



## Executive Director Update

We would like to officially welcome Mrs. Joann Anderson, CEO, Southeastern Regional Medical Center to our Alliance. Mrs. Anderson started her duties at SRMC on May 14, 2007. We'd also like to welcome Mr. David Long as the Administrator of Pender Memorial Hospital. David was Interim Site Administrator and has been appointed Administrator. Congratulations to both of you and thank you for your support of CCHA.

Mr. Steven Valentine, President, Camden Group, facilitated a Board Retreat on June 8, 2007 to assist CCHA in reviewing our Strategic Plan. The new plan will be discussed during the next two Board meetings and shared with our Teams. CCHA will continue to emphasize adding new contracts and services to increase value to member hospitals, expand membership in southeastern North and South Carolina, develop educational and in-service programs and work

with other regional alliances or health systems.

Alliance teams are initiating new contracts and renegotiating several existing ones. We are approaching 55 contracts and our goal for this year is 60. Savings are now over \$4.1 million dollars and we'll likely reach \$5.0 by the end of our fiscal year. Thank you to all of our team members for your dedication and attendance at our meetings. Our 25 teams are what makes our Alliance so successful.

The CCHA staff is revamping our website with a new look and additional features that have been requested by hospital members. The new website will be finished in the next few months. We'll have more details in the next CCHAtter. The staff is also busy working on Alliance Day and Resident's Reception. We have a great speaker and program lined up for those that can attend. Mark your calendars for

Alliance Day on November 2, 2007.

Thank you for the warm reception that we received at each hospital during our CCHA Fairs. We finished our last visit for the year at Scotland Healthcare System. During our visits we met many employees, shared a lot of information about the Alliance and the work that we do and gave away pens, mugs, shirts, calendars and nice book bags. We look forward to doing it again next year.

Thank you, again for your support and making our Alliance strong. Call us on our toll free number, 877-332-8012 with your suggestions and comments. Have a safe rest of the summer.



## CCHA Chief Nursing Team

The Chief Nursing Officer's of CCHA had a very special guest at their June 15, 2007 meeting. Peggy Hatter, RN, MSN, SANE-A, FNE attended the meeting to discuss Sexual Assault Nurse Examiner's

(SANE's). Ms. Hatter's presence was requested in response to concerns raised by the Chief Nurses regarding the proper care of rape victims entering their facilities. While the current employees of CCHA facili-

ties do a fine job handling this very delicate issue; nurses certified as Sexual Assault Nurse Examiner's are specially trained to handle victims of this heinous crime.

(continued on pg 2)

### Inside this issue:

Professional Development	2
Business Developments	3
Pandemic Flu Update	3
Team Awards	3
Summer Intern Notes	4
Upcoming Events/Other news	4

### Special points of interest:

- 2007 Residents Reception—Oct 16th
- 2007 Alliance Day—Nov 2nd
- Educational Offerings pg 4

# Professional Development

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The Education Directors are in their final stages of choosing an organization to partner with to offer a new Leadership/Management Training Series. It is expected that the training series will consist of two, one day events centrally located to all hospitals. As in previous years, we will use a building block approach to everyday leadership and management issues. Initial class date is expected in the third quarter of 2007.

“Project management: A guide for successful management and completion of projects,” an accredited CEU education program through ASRT was successfully performed in June. Dr. Mindy Goldsmith, Director of Radiology at Bladen County Hospital, discussed how to successfully plan, design and implement projects all while staying on schedule. Regular team meetings should be held to improve communication throughout the project.

**Motto:** *“If you don’t finish on time, are over budget, or out of specs, we want to know early. Don’t hide or sacrifice qual-*

*ity. The team will help you solve the problem.”*

The second Medicare Boot Camp was a rousing success and all 26 participants had positive remarks. Below are just a few. CCHA will offer a one day Intensive Review for those attended these sessions On January 18, 2008—Mark your calendars!

“This was one of the best seminars I have attended. My role as HIM Director was expanded in knowledge to understand coding in relation to payment vs. billing rules. This course encompassed all of the aspects together. Very helpful.”

“Excellent speaker, knowledge amazing. Very informative.”



“Outstanding presentation. Very knowledgeable & personable.”

“Thank you! Brilliantly done. Kimberly is simply

outstanding. She is like a Medicare encyclopedia! Only BETTER!!

In response to a request by the CCHA Emergency Services team, a seminar entitled *Protecting Our Caregivers: Violence Epidemic in US Emergency Departments* will be presented on September 18<sup>th</sup> by Jeff Aldridge, CPP, of Securities Assessment International.

On October 23<sup>rd</sup>, Chris Devany with Pinnacle will present an all day workshop: *Communicating At All Levels in Your Healthcare Organization: What Everyone Needs to Know* as requested by the Patient Safety Team.



Solucient, now Thomson, will host a Polaris Suite and *The Market Planner Plus* user’s workshop on September 11th to discuss new programs and assist new and current users.

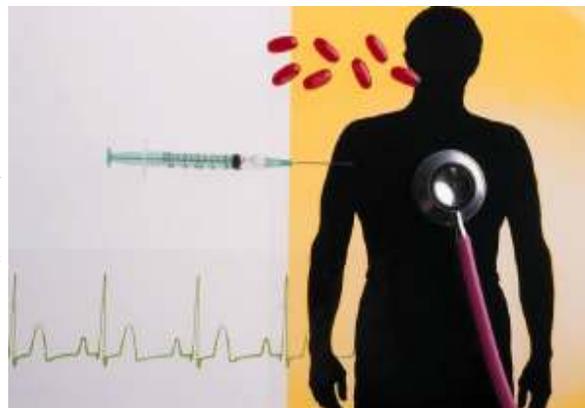
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## CCHA Chief Nurses Team, Cont.

A Sexual Assault Nurse staff and Examiner responds to notification of sexual assault, by emergency room staff and obtains a preliminary history, conducts an in-depth interview and conducts the physical, including a pelvic exam to collect appropriate evidence. The nurse maintains a verified chain of evidence and collaborates with law enforcement officials, which may include testifying in court. The role includes victim education regarding sexually transmitted disease and pregnancy risks and provides referrals for follow-up care (The North Carolina Center for Nursing, <http://www.ga.unc.edu/NCCN/recruitmentandretention/youth/roles/sane.htm>).

A SANE herself Ms. Hatter explained how having nurses trained in this specialty ensures the integrity of the evidence collected from victims, increases the successful prosecution of rape cases, and provides victims with an advocate while going through a difficult time. The nurses showed great interest

in establishing an Alliance-wide SANE initiative and have begun to research the feasibility of doing so. Be on the lookout for more information about this worthwhile project in the near future.



## CCHA Business Developments

Many exciting initiatives have happened over the last few months. The Human Resource Directors have negotiated several new agreements including Trion (Group LTD, STD and Disability Insurance) and Position Manager (Applicant Tracking Software).

The CIO's are working towards finalizing an Alliance agreement with US Cellular to offer discounted cellular services.

The Physician Recruiters have been very busy working on the details for the Residents Reception coming up in October as well as signing an agreement with Practice Match, a data warehouse of physicians. They are also finalizing an agreement with Lee Brown (Contingency Physician Recruitment Firm).

The Materials Directors have recently announced three new agreements with Corporate Express (Office Supplies), Owens & Minor (Medical Surgical Distribution) and Medline (Medical Surgical Distribution).



We hope that all of these new Business Partnerships will become long term relationships to better the quality, service and pricing for all CCHA members in the years to come.



The Alliance is currently working with the Community Health Directors team to conduct the

Regional Needs Assessment for 2007. The assessment was last performed three years ago in 2004 and is due for an update this year. Much of this information is needed to maintain current grants and receive future grants through organizations such as Healthy Carolinians, the Duke Endowment, Kate B. Reynolds Charitable Trust, and so on. Regional Needs Assessment data is also used regularly during the strategic planning process of many Alliance hospitals.

We look for this project to be finalized in April, 2008. Be sure to take a look at your hospital's completed Community Needs Assessment that will reside in both the administrative and community health offices of each facility.

## CCHA Learns about Pandemic Flu

On Thursday May 24, 2007 the Cardio-Pulmonary, Infection Control, and Emergency Department Teams met jointly to discuss regional pandemic flu preparations. The brainchild of the Cardio-Pulmonary Team, the intent of the meeting was to share ideas among CCHA hospitals about how each is preparing to handle a possible pandemic flu outbreak. Dr. Janelle Rhyne, Physician Epidemiologist of the New Hanover County Health Department spoke to the teams about the

probability of a pandemic, things that need to be considered when preparing for such a catastrophic event, and governmental resources available to assist in preparation and mitigation of an outbreak. Those in attendance expressed concern over the complexity of preparing for such a catastrophic event, but were grateful for the interaction, and gained valuable knowledge to take back to their facilities.

Planning for pandemic influenza is critical for ensuring a sustainable healthcare re-

sponse. The Centers for Disease Control and Prevention (CDC), with input from other Federal partners, have developed this checklist to help hospitals assess and improve their preparedness for responding to pandemic influenza.

<http://www.pandemicflu.gov/plan/healthcare/hospitalchecklist.pdf>



## CCHA Tobacco Free

The Alliance Marketing Team has been working on the initiative for our hospitals to become Tobacco-Free. The team has set the date for the majority of our hospitals to launch the program during the Great American Smoke-Out on November 15<sup>th</sup>, 2007. Becoming tobacco-free means that all tobacco products will be prohibited on the hospital property and smoking will not be allowed by patients, staff, and visitors.

Alliance hospitals sent representatives from their tobacco-free teams including

Nursing, Security, Marketing, Employee Health, Wellness, and Human Resources to a training session with NC Prevention Partners director Melva Fager Okum in January. In March, the CEOs made a Proclamation for all the hospitals to become Tobacco-free by 2008. Marketing team chair, Margaret Minuth (Doshier Memorial Hospital) also met with the CFOs in March to share the team's progress to date. Though there is still much to be done, the initiative is progressing as anticipated.

The marketing team will spearhead the campaign and share communication strategies so that each hospital will have an easy transition and convey a consistent message among the region. They are using the plan and timeline established by the NC Prevention Partners for the best results.



Employees interested in learning more about the program should contact their Human Resources office.



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## A Note from Lindsay Spears, Summer Intern

As I quickly approach the twelve week mile-marker, my time here with the Alliance is coming to an end. Without question, it has been time well spent. I came to Wilmington with an open-mind and a thirst for insight into the world that each of you call home—the healthcare industry. After spending twelve weeks interacting with and getting to know many of you, I will make my way back to Chapel Hill with a great deal of knowledge about what it takes to succeed in the tumultuous business of healthcare. I've spent the past year at Carolina reading textbooks and soaking in lectures on the ever-present financial struggles clenching this industry by the throat. In the midst of dwindling federal reimbursement met by exponential growth of bad and uncollectible expenses, I admire the perseverance that each of you display in your genuine commitment to do just as the vision of the Alliance proclaims: to improve the health

of this region. By being part of the Coastal Carolinas Health Alliance and having the privilege to associate myself with each of your hospitals, I have learned far more about the reality of this business than any textbook can preach. My internship has provided me with an invaluable experience for which I am truly thankful. Thanks to each and every one of you for your willingness to teach, your sincere advice, and most importantly, for the confidence and respect that you have shown me from day one. Who knows, maybe one day I'll be lucky enough to be in the position to make each of your lives just a little bit easier. Until then, thank you for this opportunity and for your dedication to so many in the coastal region.

Sincerely,  
Lindsay Spears

### Mission:

Coastal Carolinas Health Alliance (CCHA) is a network of hospitals whose mission is to provide value to its members by facilitating improvement of quality and delivery of healthcare and achievement of operational efficiencies through collaborative efforts.

### Vision:

To be the preeminent hospital network characterized by collaboration, sustained strength of member hospitals, and a focus on local and regional healthcare issues.



### Upcoming Events

**Market Planner Plus Sept 11th**

**Protecting our Caregivers Sept 18th**

**Pinnacle Workshop Oct 23rd**

**Residents Reception Oct 16th &  
Alliance Day November 2nd**

*(Both held at The Landfall Country Club)*