



Thursday, November 21, 2019

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**Happy Thanksgiving**



CHA Update will resume publication on Thursday, December 5, 2019.

**Marna Borgstrom Recognized by FierceHealthcare**

Marna P. Borgstrom, Chief Executive Officer, Yale New Haven Hospital and Yale New Haven Health, has been recognized by [FierceHealthcare](#) in its inaugural 2019 Women of Influence Awards. She is recognized along with nine other leaders in healthcare, including Centers for Medicare and Medicaid Services Administrator Seema Verma. The group includes health system leaders, physician executives, health IT experts, and insurance leaders who are having a major impact on the healthcare industry.

Ms. Borgstrom has worked at Yale New Haven Health, where she earned a postgraduate fellowship, for more than 39 years. She was promoted in 1994 to the position of Executive Vice President and Chief Operating Officer at Yale New Haven Hospital. In 2005, she became President and CEO of Yale New Haven Hospital and Yale New Haven Health, and through a system reorganization in 2012, assumed her current role as CEO of the hospital and system. Ms. Borgstrom is Secretary of the CHA Board of Trustees, Chairman of the CHA Committee on Government, and is a past Chairman of the CHA Board. She also serves on the American Hospital Association Board of Trustees and on its operations committee. Ms. Borgstrom is Chairman of the Boards of the Healthcare Institute and the Coalition to Protect America's Health Care, and is Past Chairman of the Vizient Board. She also serves on several other boards including New Haven Promise and Cryolife.



**Great American Smokeout Challenge Celebrates 44th Anniversary**



On November 21, the American Cancer Society is celebrating the 44th anniversary of the [Great American Smokeout](#). Hosted on the third Thursday of November, the event challenges people to stop smoking and provides information on tools they can use to help quit.

On October 1, Connecticut joined 18 other states in raising the age to purchase tobacco products from 18 to 21. CHA and member hospitals and health systems provided testimony during the legislative session in support of the measure. In addition to Connecticut, the states include Arkansas, California, Delaware, Hawaii, Illinois, Maine, Maryland, Massachusetts, New Jersey, New York, Ohio, Oregon, Texas, Utah, Vermont, Virginia, and Washington. Additionally, nearly 500 municipalities throughout the country have adopted similar local ordinances.

More than 34 million Americans smoke cigarettes, and smoking remains the single largest preventable cause of death and illness in the world, according to the American Cancer Society (ACS). Smoking causes an estimated 480,000 deaths every year, or about 1 in 5 deaths. And more than 16 million Americans live with a smoking-related disease. While the cigarette smoking rate has dropped significantly, from 42 percent in 1965 to

14 percent in 2017, the gains have been inconsistent, according to the ACS.

In recent weeks, the Centers for Disease Control and Prevention has reported 2,172 cases of vaping-related injuries in every state except Alaska as well as in the District of Columbia and the U.S. Virgin Islands. At least 42 deaths have been confirmed in 24 states and the District of Columbia. No deaths have been reported in Connecticut, but the state Department of Public Health states that 38 residents have reported being ill with lung injuries possibly related to using e-cigarettes or vaping.

## CHA Program Provides Guidance on Responding to Unexpected Harm

On Wednesday, December 18, 2019, CHA will offer [HIIN: When Words and Actions Matter Most: Responding to Unexpected Harm](#), a program that will demonstrate how to respond to unexpected patient harm. The program is part of CHA's statewide *Communication and Resolution Program Collaborative*, which was created in February 2019 to increase transparency and improve communication for patients and families who have experienced harm, and to acknowledge the impact that patient harm has had on patients and families, as well as on providers and staff. Please register [here](#).

The program will be held from 8:00 a.m. to 4:30 p.m. at CHA, and is being presented as part of the Partnership for Patients HIIN educational series.

The program, first offered by CHA in October, will include background on the Communication and Optimal Resolution (CANDOR) process, an approach to respond in a timely, thorough, and just way to unexpected patient harm events.

Bruce Lambert, PhD, Professor, Department of Communications Studies and Director, Center for Communication and Health, Northwestern University, will discuss best practices for empathetic communication.

Timothy McDonald, MD, JD, Director, Center for Open and Honest Communication, MedStar Institute for Quality and Safety, and Professor of Law at Loyola University, will lead participants in demonstrations of best approaches, providing opportunities to obtain hands-on practice.

Professional actors will provide guidance through experiential scenarios. The Communication and Resolution Program Collaborative is a multi-year engagement of CHA members working together to meet shared goals and implement routine processes to effect change.

## Education Updates

### Financial Analysis Tools for Managers

Wednesday, December 4, 2019

9:00 a.m. - 3:00 p.m.

[View Brochure](#) | [Event Registration](#)

*Financial Analysis Tools for Managers* provides managers and clinicians with tools they can use to answer questions about current performance and opportunities they are considering. Bill Ward, a popular and dynamic lecturer on financial management in healthcare, returns at member request to present this program.

### Managing the Operating Budget

Thursday, December 5, 2019

9:00 a.m. - 3:00 p.m.

[View Brochure](#) | [Event Registration](#)

*Managing the Operating Budget* will introduce managers to a variety of analytic tools (revenue and spending analysis, volume adjusted variance analysis, work process and root cause analysis, revenue and expense forecasting) as well as a number of strategies to improve revenue and expense performance. Bill Ward, a popular and dynamic lecturer on financial management in healthcare, returns at member request to present this program.

### Nursing Professional Development Certification Preparation

Thursday, December 12, 2019

Friday, December 13, 2019

8:00 a.m. - 5:00 p.m.

[View Brochure](#) | [Event Registration](#)

This program is intended to enable the learner to complete successfully the American Nurses Credentialing Center (ANCC) generalist examination in nursing professional development. This course also enables novice NPD practitioners to develop foundational knowledge for the specialty practice.

Please note: this is a two-session program, participants must attend both sessions.

### HIPAA Privacy, Security & Breach Rules: Keeping Current to Remain Compliant

Thursday, January 9, 2020

9:00 a.m. - 2:30 p.m.

[View Brochure](#) | [Event Registration](#)

HIPAA privacy, security, and breach rules will be addressed with an emphasis on patient access rights, and emerging issues in cyber security, devices and technology issues, social media considerations, and the enforcement and liability risks for HIPAA covered entities and business associates. Recent case law and enforcement activities by the Office for Civil Rights will also be reviewed. The program includes strategies for maintaining continuous compliance, a discussion of necessary policies and procedures, and practical tips and solutions to address real-time situations.