

Executive Director Update



COASTAL CAROLINAS HEALTH ALLIANCE

CCHAttter

As we begin our new fiscal year and the 18th year since our inception, I would like to say thank you for the remarkable year we just completed! Twenty four teams have worked diligently on a variety of community programs, quality initiatives, performance improvement projects, educational sessions and cost savings ideas to make this the most successful year in the history of CCHA. The final savings are still being calculated, but will exceed \$5.7 million. We also reached our goal of 60 contracts by the end of this fiscal year. This would not have been possible without the hard work and dedication of all our Team members and Work Groups.

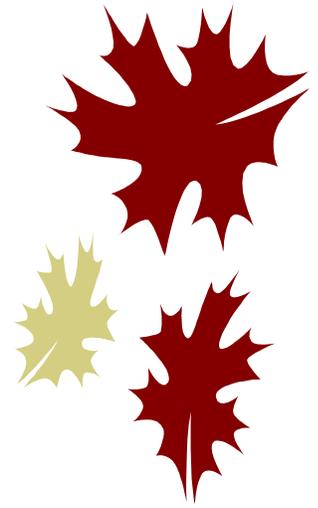
Congratulations!

The Board of Directors has approved a new Strategic Plan that will help us focus on developing our educational and networking programs, expand group purchasing contracts, increase membership, develop new programs and services, and evaluate new joint ventures. We have an aggressive plan and organizational model that will carry us well into the future.

Please check out our new website at www.coastalalliance.org. The staff has worked hard to incorporate all of your suggestions to improve the information that we share. The "members only" section will allow us to exchange information in a secure environment. Our first annual report will be

out soon that will summarize all of our activities for the year.

Again, thank you for your support and participation in the Coastal Carolinas Health Alliance!



CCHA = New Website

On Friday September 28, 2007 Coastal Carolinas Health Alliance's new website was launched at www.coastalalliance.org. Encompassing many of the features requested by our member hospitals over the years;

www.coastalalliance.org will serve as a tool for the communities we serve, a resource for current members and a showcase to potential members.

The website has eight (8) sections: Home, Newsletter, Career Opportunities,

Gallery, CARES, Events, Regional Diabetes Resource Directory, and Members:

- **Home** gives a brief history and overview of the Alliance,

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Special points of interest:

- Check out the new website at www.coastalalliance.org
- Residents Reception—October 16th
- Alliance Day—November 2nd

Regional Needs Assessment

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.

The Coastal Carolinas Health Alliance Regional Needs Assessment contains primary data from residents of nine

counties within North Carolina and northeastern South Carolina. The data will be obtained through surveys and health forums conducted throughout the year 2007-2008. Resultant data provides qualitative measurements of the communities' health and health care needs, in an effort to identify health disparities that can be addressed and corrected in order to improve the health of the region as a whole. This information identifies what the community residents' view as healthcare strengths and weaknesses within the community as well as the major changes they feel are necessary to facilitate the improvement of the community's health. As a result, this assessment will aid in deter-

mining how to best address these needs and allocate resources.

The data collected from community members will be combined with secondary data retrieved from various sources such as the North Carolina State Center for Health Statistics and South Carolina Department of Health and Environmental Control, among others. This data will provide quantitative measurements of the community's general health with regards to mortality/morbidity, chronic disease prevalence, STD prevalence, birth rates, teenage pregnancy rates, education, poverty level, etc.

Chief Information Officers

The CIO team continues to work towards developing a Health Information Exchange program. This team has spent a considerable amount of time researching other projects and talking with vendors to learn about the best models available.

This team is in the process of constructing a plan and identifying the model and data elements pertinent to all mem-

ber facilities. The team plans to talk with the medical staff at each hospital and ask them what would benefit them as a healthcare provider to have access too in the HIE—some possible data elements are:

"The CCHA Chief Information Officers will act as the controlling Board for the Health Information Exchange"

- ePrescribing
- Lab and Radiology Reports
- Discharge Summaries

Please watch for more information on this project. If you have ideas you would like to share, please contact Yvonne Hughes at the Alliance office.

CCHA Website

- **Newsletter** contains an archive of CCHA's quarterly newsletters,
- **Career Opportunities** lists select jobs available at Alliance facilities,
- **Gallery** contains photos of recent events,
- **CARES** contains information on the

Carolina Amateur Radio Emergency Service

- **Events** lists upcoming team meetings, conferences, and seminars
- **Regional Diabetes Resource Directory** serves as a tool for diabetes sufferers and their care givers

Members contains information specific to members of the Alliance and a classi-

fied section where Alliance facilities can share ideas and resources.

In upcoming team meetings all alliance members will be given a quick tutorial of the website and a password to access the members section of the site. There are still a few changes that need to be made to the site, but in the coming months CCHA hopes to work out the bugs and make www.coastalalliance.org a true asset to our members

CCHA Business Developments

Alliance Day 2007 is just around the corner, Friday November 2. The Business Partner Fair and Registration starts at 8:45am. As many of you know this has become an integral part of Alliance Day. CCHA members will have the opportunity to talk with our current business partners in a non-aggressive partnership manner. Please take the time to get to know the organizations that have helped CCHA have another successful year.

As of October 5th, Amerinet, Armstrong & Weinstein, Ashreadahead, BD Medical, Cardinal Pharmacy, Convotec, NCHA Strategic Partners, J.H. Honeycutt & Sons, Medline Industries, Pepsi, Quest Diagnostics, Trion, US Foodservice and Youngblood Staffing have pre-registered for this event.

Alliance Day Corporate Sponsors



Trion business relationship started in 2007 with the hard work of the Human Resources Team. The result has been an agreement for many of our members for Life and Long Term Disability insurance.



CCHA Strategic Partners (formally known as Healthcare Enterprises) has been a partner with CCHA almost since

our conception. NCHA Strategic Partners is a subsidiary of the North Carolina Hospital Association in which all of our members share a common relationship.



J.H. Honeycutt & Sons, better known as Honeycutt Produce has been a business partner with CCHA and the Food Service Directors since 2004. They are known for their superior quality of fresh produce and overwhelming customer service.



CCHA Attends NCI Conference

In September Michael Smith and Colin O' Sullivan of Coastal Carolinas Health Alliance attended the Fall NCI Integrated Delivery Network Summit and Exposition. The NCI Integrated Delivery Network Summit and Exposition is an event held twice a year that brings together health systems, alliances, medical device manufacturers, distributors, and group purchasing organizations to build new business relationships and strengthen

current ones.

The expo allows CCHA to identify business partners that could potentially benefit our member hospitals. Since returning from this year's expo CCHA has begun a dialogue with Konica

Monica for discounted pricing on Computed Radiology, strengthened our relationship with Tri-Anim in hopes

This conference exposes CCHA to many potential new business partners!

of expanding our current agreement for greater cost savings, been offered discounted pricing on Barium from EZEM, Inc., the list goes on and on.

The IDN Summit and expo has been of great benefit to Coastal Carolinas Health Alliance since attending our first expo in 2006. CCHA will continue to go to whatever lengths necessary to increase the benefits of Alliance membership.

Emergency Directors Team

Because of growing violence in the emergency departments, the CCHA Emergency Directors Team determined the need for violence prevention information. On September 18th, members of hospital security, hospital special police, emergency room staff and others attended the "Protecting Our Caregivers: Violence epidemic in US emergency departments" seminar. Jeff

Aldridge, an internationally recognized healthcare security consultant conducted the seminar, 3.75 continuing education credits were awarded by the North Carolina Nurses Association. At the end of the seminar the participants were able to discuss the Emergency Department's legal responsibility, identify violence preventative strategies, recognize patient risk for violence and

understand the components of an effective violence prevention program. This seminar received an overall evaluation of 3.85 out of 4 and a majority of the participants asked to have this seminar repeated next year.



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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 and Other News

Please remember to watch the updated CCHA website for meeting announcements and information. Go to www.coastalalliance.org and click on the Events section on the left:

2007 Scheduled Events

Residents Reception—October 16th at the Landfall Country Club

Alliance Day— November 2nd at the Landfall Country Club—please come early to visit our Business Partner displays

Communicating At All Levels In Your Health Care Organization—Registration forms are online at our website for the session on Tuesday, October 23rd at the Landfall Country Club

2008 Scheduled Events

Chargemaster Seminar— Registration forms are online at our website for this session scheduled for February 28th and 29th at the Courtyard Marriott in Carolina Beach



Remember— “Fall Back” on Sunday, Nov 4th!



Happy Autumn! Enjoy the changing seasons!