ Be motivated and willing to learn
- ▶ Take responsibility for creating the agenda for each meeting
- ▶ Meet with Pilar Mank once per month

Reach out today to learn more about Peer to Peer Connection.

Pilar Mank

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Peer to Peer Connection is a six-month commitment for the mentor and mentee.

- ▶ The mentee will be matched with a mentor in their field.
- ▶ Each month the mentor and mentee will meet for 30 minutes.

Corporate Partner Program

Our Corporate Partners are carefully vetted by staff and members to ensure they offer top-notch customer service, considerable discounts, and more. WHA strives to partner with like-minded organizations who align with our member values.

Once WHA contracts with a Corporate Partner, WHA manages the overarching agreement to ensure the Corporate Partner delivers agreed upon discounts and services to members. WHA receives quarterly reports from the Corporate Partners and tracks the savings of each program for members.

WHA negotiates discounts based on the potential volume of our membership.



Cedaron

Software to Improve Both Patient Care & Provider Processes



EPC USA

Cyber SIEM Solutions, Cyber Attack Sandboxing & Cyber Resiliency



governWell™

Governance & Strategy Solutions for Rural Healthcare



Healthcare Alliance Benefits

Benefits & Insurance Solutions



HealthTech

Clinical Coordination Programs & Executive Recruiting



Hedy & Hopp

Marketing Analytics & Services for Healthcare



IMA Financial Group, Inc.

Employee Benefit Solutions & Property & Casualty Insurance



KnowBe4

Awareness Training for Prevention of Phishing Attacks



Mayo Clinic

Reference Laboratory Testing



Medefis

Healthcare Staffing Pool



Prairie Health Ventures

Group Purchasing Program



Qualaris

Quality Improvement Auditing & Reporting Software



The Care Partner Project

Turnkey Patient & Family Engagement Resources



TRS International

International Staffing for Healthcare Organizations



Union Leasing

Fleet Leasing & Maintenance



Wilderness Medical Staffing

Rural Medical Provider Staffing

Reach out today or visit us at wha1.org to learn more!

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**MEMBERS CAN SAVE
THOUSANDS OF
DOLLARS EACH YEAR!**



WESTERN HEALTHCARE ALLIANCE

**Visit us online to learn more at wha1.org
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