



WESTERN HEALTHCARE ALLIANCE



INDEPENDENT CLINICS PROGRAM ACCESS MEMBERSHIP

Helping you fill the gaps.



WESTERN HEALTHCARE ALLIANCE

Western Healthcare Alliance (WHA) began in 1989 when a small group of rural Colorado hospitals decided that there was power in numbers. Today, WHA is governed by over 30 hospitals and healthcare providers.

WHA offers collaborative business solutions through a family of member-owned companies and Corporate Partner programs. We negotiate volume discounts with our Corporate Partners based on our potential collective buying power.

Since its formation, WHA has saved members millions of dollars on goods and services.



Are you looking for a way to save money on things you already purchase?

WHA might be able to help!

For only **\$500 per year**, this membership level offers you discounts to a subset of services within the medical practice realm.

Sign up online at wha1.org/independent-clinics-application. Once you are approved and your invoice has been paid, we'll connect you to the appropriate contacts for the services you are interested in.

You can access these great discounts for only \$500 a year.

WHA In-house Services

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It's challenging to find 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 bringing leadership education to its members since 2007 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, and business skills.



A sampling of classes include:

▶ **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 course focuses on common challenges people have with communication like being assertive, speaking with clarity, managing emotions, reflective listening, and more.

▶ **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? Learn how to view yourself from the outside in and use your perceptions to be a conscious leader.

▶ **Reality-Based Leadership Philosophy: Ditching the Drama & Turning Excuses into Results**

This 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. As with any waste, the best way to reduce that waste is through implementing great processes and engaging great people. This course provides leaders with the competencies necessary to change the mindsets of their teams, teach great mental processes that eliminate emotional waste of drama while ensuring top engagement and accountability.

Reach out today to learn more!

Bobbie Orchard

Marketing & Program
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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

Corporate Partners

WHA strives to partner with like-minded organizations who align with our member values.

Our Corporate Partners are carefully vetted by staff and members to ensure they offer top-notch customer service, considerable discounts, and more.

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

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



EPC USA

Arctic Wolf Cyber SIEM Solutions
& Managed Security Awareness



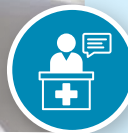
Prairie Health Ventures

Group Purchasing Program



IMA Financial Group, Inc.

Employee Benefits,
Property & Casualty Insurance



Wilderness Medical Staffing

Rural Medical Provider Staffing



Hedy & Hopp

Marketing Analytics & Services



WESTERN HEALTHCARE ALLIANCE

Managed Detection & Response

Arctic Wolf Managed Detection and Response (MDR) provides 24x7 monitoring of your networks, endpoints, and cloud environments **to help you detect, respond, and recover from modern cyber attacks.**

▶ Detect

Develop greater insight into your security posture with broad visibility, 24x7 monitoring, & advanced threat detection.

▶ Respond

Ensure threats are contained before they can do damage with managed investigation and guided response.

▶ Recover

Learn from incidents & make sure they don't happen again by implementing custom rules & workflows to harden your security posture against future attacks.

Managed Risk

Arctic Wolf Managed Risk enables you to **discover, assess, and harden your environment against digital risks** by contextualizing your attack surface coverage across your networks, endpoints, and cloud environments.

Managed prioritization and personalized protection is delivered by **your concierge security team**. The Concierge Security Team is a force multiplier to your existing security team. If you don't have a security team, you gain instant access to security professionals that are otherwise difficult, if not impossible to find. Your named **Concierge Security engineer works with you to prioritize vulnerabilities** discovered from networks, endpoints, and cloud environments.



Managed Security Awareness

Arctic Wolf Managed Security Awareness **prepares your employees to recognize and neutralize social engineering attacks and human error**—helping to end cyber risk at your organization.

▶ Engage

Train and prepare employees to stop social engineering attacks, like phishing.

▶ Measure

Identify employees that fall behind and determine which threat topics require reinforcement.

▶ Transform

Achieve a culture of security and strengthen cyber resilience.

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

Tom Hinchliff

President, EPC USA, Inc.
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"Arctic Wolf went to work the week after we signed the agreement. In just a couple of weeks, they identified quite a few 'opportunities' for us to bolster our environment. We are already sleeping better knowing that they are our partner."

- Jennifer Riley, MHA, CEO, Memorial Regional Health

Group purchasing organizations (GPO) combine the buying power of individual members through contracts or wholesaler agreements. WHA partners with Prairie Health Ventures (PHV), a Premier sponsored program, to put GPO control back in your hands. For 50 years, PHV has empowered healthcare organizations with the strength of their alliance and have now expanded beyond healthcare with their PHV Edge program for business.

Supply chain is a leading cost for healthcare companies, second only to labor. PHV members have access to national and local healthcare GPO contracts that are proven to drive down costs.

Harness the power of PHV and Premier to improve quality outcomes while safely reducing costs. It's PHV's business to build a strong and effective GPO program so you can devote your resources to administering exceptional care.

PHV Offers Contracts from Numerous Vendors



Facilities & Construction



Food Service



Imaging & Radiation Oncology



Information Technology



Purchased Services



Surgical Services



Laboratory



Nursing



Materials Management & Administrative Services



Pediatrics



Pharmacy



Office & IT

PHV healthcare members have access to national and local GPO contracts that are proven to drive down costs. With 50 years of experience and members in all 50 states, they can help you foster greater returns across the board.

Reach out today to learn more & see how much money you can save!

Therese Caliendo

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PREMIER

CERTIFIED SPONSOR



A nationally recognized, independent & associate-owned brokerage firm driven by client service.

IMA Financial Group, Inc. (IMA) offers a full range of services, including **commercial insurance, risk management, employee benefits, surety, and personal insurance**. Annually, they manage over \$575 million in premium and rank in the top 50 largest independent risk management and insurance brokerage firms in the United States.

Under the WHA contract, members have access to Employee Benefit Solutions & Property & Casualty Insurance.

Employee Benefit Solutions

IMA understands how overwhelming it can be to manage employee benefits in your organization. With so many choices, how do you select a company that best suits your needs? **Look no further, IMA can help!**

- ▶ Vendor Management
- ▶ Wellness Consulting
- ▶ Financial/Analytic Studies
- ▶ Employee Advocacy
- ▶ Compliance Management
- ▶ Communication Services

Property and Casualty Insurance

IMA knows how overwhelming managing Property and Casualty insurance needs can be for members. Finding the right coverage for your unique needs can be challenging.

- ▶ Tailored client programs consistent with risk tolerance, in obtaining the best coverage at the lowest cost.
- ▶ Provide a full menu of loss control services, from client education to development and refinement of client safety programs and coordination of insurer provided services.
- ▶ Team of claims professionals to help clients achieve superior outcomes through pro-active claims advocacy and claims management.
- ▶ Specialists provide Program Analysis, Experience Mod Evaluation, Loss Projection Analysis, and Light Duty/Return to Work Program design assistance.

Reach out today to see how IMA can help with your needs.

Jim Chesemore

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IMA is committed to developing a thorough understanding of your objectives, exposures to risk, and communicate alternatives to you in a continuously changing insurance and risk marketplace. Their service team is skilled in assessing and developing risk management and insurance programs, handling day-to-day program needs, and consulting services for the spectrum of risk transfer and human capital management needs.

Wilderness Medical Staffing

Rural Medical Provider Staffing



Supporting Rural & Remote Areas

WHA has partnered with Wilderness Medical Staffing (WMS) to provide rural-focused locum tenens healthcare staff, including physicians, physician assistants, and nurse practitioners, to members.

- ▶ **Specific focus on supporting rural & remote areas**
- ▶ **Staffing for both short & long-term assignments**
- ▶ **Staffing for any size clinic or hospital facility**
- ▶ **Full-time staffing with rotating providers**
- ▶ **Expert locum tenens medical staffing services provided to clinic & hospital sites across the Western United States**



Why work with Wilderness Medical Staffing?



Experience

WMS's internal team is made up of highly experienced professionals who have worked in the medical and staffing industries for over 200 combined years, each with a passion for rural health. They use their experience to help create solutions for your unique situation.



Expanse

Whether you need a clinic provider or an experienced solo emergency provider, WMS is ready to help you succeed. They excel at supporting a wide variety of clients and actively work with over 200 hospitals and clinics.



Expertise

Highly screened for experience, culture, and adaptability to austere conditions, WMS healthcare providers come from all over the US with a passion for providing meaningful medicine to deserving rural and remote communities.

Reach out today to learn how Wilderness Medical Staffing can help you find high-quality medical providers.

Tiffanie Davis

Business Development Director
Wilderness Medical Staffing
tiffanie@wildernessmedicalstaffing.com
509.215.1710

The staffing process is as easy as one, two, three:

- 1. Make a Request:** Contact WMS's Business Development Director, Tiffanie Davis at 509.215.1710, with details on your staffing needs.
- 2. Get Matched:** You'll be matched with excellent providers to fill your open positions.
- 3. Peace of Mind:** In no time, experienced providers will arrive, do amazing work, and help you fulfill your mission.

Deep Marketing Expertise, Full Healthcare Focus

Western Healthcare Alliance (WHA) partners with Hedy & Hopp to bring a suite of marketing analytics and services to WHA members. They know it's not just what they do that makes a difference – it's how they do it. Are you looking to increase brand awareness, growth, and ROI? Then Hedy & Hopp is here to help!

This is the way healthcare marketing oughta work!

Recent developments related to FTC, new privacy-focused state laws, and HIPAA guidelines have resulted in patient marketing tactics that used to be considered industry standard now being prohibited.

Tools healthcare marketers relied on for years are now “non-compliant.” Legal teams want to remove all tracking capabilities and marketers want to continue to analyze and track marketing efforts – leaving no clear path forward. **To help healthcare marketers, Hedy & Hopp designed a detailed process in partnership with an attorney specialized in digital healthcare and privacy compliance, including HIPAA and GDPR.**

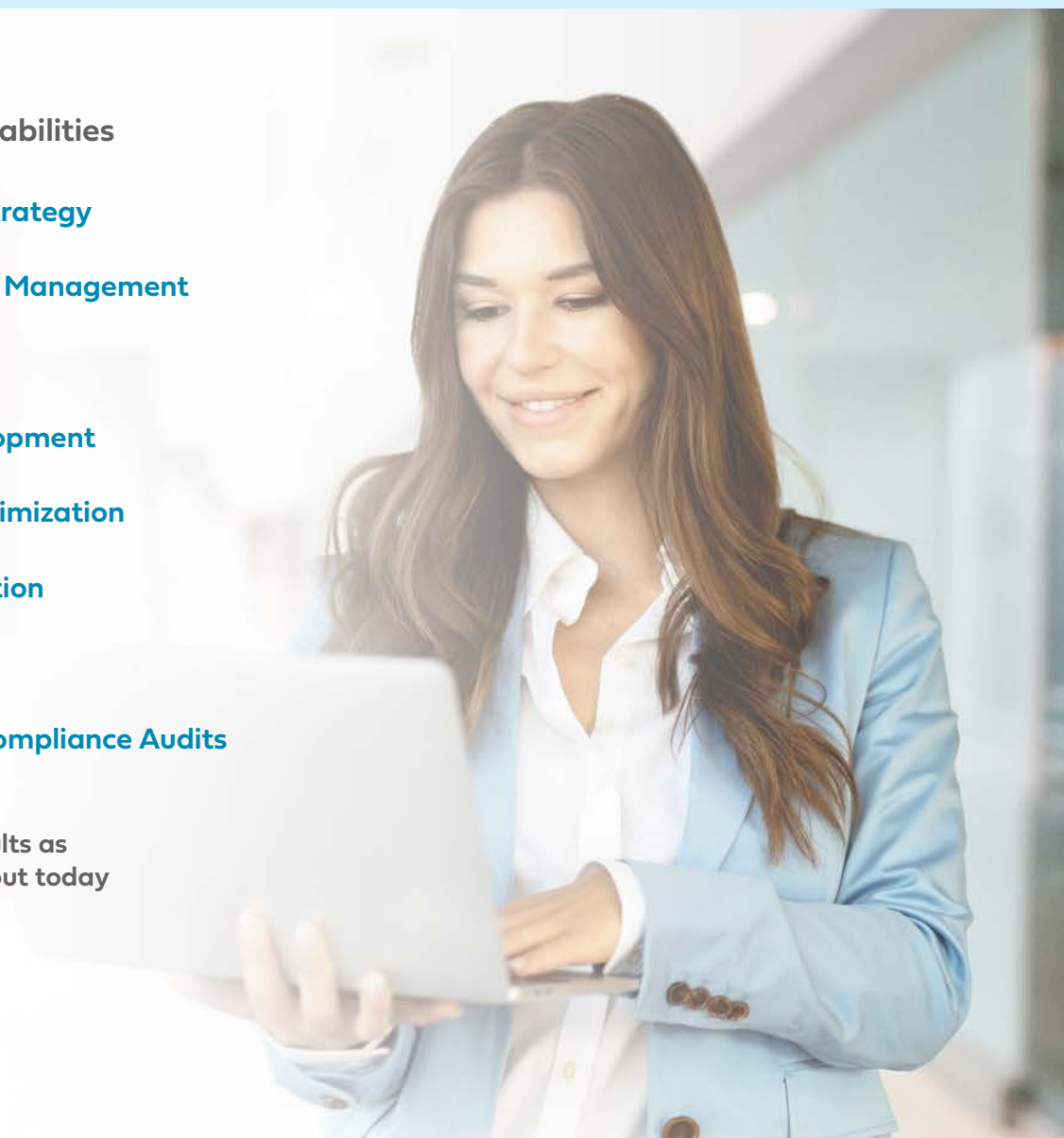
Hedy & Hopp's Full-service Healthcare Marketing Capabilities

- ▶ **Marketing & Audience Strategy**
- ▶ **Paid Media & Campaign Management**
- ▶ **Data & Analytics**
- ▶ **Website Design & Development**
- ▶ **Campaign Testing & Optimization**
- ▶ **Search Engine Optimization**
- ▶ **Branding & Creative**
- ▶ **Healthcare Marketing Compliance Audits**

Like positive and proactive results as much as Hedy & Hopp? Reach out today to schedule a consultation.

Jenny Bristow

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Affiliated Services

You do not have to be a WHA member to take advantage of Healthcare Management's services.

WHA's affiliated organizations provide personalized and committed revenue cycle services to our members.



Healthcare Management
Specialized Revenue Cycle Services



AR Services
Extended Business Office Services




A-1 Collection Agency
Debt Collections



WESTERN HEALTHCARE ALLIANCE

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 patient 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.org or call **970.986.3590** today to learn more about HCM and our services.



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's friendly patient account representatives help patients and their families navigate and manage their account while working with the healthcare provider's billing process. ARS's 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.

Visit us online at ARServices.org or reach out today for your personalized solution.

Pilar Mank

Administrative Director of
Operations & Member Support
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ARServices.org
We put people first!



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

Is your company 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.

You do not have to be a WHA member to take advantage of A-1 debt collection services.

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

- ▶ Physician Groups
- ▶ Medical Practices
- ▶ Dentists
- ▶ Chiropractors
- ▶ Optometrists
- ▶ Veterinarians 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

Visit us online at [A1CollectionAgency.com](https://www.A1CollectionAgency.com) or 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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Committed. Empathetic. Personalized.



**MEMBERS CAN SAVE
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