

Facts & Features



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Mobile Recruitment, What's the Buzz About?



With mobile device usage growing at a rampant rate across the world, healthcare and many other industries are looking for ways to take their organizations mobile. The job recruitment industry is jumping on the bandwagon too, as ad agencies, companies and job boards everywhere begin to brainstorm creative, "mobile recruiting campaigns."

Speculators say mobile recruitment is slated to be a mainstay particularly due to the burgeoning mobile device industry. [Ericsson](#) reported this past summer that mobile subscriptions worldwide reached the five billion mark. That number is growing with two million mobile additions per day. By the year 2020, Ericsson predicts there will be 50 billion connected devices.

What exactly is mobile recruitment? Michael Marlatt, a sourcing consultant for Microsoft, says because this is new territory, the answer may vary depending on who you ask. "The way I look at it," Marlatt says, "mobile recruiting is no different than mobile marketing it's using different ways to deliver content to your target audience with your mobile device."

Marlatt, who has seen the recruitment industry evolve over the last decade, says mobile recruitment may be the next wave in the industry. He says it's a useful tool because it enables employers to take advantage of mobile marketing practices such as delivering text or content via a mobile app or mobile web. "Mobile recruitment is really our ability to recruit and engage possible candidates with a mobile device," he says.

Receiving a job alert for a healthcare position on a smart phone is merely *one* component of mobile recruitment. With mobile recruiting, you've got a "push and pull," Marlatt explains. In one regard, it allows you to "push out" information regarding a new job opening or career fair, but in another regard, it creates a way to "pull in" and engage people that are interested in a product or service. In order to do that, you have to think beyond the simple text campaign or alert like consumer markets do.

An example of a good consumer market campaign is engaging a consumer standing in line at Starbucks. "When they see a sign next to the register that says, text keyword LATTE to 77950 for a 10% discount on your next Starbucks latte, what the company is doing is engaging an audience, which is clearly interested in a product," he says, "they're pulling people in with a simple call to action."

From this simple call to action, users are directed to join a mobile network. From that point on, if the company has additional information or promotions they want to push-out, they will have a pool of subscribers to do so.

Many large and small healthcare organizations all over are moving towards developing mobile messaging platforms to create powerful, targeted campaigns. With

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mobile recruitment, organizations are able to develop unique campaigns to engage professionals with not only job opportunities, but also with news and other information relevant within a particular area of expertise such as an open house event or job fair. Campaigns can even be devised to target a particular healthcare group of users in the country.

When a user clicks on a message, it can redirect them to a mobile optimized site. And that's the key: Combining mobile messaging, (SMS or MMS) with a mobile landing page to drive users to look at something, either a mobile optimized career site, a mobile app, a mobile career page or another page that provides more information.

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Migraine Misery and Your Eyes



Migraine sufferers will tell you: unless you've had one, you just don't understand. It's the kind of pain that can bring a grown man to his knees in an instant and have a mom hiding under the covers to avoid light. Just a tiny glimpse at the miserable phenomenon known as migraine.

Over 25 million Americans are chronic migraine victims. And, 70% are adult women – count such well-knowns as Loretta Lynn, Whoopie Goldberg and Carly Simon among them.

Migraine pain may be a thing of some lore, but you might be surprised about the vision problems it can cause. A lot of the time, migraine sets off temporary light flashes, known as auras or short-lived vision loss.

"There's no doubt that migraine headaches and related visual problems, such as auras and even partial loss of vision for short periods, cause enormous discomfort for millions of people," says John F. Amos, O.D. Dr. Amos is a VSP doctor and professor of optometry at the University of Alabama at Birmingham.

"That discomfort – or downright agony – is reason enough to visit your family doctor. If you think you or someone you care about is suffering from a migraine, then a check-up is important to rule out any more serious conditions. But, for the vision end of the migraine ordeal, the best help is from an eyecare doctor. He or she can offer more specialized care and information," says Dr. Amos.

"Because most eye doctors have a great deal of experience with the visual aspects of migraine," he says, "they often can give a patient custom-tailored advice about vision issues related to this disorder."

Those issues? The auras mentioned above are one version, where streaks of light and sparkles invade the eyes anywhere from 10-30 minutes. Another is ocular migraine – a temporary loss of vision in one eye. It can happen at any point during a migraine cycle.

"It takes an experienced optometrist to get to understand the nuances of migraine-related vision problems," says Dr. Amos. Only then can he or she give the best advice for each and every situation. For instance, he or she might give important pointers on responding to migraine-related central vision loss at the worst times – like when driving.

"Regardless of the form your particular migraine might take, it's important to tell your eyecare provider about it," says Dr. Amos. "So far, we haven't found a cure for migraine, but we do know how to make life a good bit easier for many migraine victims!"

For more information, visit www.vsp.com or contact Kandi Alyousef-Garza, 800.638.2626.

AHA Services, Inc.

Discover **careLearning**

Wednesday, August 3, 2011

Arkansas Hospital Association

Headquarters

419 Natural Resources Drive

Little Rock

[Click here](#) for more information

Improving employee health via
workplace-based programs
requires an ongoing,
comprehensive communication
campaign to get
them engaged.

For more information contact
Bob Bridwell, CoreSource, 501.975.4516.

What Can You Do with Revenue Benchmarking Information?



The second in a multi-part series

A Quick Refresher About Comparing Total Contract Value

In the last issue, Leslie Gold of Professional Data Services (PDS) showed how you can use revenue benchmarking data to compare not just your payments for a specific service, but also your overall contract value. Why is this important? You may have great rates in a few areas, but with shifts in patient mix, stop losses, denied days and changes in length of stay, among other factors, the total amount you were paid for the mix of patients served by the contract may not be what you expected. **Great rates are nice, but what counts is how much you were actually paid and how that compares to your internal and external benchmarks.** PDS can tell you what you would have been paid if you received the same payments for this mix of patients that you would have received if you had been reimbursed according to the actual payments of each of your other major contracts. In other words, if these Blue Cross/Blue Shield patients all showed up with United insurance cards, then how much would you have been paid? Which contract is better? PDS can also tell you what you would have received if you had been paid as much or as little as your compare group hospitals.

The reports give you true apples-to-apples comparisons of your contracts with each other and the market, so you can identify opportunities and modify your plans to stay on track with your long term goals.

Making Informed Business Development Decisions

As reimbursement is shrinking, you can't afford to make a mistake when deciding which service lines to open, expand or close. **You need the best data available so you can make well informed decisions.** A PDS user was transferring out enough premature infants each month that they began considering opening their own NICU. Analysis of their data demonstrated that they had the volume to support an 11 bed Level II NICU. Next, they forecasted their start-up and ongoing operational costs. The major piece missing was reimbursement. Could the payments justify the expense of this major new construction and staffing effort? They turned to PDS to learn how much hospitals in their area, as well as hospitals of a similar size and community, were being paid. Their NICU is scheduled to open later this year.

To learn more about PDS, visit www.pds-data.com or email Leslie Gold at lgold@hasc.org.

Mobile Recruitment Continued from Page 1

According to **Tony Garcia**, V.P. of Local Markets at [RegionalHelpWanted](#), a network of local job boards, mobile recruitment is a logical extension of the recruitment process. He says given the "wired" nature of our society, it only makes sense that we reach out using all the technology at our disposal.

With RegionalHelpWanted, the connection is even more important since the site uses radio to carry the bulk of promotional messages. Garcia says radio reaches nearly 98% of all Americans, a large percentage of those individuals are in their cars or somewhere outside the home. "The mobile option allows individuals who hear our message to respond instantly rather than having to go home and log on to our website," Garcia says. "Our goal is to use the mobile efforts to expand our database of job seekers."

RegionalHelpWanted's current system allows for job alerts to be sent out and received on smart phones. Mobile recruitment will use a different approach for the job board because, according to Garcia, using permission based marketing, employers will have the opportunity to push messages to individuals in a way not possible now.

As much as a buzz mobile recruitment might be making, Garcia doesn't think it's the stand-alone solution, but he says in the coming years, recruiters are going to have to use a number of approaches and different media in order to make sure they have done their best to cover the entire marketplace.

Look at T.V. for an example Garcia suggests. There was a time when

everyone in the U.S. watched the big three T.V. networks. Today, he says there are literally dozens of networks and ratings that would have gotten a T.V. show cancelled 20 years ago. "As the audience becomes more diffuse, recruiters will have to pursue an increasing number of channels to reach them," Garcia explains. "Mobile is one of those channels."

Garcia sees mobile recruitment as necessary rather than visionary—especially for younger adults. "Mobile is a fact of life and we have to incorporate it into our overall recruitment strategy," he says.

Looking at the statistics, Marlatt absolutely thinks mobile recruiting is going to be the wave of the future. "If you look at the numbers today in the U.S., over 285 million, well over 91% of the U.S. population is now mobile as of 2009," he says, "Without doubt this is not about hype, this is just looking at the numbers."

He says it's critical for all organizations to figure out how they can fit in mobile recruitment into their overall recruitment strategy. "It's important for employers to recognize the trends taking place and evaluate your company's needs for the ever growing mobile population."

The recruitment consultant says it's about recognizing that people aren't always at their computer anymore. "We want to move towards providing them with information they want anytime, anywhere, across any device and that's the bottom line. And that's what mobile does for you," he says.

HEALTHeCAREERS also powers AHA's online career center, <http://assoc.healththecareers.com/aha/association-home/>.



Must Have Versatile Slings

High Back, 550 lb. or 1000 lb.

Function - supports the whole body including the head.

Suitable for

- ✓ Transfer out of bed
- ✓ Bed < > chair
- ✓ Retrieval from floor
- ✓ Supported sitting
- ✓ Sitting balance
 - ◆ all surfaces: bed, mat, ball, floor
- ✓ Sitting
 - ◆ reactions, reflexes, protective responses
- ✓ Assist with perineal access
toiletting, bed pan, bedside commode
- ✓ Holds/position limbs during labor



Available in polyester, net or disposable

TwinTurner, 550 lbs.

Function - makes it possible to roll a patient on both sides without removing the sling. Enables placing of sling under patients without having to roll or move them. *or consider* No roll placement. Enables rolling a patient on both sides.

Suitable for

- ✓ Access to patient's skin for inspection, treatment and care
- ✓ Rolling - access for hygiene, wound dressings, assessment
- ✓ Rolling initiation
- ✓ Sidelying functional tasks



Available in polyester or disposable

Limb Lifter, 550 lbs.

Function - Used when legs need lifting and support.

Suitable for

- ✓ Wound care
- ✓ Diabetic foot care
- ✓ Ace or other wrapping
- ✓ Apply therapeutic sock/hose
- ✓ Assists with perineal access or bedpan
- ✓ Holds/position limbs during labor
- ✓ Lifts and holds arms



Available in polyester or disposable

Repositioning, 1000lb.

Function - A sling for use as part of the linen makeup of the patient bed; leave positioned underneath patient, ready to use for care tasks.

Suitable for

- ✓ to and from surfaces (bed, stretcher, floor, etc.)
- ✓ turning
- ✓ boosting
- ✓ repositioning
- ✓ changing sheets
- ✓ Retrieval from car sitting forward head and trunk (i.e. chest x-ray)
- ✓ CT Scan/MRI



Available in polyester, net or disposable

Active Trainer, 550 lbs.

Ambulation and Standing Sling

Function - Provides support around the chest and shoulder areas. Detachable leg straps give support around the hip area and prevent the user from sliding out of the sling.

Suitable for

- ✓ Transition postures
- ✓ Sit to Stand/Stand to Sit
- ✓ Stand Balance
- ✓ Standing:
 - * Reactions, Reflexes, Protective Responses
- ✓ Weight shifting
- ✓ Gait
- ✓ Stairs, Steps, Curbs
- ✓ Partial weight bearing



Available in polyester

Sling Fabrics

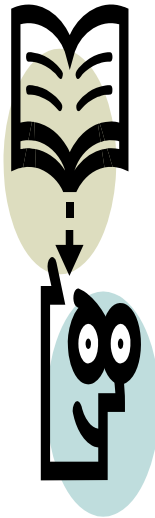
Polyester:	washable; tolerates 185 F
Net:	washable; tolerates 185 F wet areas: tubs, showers, pools, etc.
Disposable:	tolerates water, dispose after discharge, beneficial for infection control program same design(s) as polyester slings

Increase Patient Safety With Lifts

Contact:

Marilyn Olson mo@guldmann.net 405.808.9211cell 405.495.5413 fax

Information Solutions Has Exciting News!



Two years ago, Background Information Systems of America (BIS) and Information Solutions formed a joint venture partnership to provide a complete package of products and services to the human resource community. Today, they are proud to announce that their ideas, combinations of services and two great teams of individuals have produced a merger of the two companies. BIS continues to operate under the same majority ownership that has been in place since its inception in 2003.

They are pleased to present new leadership. Sheila Moss has been announced as the president of the company. Sheila founded Information Solutions in 1996, and has worked with BIS for over three years.

Information Solutions continues to dedicate themselves to the medical community with specialized services for pre-employment background screening, OIG and other medical database searches. They understand the need to watch sanction lists for patient abuse and other actions which could end federal funding programs.

Information Solutions is further excited to announce the rollout of their new website within the next 30 days. They have planned an environment to aid medical professionals with required monthly database searches for existing employees.

Information Solutions is currently seeking medical facilities that would be interested in joining with them for beta testing this new environment in the coming months. Your input would be greatly appreciated! If you are interested, please contact Sheila Moss or Michael McGaha at 870.612.5265.

How to Achieve a 5.8:1 ROI While Improving Your Hospital's Coding, Reimbursement, Documentation and Communication



DocuVoice, a long AHA Services, Inc. (AHASI) endorsed vendor, has added a new service to hospitals through its partnership with FairCode.

The partnership brings AHA member hospitals the ability to improve coding and documentation compliance and see substantial returns on investment (ROI), often within the first 4-6 weeks.

FairCode utilizes a team of specially trained physicians to work *with* the hospital's physicians and coding professionals. The physician team conducts focused DRG audits utilizing state-of-the-art query software considered to be the "gold standard" by the U.S. Office of Inspector General (OIG).

Hospitals utilizing FairCode services have seen a decrease in risk from Medicare/Medicaid penalties for incorrect up-coding and an increase in revenue from identification and correction of incorrect under-coding.

Services include ongoing training of physicians and members of the coding staff. As communication advances, FairCode audits improve the accuracy of the coding, which benefits the hospital and guides physicians toward more accurate documentation.

"In this unique approach hospitals have reported exciting results," says Tina Creel, vice president of AHASI. "Based on 2010 performance results, for every \$1 client hospitals invested in FairCode services, their reimbursements were \$5.80, an extraordinary 5.8:1 ROI in these tough economic times."

For more information on FairCode or to set up a 13-week trial, please contact AHASI's Tina Creel at 501.224.7878, ext. 131, or tcreel@ahaservicesinc.com.



Construction Solutions:

Improve every aspect of your construction program

Today's healthcare facilities face more complex issues than ever before, including aging infrastructure, growing patient populations, going green and advances in technology. Now, more than ever, it is important to engage partners who can help you get the most out of any capital improvement or construction project.

Amerinet Construction Solutions can improve every aspect of a construction project and will be custom-tailored to meet your particular needs. Amerinet's specialists work with healthcare facilities of all types and sizes to maximize the benefits throughout a construction, renovation and interior design project. By focusing on effective communication and pertinent data, Amerinet partners with project stakeholders to determine the appropriate mix of technology and environmentally friendly products in a project that will meet the future demands placed on the facility.

Amerinet takes an active role in identifying realistic and actionable opportunities for construction savings and contract utilization throughout the six phases of the construction process:

- Planning
- Schematic Design
- Design and Development
- Construction Documents
- Construction
- Commissioning

Amerinet's Value

Involve Amerinet in your construction/renovation project and you'll have new resources and guidance to help you make even better decisions throughout the process. The program is designed to offer the following:

- 12-18% savings potential depending on where the member engages Amerinet in the process
- Choices in vendors to maximize opportunity to have an impact based on specifications
- Top 2-3 vendors in each construction division code as vetted through extensive RFP and bid calendars
- Utilization of local contractors and vendors throughout the process by engaging the manufacturers to drive bid pricing down through their organizations to local participants
- Audit capability at the General Contractor level to track sales

"Hamilton Memorial Hospital District (HHMD) was able to achieve between 10 to 12 percent savings on construction costs while enhancing the overall bottom line revenue because of our relationship with Amerinet," said Toni Metheney, purchasing director at HHMD.

The Amerinet Team

Amerinet's Construction Specialist Team is truly unique in the industry, offering experienced and dedicated resources for Plant Engineering, Construction, and Energy Procurement and Conservation.

The Amerinet Construction Specialists have years of practical and managerial construction experience. They are available to assist you with product selection, sourcing solutions, product specification and interaction with contractors, architects and interior designers to maximize contract utilization and savings throughout the project.

In Arkansas, Ken McCully works collaboratively with Amerinet members to create and deliver truly unique cost saving alternatives in all phases of a construction/renovation project specifically geared towards your facility's needs.

Contact Ken at 877.711.5700 ext. 8022 or ken.mccully@amerinet-gpo.com.

AHA Services, Inc. Endorsed Companies

Amerinet - Group purchasing organization. www.amerinet-gpo.com. Rafael Rodriguez, NW AR, 877.711.5700, ext. 8029. Mike McGraw, 601.613.5477.

AUDIT Trax - Web based management tool for RAC audits. www.njha.com/hbs/audit-trax.aspx. Maureen Barrie, 609.275.4108.

CareLearning.com - Mandatory education including Health & Safety Compliance courses; Webinars - on-line, interactive courses; Competencies addressing core or discipline-specific education; Continuing Education toward licensure or various types of certification; Hospital Specific Private Courses; Nursing Education. www.carelearning.com. Liz Carder, 501.224.7878.

CareSkills - Competency Management System for workforce planning, employee selection, strategic learning, performance management, career development and succession planning. www.carelearning.com. Liz Carder, 501.224.7878.

ControlPay@ Advanced - Earn monthly revenue share by replacing paper checks with electronic payment through the Visa@Network. Brandon Faircloth, 337.296.1420. Mike Simonett, 816.234.2565.

Denial Management Services - Manage QIO, MAC, CERT, RAC & Commercial Insurance, Admission Denials. www.fhahims.org. Barbara Flynn, 407.841.6230.

DocuVoice - Dictation system solutions, outsource transcription services and outsource coding services. www.docuvoice.com. Bob Stewart, 615.275.7312.

Guldmann - Safe patient handling and moving; Ceiling-mounted lifts. www.guldmann.com. Marilyn Olson, 405.808.9211.

Hagan-Newkirk Financial Services, Inc. - Fully insured health and dental benefits, self-funded health and dental benefit supplemental employee benefit plans, retirement plans, vision care, *Creditguard*. www.hagan-newkirk.com. Chris Newkirk, 501.823.4637.

Harbour Resources - Recruiting executive and management positions in the healthcare industry. www.harbourresources.net. Mike Harbour, 501.225.3359.

HealthCAREERS Network - Online recruitment, advertising and career solutions for the healthcare industry. www.healthcareers.com/aha. Gary Seaberg, 214.256.4811.

Information Solutions - Instant criminal backgrounds, social security traces, motor vehicle records for all 50 states, credit reports. www.criminalscan.com. Sheila Moss, 479.263.0279.

Med Travelers - Temporary allied health professional staffing, temporary mid-level health professional staffing, locum tenens-allied health professionals. www.medtravelers.com. Landry Seedig, 972.830.4407.

Medefis - Vendor Management Solutions. www.medefis.com. Bryan Groom, 866.711.6333, ext. 114.

Merritt Hawkins - Permanent physician staffing, healthcare staffing, recruiting. www.merrithawkins.com. Harold Livingston, 214.801.3774.

Press Ganey - Satisfaction measurement (patient/employee/physician/Home Health), survey instruments, reporting & analytical tools, quality improvement solutions for HCAHPS. www.pressganey.com. Holly Horncastle, 888.300.4470.

Professional Data Services (PDS) - Revenue benchmarking for hospitals. www.pds-data.com. Leslie Gold, 213.283.8003.

BancorpSouth Insurance Services, Inc. - Liability insurance products and services, AHA Workers Compensation Self-Insured Trust. www.rkfl.com. Floyd McCann, 501.614.1179. Sherman Moore, 501.614.1183. Ray Robinson, 501.614.1139.

Staff Care, Inc. - Locum Tenens-Physicians, temporary physician staffing. www.staffcare.com. Daryl Fowler, 469.524.1794.

Utility Management Corporation - Natural gas and power management services. www.utilitymanagement.org. Howard Randolph, 601.948.2360, ext. 35.



◆ 419 Natural Resources Drive ◆ Little Rock, AR 72205 ◆ Phone: 501-224-7878 ◆ Fax: 501-224-0519

◆ Email: tcreeel@ahaservicesinc.com ◆ Website: www.ahaservicesinc.com ◆
