WHA

WESTERN HEALTHCARE ALLIANCE



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

WHA Established

WHA Formed by a Small Group of Rural Colorado Hospitals

1992

HCM Established

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

2001

AR Services Established

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

2015

CCA Established

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

2026

30+ Members in Colorado, Michigan & Utah

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 & Financially Integrated Network with a State-wide Presence, Serving 17 Counties, 47 Hospitals & Clinics, & Supporting 35k+ Lives

CCA Rx (Pharmacy Benefit Manager) Serves 36 Employer Groups, Representing 9k Lives

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 Behavioral Health
- 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 & Financially 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** or call **970.986.3590** today to learn more about HCM and our services.

A-1 COLLECTION AGENCY

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.

Jennifer Linder
Director of Operations
Healthcare Management
jennifer.linder@hcmcolorado.com
970.683.5251

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.

Jennifer Linder
Director of Operations
Healthcare Management
jennifer.linder@hcmcolorado.com
970.683.5251

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.

Pilar Mank
Administrative Director of Operations & Member Support
pilar.mank@wha1.org
970.986.3590

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
bobbie.orchard@wha1.org
970.683.5223

"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!

CCA
COMMUNITY CARE ALLIANCE

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

- **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
Executive Director
marnell.bradfield@wha1.org
970.986.3679

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 Health
- Aspen Valley Health Clinics
- Aspen Valley Pediatrics
- Community Hospital
- Community Medical Group
- Delta Health
- Glenwood Medical Associates
- Grand River Health
- Grand River Health Clinics
- Gunnison Valley Health
- 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
- Southwest Health System
- Spanish Peaks Regional Health Center
- St. Vincent Health
- 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!

Navigating the Pharmacy Benefit Plan for your organization can be confusing and the large organizations in charge of these plans do it on purpose. We have a solution for you!

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 Rx can help!**

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. Your employees have access to reduced price prescriptions.

- **Complete Control and Flexibility with Formulary Development and Management**
  You also 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**
- **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 and co-pays, 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
Director of Business Development
Community Care Alliance
tom.northey@wha1.org

"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

Wisdom in Practice

WISDOM in practice

The Wisdom in Practice (WIP) Mentorship Program is designed for healthcare professionals ready to advance into administrative and C-suite roles. Traditional courses teach technical knowledge, but true leadership requires soft skills, strategic thinking, and real-world insights that only experience can provide.

How It Works

We pair emerging healthcare leaders with seasoned WHA C-suite executives (CEOs, CFOs, CNOs, VPs, etc.) from other member organizations for a personalized, one-on-one mentorship. Through direct guidance from leaders who've navigated rural healthcare's unique challenges, you'll develop the competencies needed to excel in executive roles.



Why Choose WIP?

WHA members have been supporting and learning from each other for over 35 years and are some of the most innovative and resilient leaders in healthcare. WIP channels that collective expertise into affordable, personalized mentorships rather than expensive executive education programs.

Program Structure:

- Duration: 12-month program beginning each March.
- Investment: Mentees pay $300, no cost for mentors.
- Format: Flexible meetings via Zoom or phone tailored to your goals.
- Community Learning: "Chew and Chat" peer sessions to discuss leadership challenges with fellow participants.
- Personalized Growth: Success metrics determined by goals you set with your mentor.

Who Should Apply?

Healthcare professionals seeking to build leadership competencies, expand their professional network, and prepare for administrative or C-suite positions.

WHA
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Have questions about the program?
Contact Angelina today!

Angelina Salazar
Chief Executive Officer
Western Healthcare Alliance
angelina.salazar@wha1.org
970.986.3653

Real Leaders.
Real Guidance.
No Cost.



For over 35 years, WHA members have led healthcare's most meaningful advances. Now, through **WHA's Peer to Peer Connection (P2P)** program, our most accomplished leaders are opening their doors and offering **FREE** personalized mentorship to help you grow, lead, and thrive.

What is P2P?

P2P pairs you with a seasoned mentor in your field for a focused, six-month journey. Each month, you'll connect for a one hour conversation designed to sharpen your thinking, expand your perspective, and accelerate your path forward.

For Mentors

Your experience is invaluable. Share it. As a P2P mentor, you'll help shape the next generation of healthcare leaders by:

- Meeting with your mentee monthly for one hour.
- Providing email support between sessions.
- Offering clear, actionable feedback through active listening and coaching.
- Maintaining complete confidentiality.
- Checking in with Pilar Mank twice during the program.

For Mentees

Your growth starts with one conversation. P2P gives you direct access to leaders who've navigated what you're facing now. Make the most of it by:

- Committing to monthly one hour sessions with your mentor.
- Driving your own development by setting the agenda for each meeting.
- Being prepared, motivated, and ready to learn.
- Respecting your mentor's time and expertise.
- Meeting monthly with Pilar Mank for program support.

Join a community built on resilience, innovation, and genuine human connection. Invest in your future and in the future of healthcare.

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Pilar Mank
Administrative Director of
Operations & Member Support
pilar.mank@wha1.org
970.986.3590

Corporate Partner Program

Members-only Access to Special Pricing & Value-added Services



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
Registries & Rehabilitation Software

EPC USA
Cybersecurity Solutions

governWell™
Governance & Strategy Solutions

HBA Trust Administrators, LLC
Benefits & Insurance Solutions

HealthTech
Clinical Coordination, Executive Recruiting & Revenue Recovery Solutions

Hedy & Hopp
Marketing Analytics & Services

IMA Financial Group, Inc.
Benefits & Insurance Solutions

LabLogs
Laboratory Compliance & Efficiency

Mayo Clinic
Reference Laboratory Testing

Medefis
Open Talent Marketplace

Prairie Health Ventures
Group Purchasing Program

TRS International
International Staffing

Wilderness Medical Staffing
Rural Provider Staffing

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

Bobbie Orchard
Marketing & Program
Development Director
bobbie.orchard@wha1.org
970.683.5223

WHA
WESTERN HEALTHCARE ALLIANCE

MEMBERS CAN SAVE THOUSANDS OF DOLLARS EACH YEAR!

WHA

WESTERN HEALTHCARE ALLIANCE

Visit us online to learn more at wha1.org
or contact Angelina Salazar at
angelina.salazar@wha1.org or 970-986-3653.