



Thursday, April 14, 2011

## On the National Scene: Connecticut Hospital Contingent Meets with Congressional Delegation

Leaders of Connecticut hospitals and CHA staff (*pictured below*) attended the American Hospital Association (AHA) Annual Meeting in Washington, D.C. April 11-12, and took the opportunity to meet with members and staff of Connecticut's Congressional Delegation to discuss issues of concern.



AHA President and CEO Rich Umbdenstock and AHA Executive Vice President Rick Pollack encouraged hospital leaders to press lawmakers for action on hospital issues. They outlined hospitals' advocacy agenda, which urges Congress to preserve the positive aspects of the Patient Protection and Affordable Care Act (PPACA), reject cuts to Medicaid, and look beyond hospitals and other traditional providers as Congress addresses its budget challenges. Mr. Pollack said,

"Hospitals are pushing for regulatory relief that eliminates red tape and lets hospitals and physicians work together so they can provide better care at lower costs." He called for "shared sacrifice" in reducing the federal deficit. Noting that hospitals contributed \$155 billion in savings to the PPACA, Mr. Pollack said, "It's time that every other sector of society be held to the same level of shared sacrifice, examination, and scrutiny as we have been."

Another speaker at the AHA annual meeting, Donald Berwick, MD, Administrator for the Centers for Medicare and Medicaid Services (CMS), praised hospitals for their focus and progress on improving quality and discussed "phase two" of healthcare reform, a partnership across the continuum of care for better care, better health, and lower costs through improvement. Dr. Berwick said that CMS must "ask of every regulation, every program, every innovation, how it will encourage and support physicians and nurses and hospitals to provide better care at lower costs." He praised quality improvement efforts at hospitals across the country that have produced impressive results in reducing readmissions, lowering costs, and eliminating central-line infections, adding that the goal is "an American healthcare system that can make the best the norm [and] that can bring excellence to full scale."



The hospital leaders from Connecticut (*pictured left*) carried the message to Capitol Hill. They met with Congressman John Larson (D-1), and with Senator Richard Blumenthal, as well as staff from other Connecticut legislators, and talked at length about how to preserve the positive aspects of the Patient Protection and Affordable Care Act (PPACA), how to align Medicaid with the objectives of the PPACA, and other issues. Hospital leaders had the opportunity to discuss how, during the negotiations for the PPACA, America's hospitals agreed to an overall spending reduction of \$155 billion – and that additional cuts on top of this amount cannot be sustained by Connecticut hospitals. As hospitals meet the various challenges of implementing the PPACA, the leaders noted there must be thoughtful, deliberate action to move from volume- to value-based systems, which will require refocusing and restructuring.

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Senator Blumenthal and Congressman Larson and their staffs repeatedly recognized hospitals as economic drivers in the state, and agreed that much has been asked of hospitals.

Hospital leaders who joined the Washington delegation included: Kurt Barwis, President and Chief Executive Officer, Bristol Hospital; Nancy Blanchette, Chairman of the Board, Bristol Hospital; Marie O'Brien, Vice Chairman of the Board, Bristol Hospital; Steven Hanks, MD, Executive VP, Chief Medical Officer, The Hospital of Central Connecticut; Elliot Joseph, President and CEO, Hartford Hospital; Yvette Meléndez, Vice President, Government & Community Alliances, Hartford Healthcare; Bruce Cummings, President and CEO, Lawrence & Memorial Hospital; Christopher Dadlez, President and Chief Executive Officer, Saint Francis Hospital and Medical Center; R. Christopher Hartley, Senior Vice President, Planning & Facilities Development, Saint Francis Hospital and Medical Center; Chad Wable, President and Chief Executive Officer, Saint Mary's Hospital; Joseph Connolly, Chief Marketing & Government Relations Officer, Saint Mary's Hospital; Christopher O'Connor, President and Chief Executive Officer, Hospital of Saint Raphael; Pamela Koprowski, Corporate Director of Public Affairs, Stamford Hospital; and Marna Borgstrom, President and CEO, Yale-New Haven Hospital.

Participating CHA staff who accompanied the delegation were Jennifer Jackson, CEO; Kim Hostetler, Vice President, Administration & Communications; Jim Iacobellis, Vice President, Government Relations; and Stephen Frayne, Senior Vice President, Health Policy.



**Pictured left (from left to right):** Front row: Steven Hanks, MD, Christopher Dadlez, and Kurt Barwis. Back row: Joe Connelly, Chris Hartley, and Yvette Melendez.

**Pictured right (from left to right):** Marna Borgstrom, Christopher Dadlez, and Congressman Larson.

## **Yale-New Haven Hospital President and Chief Executive Officer Marna Borgstrom Receives National Grassroots Champion Award**



AHA, in partnership with CHA, honored Marna Borgstrom, President and Chief Executive Officer, Yale-New Haven Hospital, with the American Hospital Association *Grassroots Champion Award* on Tuesday, April 12. As a 2011 Grassroots Champion, Mrs. Borgstrom was recognized for her exceptional leadership in generating grassroots and community support for issues of importance to hospitals and healthcare.

Marna Borgstrom is an extremely effective advocate for hospitals in Connecticut, always at the forefront of hospital-related and healthcare issues, both in Hartford and Washington, D.C. In addition to her leadership at the community and regional level, Mrs. Borgstrom has worked determinedly to represent all Connecticut hospitals in CHA's advocacy efforts. She is a true grassroots champion and a widely respected voice for healthcare in Connecticut.

The AHA's *Grassroots Champion Award* was created to recognize those hospital leaders who most effectively educate elected officials on how major issues affect the hospital's vital role in the community. The *Grassroots Champion Award* is presented annually to one individual from each state. The 2011 honorees were recognized at a special Breakfast of *Grassroots Champions* at the AHA Annual Membership Meeting.

"Marna Borgstrom is not only a champion for hospitals and healthcare, she is a tireless advocate for the health and well-being of patients and communities," said CHA CEO Jennifer Jackson. "We are delighted that she is being honored with this well-deserved award."

## Governor Malloy Wraps Up Town Hall Meetings

Governor Dannel Malloy completed his “listening” tour of the state on Tuesday, April 12, at a meeting in Middletown. The meeting was well attended, as all 17 of these town hall meetings have been, and the Governor was challenged on the wide range of issues people have concerns about in his proposed budget. He responded to questions on a gamut of budget issues, including taxes, cutting services, education, and his position on SustiNet.

As he ended the town hall meeting, Governor Malloy reminded the crowd he took office in January, inheriting a deficit of at least \$3.2 billion. “I didn't create this problem. I got hired to straighten it out,” he said. “I'm doing the best I can.”

Hospitals are continuing in the campaign to communicate the impact of the proposed state budget cuts, and CHA has developed a *Protect My Hospital CT* campaign, with tools and resources including a [website](#) and a [Facebook](#) page for hospital and community use.

## CHA Annual Meeting; Awards Deadline is Monday, April 18

“*Reform. Resilience. Resolve: Connecticut Hospitals Shaping the Future of Healthcare*” is the theme of the 93<sup>rd</sup> CHA Annual Meeting, which will be held from 4-7 p.m., Thursday, June 23 at the Aqua Turf Club in Southington. The meeting will begin with a one-hour business meeting and presentation of annual awards, followed by a networking session, and then a keynote speech by Donna Brazile, political strategist and media commentator.

The presentation of CHA's annual awards is an important part of the Annual Meeting and a valuable opportunity to showcase Connecticut hospital and staff achievements. The deadline for award nominations is Monday, April 18. To complete a nomination, please use these materials for the Connecticut's Hospital [Community Service Award](#), the John D. Thompson [Award for Excellence in the Delivery of Healthcare Through the Use of Data](#), and the 2010 [Healthcare Heroes awards](#). Please note that there is a three-year period of ineligibility for previous Community Service Award winners, and a two-year period of ineligibility for previous John D. Thompson Award winners.

For more information about CHA's Annual Meeting, contact Christine Prestiano, Coordinator, Education and Sponsorship Services, at [Prestiano@chime.org](mailto:Prestiano@chime.org).

## Heart Failure Readmissions Collaborative Holds Fourth Learning Session



More than 120 participants from 24 hospitals came to CHA on Tuesday for the fourth Learning Session of the Reducing Heart Failure Readmissions Collaborative, co-sponsored by CHA and Qualidigm. The Collaborative was launched in February 2010, and the Learning Session was held to discuss progress a year into the project. The Learning Session kicked off with a presentation on quality and patient safety by Eliot Lazar, MD, (*pictured*) Chief Quality and

Patient Safety Officer from New York-Presbyterian Hospital, who discussed the evolution of the safety movement and how lessons learned in the airline industry about the importance of communication and checklists have influenced healthcare.

The Learning Session then focused on “The Evolution of the Heart Failure Program—Our Successes and Failures,” by Jodie Bessinger, RN, MSN, (*pictured*) from Novant Health's Presbyterian Hospital in North Carolina. Ms. Bessinger's talk was augmented by a second presentation by Theresa Waldron, RN, BS, from Novant, who shared her practical lessons as the first heart failure “navigator” at Novant. One of the contributing factors in reducing readmissions for heart failure (HF) patients can be appropriate staffing to focus on the issue, and the development of this new role has had an impact on the hospital's readmissions rate.

Patsy Twohill, BS, RT, from Yale-New Haven Hospital shared her experiences as an experienced healthcare worker who underwent heart failure treatment. The full agenda ended with a discussion of “Integrating Palliative Care Strategies into Symptom Management,” by Denise Buonocore, APRN, CCRN, St. Vincent's Medical Center, and an update on the collaborative facility data reports by Jane Deane Clark, PhD, CHA's Vice President, Data Services. The Learning Session included a poster session that represented the ongoing collaborative work of more than a dozen hospitals.

For more information about CHA's Reducing Heart Failure Readmissions Collaborative, contact Alison Hong, MD, CHA's Interim Vice President for Quality and Patient Safety at [hong@chime.org](mailto:hong@chime.org).



**Pictured left (from left to right):** Howard Dubin, MD, Director, Hospitalist Program, MidState Medical Center; Patsy Twohill; Jodie Bessinger; Denise Buonocore; Anne Elwell, Director, Medicare Quality Improvement, Qualidigm; Terri Savino, Quality Improvement/Trauma Coordinator, Middlesex Hospital; Theresa Waldron; Nancy Teixeira, Date Coordinator, Cardiovascular Suite, Stamford Hospital; and Alison Hong, MD, Interim Vice President, Quality and Patient Safety, CHA.

**Pictured right:** Attendees listen to a presentation.

## CHA To Co-Host Discussion of Health Disparities with Saint Francis Hospital

Last December, Saint Francis Hospital and Medical Center announced a partnership with Tuskegee University to provide an outreach program for prostate cancer awareness, targeting uninsured and underinsured men. The partnership between a historically black university in the South and a major hospital and health institute in New England is seen as an innovative way to have an impact on the health outcomes of African-American men in both regions. To kick off the partnership, Saint Francis is hosting various activities in Hartford on April 18 and 19, and has graciously offered to begin the discussion at CHA 12:30-2:00 p.m. on April 18 with hospital members, members of the Connecticut Commission on Health Equity, and other healthcare leaders in Connecticut.

The program dovetails with a primary area of CHA's advocacy efforts to focus on initiatives that improve the health of all Connecticut's residents and reduce health disparities. The presentation and discussion on the elimination of health disparities will be facilitated by Marie M. Spivey, RN, MPA, EdD, Chair of the Commission on Health Equity. Participants will include President Gilbert Rochon of Tuskegee University, and leadership from Saint Francis Hospital and Medical Center, Tuskegee University, and the Commission on Health Equity.

Click [here](#) for the reservation form for the lunch and presentation. For more information, contact Kim Hostetler, CHA's Vice President, Administration and Communication, at [hostetler@chime.org](mailto:hostetler@chime.org).

## Education Updates

### **2011 Corporate Compliance Conference, Wednesday, April 27, 9:00 a.m. – 3:30 p.m.**

Co-Hosted with the Connecticut Chapter of the Healthcare Financial Management Association (HFMA) and the Connecticut Association of Healthcare Executives, CHA's 2011 Corporate Compliance Conference will feature a keynote presentation by Aaron Beam, former co-owner and Chief Financial Officer of HealthSouth, who will discuss the series of events that resulted in a corporate culture that allowed fraud to continue for seven years, and the impact on those prosecuted for fraud.

HealthSouth, one of the nation's largest providers of outpatient surgery and rehabilitation services was a NYSE Fortune 500 Company. The company was started with minimal resources, raised venture capital, went public in two years, and millionaires were made, and then it all unraveled. Mr. Beam will talk about Richard Scrushy, the other co-founder, and the series of events that resulted in a corporate culture that allowed fraud to continue for seven years.

Additional presentations include: *Active Enforcement and New Techniques*; *Beyond HIPAA — Managing Privacy and Data Protection Risks*; *The Brave New World of Electronic Technology: Social Media—Opportunities and Risks*; and *Enterprise Risk Management—Ready or Not, An Integrated Approach to Risk Management is the Future*.

*This program has been approved for 5.25 contact hours from ASHRM and ACHE, as well as 5.1 Compliance Certification Board Continuing Education Units.*

Click [here](#) for the brochure; click [here](#) to register.

### **The Art and Science of Obstetrics Safety, Tuesday, May 17, 8:30 a.m. - 1:30 p.m.**

CHA, in partnership with PeriGen, specialists in OB risk reduction, will provide healthcare professionals with an overview of a comprehensive evidence-based OB safety program, including a discussion of perinatal high reliability programs, components of a program to eliminate birth trauma, and a thoughtful look at the issues of patient outcomes, cultural change, staff satisfaction, liability losses, and team dynamics, in the process of building an effective OB patient safety program.

***Building the Quality Foundation, Tuesday, May 24, 8:30 a.m. - noon***

With the demands of healthcare reform becoming clearer each day – now more than ever, everyone must be involved in quality improvement and patient safety. This foundational course is designed to provide all hospital administrative, operational, and new clinical staff with the practical knowledge, common vocabulary, awareness of major quality and patient safety initiatives, and operational tips they need to build and sustain a culture of quality and patient safety.

***Sexual Harassment Prevention, Wednesday, May 25, 9:00 a.m. - noon***

Connecticut law requires employers with 50 or more employees to provide training and education on the prevention of sexual harassment in the workplace to all supervisory employees within six months of their hire or assignment to a supervisory position. Most employers, regardless of size, have discovered that whether or not they are required to provide training to their supervisory staffs, it makes good business sense to do so.

This program provides a practical, application-oriented, and cost-effective way for newly appointed supervisors and managers to fulfill the mandatory state training requirement. The format is highly interactive and uses group discussion, a video, examples, and case studies to teach participants how to recognize and deal with sexual harassment.

**NOTE:** CHA is also pleased to support the Connecticut Multicultural Health Partnership by hosting its symposium on language access services on Monday, May 16, 2011 from 8:30 a.m. to 1:00 p.m. at CHA.

Full program information will soon be available. For additional information, contact Christine Prestiano, Coordinator, Education and Sponsorship Services at 203-294-7257 or [prestiano@chime.org](mailto:prestiano@chime.org).