

Facts & Features



AHA Services, Inc.
 A for-profit subsidiary of the Arkansas Hospital Association

Summer Edition

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Developing and providing value-added services and programs, which benefit the members of the Arkansas Hospital Association

Don't Slip Up! Stay on your feet on the job



Thousands of disabling injuries—and even deaths—occur each year as a result of slips, trips and falls. But you can do many things to prevent these injuries, including practicing good housekeeping:

- Keep walkways, aisles and stairs free of all items.
- Promptly clean up any leaks or spills on floors, stairs, entranceways and loading docks.
- Repair or report floor problems.
- Block off and mark floor areas that are being cleaned or repaired.
- Keep cords, power cables and air hoses out of walkways.

- Promptly place trash in proper containers.
- Keep drawers closed.

In addition, always take these precautions on stairs and dock edges:

- Report missing or broken stair rails and slippery or damaged treads.
- Walk, don't run, on stairs.
- Hold onto stair rails while going up and down.
- Don't jump on or off platforms and loading docks and stay away from edges.
- Don't carry a load you can't see over, especially on stairs or around dock edges.

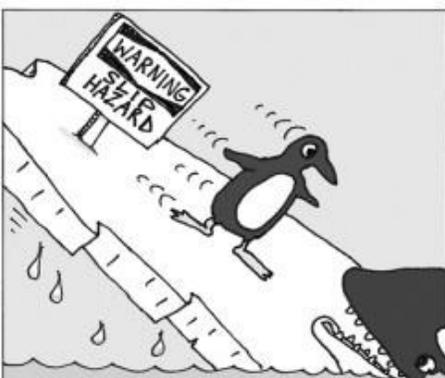
Pay attention to your surroundings:

- Focus on where you're going, what you're doing and what lies ahead. Expect the unexpected.
- Wear sturdy shoes with nonskid soles and flat heels.
- Wipe your feet when you come in from rain or snow.
- Report or replace burned out

What's inside:



<i>Don't Slip Up!</i>	1
<i>Understanding Your Prescription</i>	2
<i>How Will You Handle the Decline in Inpatient Revenue?</i>	4
<i>"Locum Tenens" Needed to Fill Gaps</i>	6
<i>340B Contract Pharmacy Services</i>	6
<i>Wellness Educational Seminar Hosted by AHA Services</i>	7
<i>Country Doctor of the Year Award</i>	7
<i>Take Point-of-Service Mobile</i>	8-9



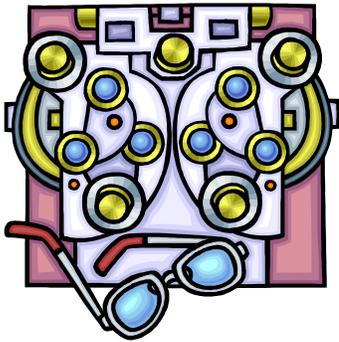
lights or inadequate lighting.

- Watch out for floors that are uneven, have holes, etc.
- Keep your hands at your sides (not in your pockets), for balance.
- Walk slowly and slide your feet on slippery surfaces.
- Sit in chairs with all four chair legs, wheels or casters on the floor.

Please contact Tina Creel, AHA Workers' Compensation Self-Insured Trust Group Manager to obtain information on how you can become a member of this very successful group.

Tina may be contacted at 501.224.7878, tcreel@ahaservicesinc.com.

Understanding Your Prescription



Common refractive disorders of the eye such as myopia, hyperopia, astigmatism and presbyopia are measured in units called diopters. Diopters represent the amount of correction you need to normalize your vision. The more nearsighted, farsighted or astigmatic you are, the higher your prescription in diopters.

Your prescription is composed of three numbers: -5.00 -1.50 x 180 represents a typical prescription.

The first number, -5.00, identifies your degree of nearsightedness or farsightedness. The sign identifies whether you are nearsighted (- sign) or farsighted (+ sign).

The second number, -1.50, identifies your degree of astigmatism. The number can be written either with a (+ sign) or a (- sign).

The third number, 180, identifies the axis, which indicates the direction of your astigmatism. An axis of 180 degrees, for example, means the astigmatism is horizontal.

Therefore, a prescription of -5.00 -1.50 x 180 indicates that the patient is moderately nearsighted, with a moderate degree of astigmatism in a horizontal direction.

Visit www.vsp.com for more information.

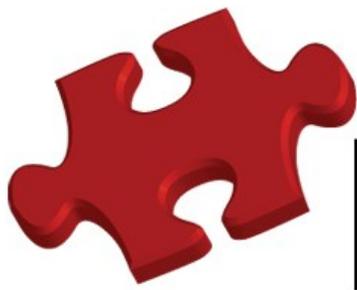


careLearning, chosen as a 2012 Learning! 100 Award winner for the second year in a row by *eLearning Magazine*, will offer its first national conference in October titled "**Talent Management: Navigate the Way to Success.**" You will hear from subject matter experts on the latest information and philosophies in healthcare education and talent management. You will also hear from the experienced and

professional *careLearning* staff as well as *careLearning* customers who will participate in discussion panels.

For more information about the *careLearning* National Conference contact

Laura Register at 866.617.3904 or visit www.carelearning.com.



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How Will You Handle the Decline in Inpatient Revenue?



Even though the population is aging, there are numerous forces at work in the healthcare market place that all point to an overall decline in inpatient utilization and revenue. Hospitals are working to reduce readmissions; length of stay (LOS) is getting shorter and more care is being delivered in the outpatient setting. And, as more seniors are moving into Medicare Advantage plans, revenue and utilization for this population will continue to decline. You need to adapt to this changing market in order to stay strong. **How will you reinvent yourself to continue to bring in the revenue you need to serve your community?**

Focus on Outcomes

As Value Based Purchasing gains as much traction in Arkansas as it has in other states, your payers will look more closely at your outcomes. Are you doing everything you can to prevent readmissions, reduce complications and keep LOS short? Are your quality scores high? Payers are rewarding those with better outcomes. Be one of those hospitals!

Tell Your Story Well

You need to share compelling reasons why the payers need you in their network so you can negotiate from a position of strength. Are you the only hospital in town? Would the community support you if they knew their hospital wasn't paid well enough to offer the services they need? Do you have a strong relationship between the referring physicians and your hospital? If you answered yes to these questions, you can push to be paid at least as well as the competition and probably better. Know where you stand in the market place for each service you offer and push to be paid what you deserve.

Grow Your Volume

Every hospital should offer something unique to differentiate itself from the competition and then can capitalize on this to bring in more volume. Would you drive past the local hospital and travel another hour or more to bring your grandmother to the "best" hospital for her procedure? You're not the only one. What does your hospital do best? Do you have state of the art technology that's not available for miles around? Do you have well known and respected physicians in a particular specialty? Are you the favorite among the seniors? Do you have exceptional outcomes? Are you efficient enough to afford to be the low cost provider? Find your strengths and quantify the opportunities. Choose the best ones; market them and watch more patients come in your doors.

The PDS data can help you identify your market position overall, by service line and by payer. You can compare reimbursement, LOS and quality scores. You can quantify known opportunities for service line expansion and you can mine the data for new opportunities. And, when you begin managed care negotiations, you can set achievable targets based on actual data and leverage your strengths to help you get there. Then, as you begin implementing these strategies, you can use the PDS data to measure your volume and revenue growth, identify variances and their causes and modify your plans to stay on track with your long term revenue management goals.

For more information, contact Tina Creel, tcreel@ahaservicesinc.com or Leslie Gold, lgold@hasc.org.



Professional Data Services (PDS) 2012 Strategic Planning Forum



Tuesday, July 17, 2012
AHA Headquarters
419 Natural Resources Drive
Little Rock, AR 72205
AHA Classroom



[Click here for Program and Registration](#)

For additional information, please contact
Liz Carder at 501.224.7878 or
lcarder@arkhospitals.org



EXPERIENCE THE DIFFERENCE...

We realize you have choices when it comes to benefit providers. So what makes Hagan Newkirk unique? For more than 40 years Hagan Newkirk has partnered with companies throughout Arkansas to help provide Employee Benefits solutions that make sense.

Hagan Newkirk knows that the Employee Benefits landscape is evolving and as your Benefit Advisor it is prepared to help you navigate these ever changing waters. The Hagan Newkirk focus is centered around these key areas that effect your business:

- HEALTHCARE COST MANAGEMENT
- BENEFITS ADMINISTRATION
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- BENEFITS COMMUNICATION & EDUCATION
- HR BENEFIT TECHNOLOGIES
- BENEFIT DESIGN

As your Advisor in these areas, Hagan Newkirk's goal is to provide you with the benefits information and resources that allow you to focus on running your business.

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6325 RANCH DRIVE
LITTLE ROCK, AR 72223
501.823.4637

THE DIFFERENCE IS EXPERIENCE.

“Locum Tenens” Doctors Needed to Fill Gaps



Hospitals cannot find the permanent physicians they need and are relying on temporary doctors to fill gaps, a new survey suggests.

Conducted by Staff Care, a national temporary physician staffing firm and company of AMN Healthcare (NYSE: AHS), the survey polled hospital and medical group managers about their use of temporary physicians, also known as locum tenens. The majority of those surveyed (75 percent) said their facilities had used temporary physicians sometime in the last 12 months, and 41 percent said they are currently looking for temporary physicians. The primary reason hospitals and medical groups use temporary doctors, cited by 57 percent of those surveyed, is to fill in until a permanent doctor can be found.

“There are simply too few physicians to fill all the available vacancies today,” notes Sean Ebner, president of Staff Care. “Temporary doctors are providing critical, interim patient care for many healthcare facilities until they can find the full-time physicians they need.”

The survey also suggests which types of physicians are in the most demand as temporary practitioners. Number one on the list are primary care physicians such as family doctors and general internists, closely followed by psychiatrists and other behavioral health specialists. Twenty percent of the positions Staff Care was asked to fill in the last year were for primary care doctors, nineteen percent for behavioral care providers, sixteen percent for anesthesia providers, ten percent for hospitalists and eight percent for surgeons. According to Ebner, the number of physicians trained in the U.S. has remained flat for more than 20 years, while the population has aged and grown by some 50 million people. Shortages are greatest in primary care, but span the spectrum of other specialties, he notes.

Included in the survey is a poll of physicians who work on a temporary basis asking about their experiences. Ninety-seven percent of physicians indicated they are accepted by patients on their temporary assignments and eighty-four percent said they are accepted by physician colleagues, suggesting that temporary physicians have become a customary part of the physician landscape. Eighty-one percent of physicians said that temporary practice is either as satisfying or more satisfying than permanent practice.

“Temporary practice is an increasingly popular alternative for many doctors who are tired of the reimbursement, malpractice and bureaucratic challenges they face today,” Ebner says. “It reduces the hassles and allows doctors to do what they do best, which is to provide superior patient care.”

Complete results of Staff Care's 2012 Survey of Temporary Physician Staffing Trends can be accessed at www.staffcare.com.

About Staff Care

Staff Care is the leading physician staffing company in the United States, providing temporary physicians and allied healthcare professionals to hospitals, medical groups, government facilities and other healthcare organizations nationwide.

For more information contact Phillip Miller 469.524.1420, phil.miller@amnhealthcare.com.

340B Contract Pharmacy Services



AHA Services, Inc. (AHASI), a wholly-owned subsidiary of the Arkansas Hospital Association, is pleased to endorse SUNRx as its vendor of choice for 340B Contract Pharmacy Services.

SUNRx is based in Bensalem, Pennsylvania and provides automated solutions that assist organizations to manage 340B Contract Pharmacy Services. SUNRx's 340B Simplified program creates opportunities for all pharmacy types to participate in qualified hospitals' programs. The simplified program includes a fully automated system that manages the flow of inventory, information and payments between qualified hospitals, pharmacies, wholesalers and third-party payers. Additionally, SUNRx has automated reporting and auditing, and ensures hospitals and patients pay the lowest price for medications.

SUNRx provides hospitals with a five step design and implementation process including customized plan design, identifying and contracting with pharmacy partners, patient drug cards, onsite training and support when a hospital's program is launched, and ongoing support.

For more information contact Tina Creel at 501.224.7878, tcreel@ahaservicesinc.com.

Wellness Educational Seminar Hosted by AHA Services

AHA Services, Inc. was pleased to host a Wellness Educational seminar in conjunction with Trustmark Voluntary Benefit Solutions and Hagan-Newkirk Financial Services on May 16th in Little Rock. The session featured an in-depth presentation on wellness trends, behavior change and why it's so difficult to make changes in our lifestyles. Various initiatives surrounding behavior change in employees were also outlined. The focus of the presentation was centered primarily around sustainable behavior change, emphasizing several key factors:

- Employee Engagement Approaches
- Top-Down Support
- Positive Peer Pressure
- On-staff "Cheerleaders/Champions" who can motivate within the ranks
- Incentives, Both Monetary and Other
- Small Steps for Lasting, Healthy Changes

The session also featured a question and answer session with a panel of hospital HR directors and CEOs currently implementing the Trustmark LifeHealth & Wealth program. This panel included Magnolia Regional Medical Center, DeWitt Hospital, Howard Memorial Hospital and Ozark Health Medical Center. The panel's commentary and insight gave the audience a chance to ask questions as well, and allowed for some great conversation and sharing.



If you're interested in attending another session similar to this one, email Tina Creel, tcreel@ahaservicesinc.com.

Nominate a Physician for the 2012 "Country Doctor of the Year Award"



Does your hospital work with a great country doctor? The kind of physician who still makes house calls and accepts the occasional apple pie or roast turkey for a fee?

If so, he or she may qualify as the 2012 Country Doctor of the Year. Presented by Staff Care, Inc., a national health temporary physician staffing firm and a company of AMN Healthcare, the Country Doctor of the Year Award honors the spirit, skill and dedication of America's rural medical practitioners.

Now in its 19th year, the Country Doctor of the Year Award has been presented to renowned rural physicians such as David Nichols, M.D., who for 30 years flew his helicopter to tiny Tangier Island to treat its isolated population, and to Kenneth Jackson, M.D. who rides horseback to the base of the Grand Canyon to provide care to the Supai Indians. Past recipients of the award have been featured in numerous national media outlets, including *USA Today*, *People*, *Parade* and *The Today Show*.

As part of the award, Staff Care will provide the 2012 Country Doctor of the Year with a temporary physician for two weeks at no charge, so the award recipient can take time away from his or her practice, a service

valued at \$10,000. According to Staff Care president Sean Ebner, rural doctors often cannot find physicians to cover their practices and so have difficulty taking vacations.

"We hope the award winner enjoys some time off," notes Mr. Ebner, "but our real intent is to honor an outstanding country doctor and to shine a light on the great work that rural physicians continue to do even as their numbers dwindle."

Nominations for the 2012 Country Doctor of the Year Award will be accepted for physicians who practice in communities of 20,000 or less and who are engaged in such primary care areas as general practice, family practice, internal medicine, and pediatrics. Anyone can nominate a physician, including hospital or medical group executives, co-workers or family members, and all stories or anecdotes about the physician's practice are welcomed.

Nomination forms can be downloaded from the Country Doctor of the Year Award website at www.countrydoctoraward.com, or you may call Staff Care for a nomination form at 800.685.2272. Completed nominations must be received no later than October 15, 2012.

Take Point-of-Service Mobile With nTelagent iPad App



Say goodbye to the old rule that registrars must be chained to their desks and clunky PCs to do their jobs.

nTelagent's fully integrated point-of-service solution for managing Accounts Receivable (AR) is now available for the iPad.

Once restricted to the registration desk, all front-end processes – from address validation to payment processing – can now take place anywhere in your clinic, hospital or emergency department. By freeing registrars and financial counselors from their PCs, nTelagent's iPad application allows them to be more proactive and effective with patient communications.

“Since 2003, nTelagent has been revolutionizing how healthcare providers interact with patients at point-of-service. Now that nTelagent is available on the iPad, registrars and financial counselors using our platform can meet patients wherever is most convenient, from the waiting area to the patient floors,” explained Earl Winter, nTelagent CEO.

Thanks to nTelagent's iPad capability, patient access staff can “go mobile” – equipped with all the real-time information and online scripts they need, literally in hand – in order to:

- Discuss important issues with patients: financial assistance enrollment, insurance verification, discounts, payment plans and collections
- Settle patient accounts

“The nTelagent team is excited to offer hospitals and clinics this total, mobile point-of-service solution. The patient-as-consumer model is

certainly here, and providers are seeking innovative, effective ways to improve and streamline patient interactions. Our nTelagent iPad app delivers,” continues Mr. Winter.

In the Emergency Department

Especially ideal for emergency departments, nTelagent on the iPad gives financial counselors the option to meet non-emergent patients post-treatment in the patient area to talk about financial responsibilities. nTelagent works at the point-of-discharge in the ED, versus pre-registration or point-of-service for other departments, ensuring the patient's care always comes first and eliminating any EMTALA liability.

In a hectic emergency department, imperfect registration and discharge procedures many times result in missed opportunities for collections, as well as misclassified charity care. Also, there is often a failure to screen for financial assistance programs, such as Medicaid and other state and local social services programs. nTelagent simplifies this process. Patients are given consistent, accurate information regarding their financial responsibilities, are enrolled in the right programs and are offered the appropriate discounts based on the provider's own policies.

Benefits: Healthcare Providers

The “Portable nTelagent” benefits healthcare providers in a number of significant ways, including:

- Empowers patient access staff to meet with patients and their families anywhere in the facility to offer express, convenient service
- Allows registrars and financial counselors to be more proactive and effective with patient communications
- Increases staff member productivity and workplace satisfaction – easy to use and carry, the iPad simplifies and speeds front-end tasks while allowing for flexibility
- Improves a facility's financial bottom line by settling accounts on the front end, increasing upfront and overall collections and reducing bad debt and AR days

In minutes, registrars using nTelagent validate patient address, verify insurance, process medical necessity, determine approved charges based on provider contracts, and follow online scripts for discounts, payment terms and collections.

Take Point-of-Service Mobile, Continued on Page 9

Benefits: Patients

Your valued patients also benefit from a mobile patient access tool:

- Enhances overall patient (consumer) satisfaction
- Decreases waiting times – no more standing in line to speak with a registrar
- Improves the convenience factor – registrars and financial counselors can meet and greet patients where they are, in the most convenient, comfortable location possible

To Learn More About the nTelagent iPad App

The nTelagent iPad app includes all functionality of the nTelagent solution, and meets or exceeds industry standards for data privacy and security.

For more information on getting your patient access department up and running on the nTelagent iPad app, contact Jaclyn O’Neil, 225.933.7013, jaclyn.oneil@ntelagent.com. Online: www.ntelagent.com.

Video Link and More About nTelagent

nTelagent’s fully integrated point-of-service solution for managing accounts receivable revolutionizes how healthcare providers interact with patients. To see nTelagent in action, view the company’s video at www.ntelagent.com/Video_and_Demo.html

The nTelagent system enables providers to settle all accounts on the front end by guiding patient access staff through each patient encounter via real-time, customized scripts. From insurance verification to payment processing, registration is fast, simple and accurate for all patients: insured, uninsured and those qualifying for financial assistance. In addition to increasing upfront cash and cash on hand, nTelagent’s clients reduce Accounts Receivable days and bad debt, follow consistent practices on all registrations, identify accounts needing financial assistance and provide dynamic reports for real-time end-user monitoring – all within a single, integrated system and for a fraction of the cost of disparate systems.

**nTelagent
Now Available
for the iPad**

**Take Your
Point of Service
Mobile**

- Meet patients anywhere for express, convenient service
- Increase staff productivity
- Settle accounts quicker to boost cash collected
- Decrease patient wait times
- Improve patient satisfaction
- Ideal for hospital, clinic and emergency department settings
- Includes all nTelagent functionality

As of June 1, 2012 
Amerinet is no longer an endorsed vendor
of AHA Services, Inc.

AHA Services, Inc. Endorsed Companies

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

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.

careLearning.com - Mandatory education including Health & Safety Compliance courses; webinars - online, 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.

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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 and Commercial Insurance, Admission Denials. www.fhahims.org. Barbara Flynn, 407.841.6230.

DocuVoice - Marketing/consulting company that specializes in outsourced coding/transcription solutions to address healthcare needs. DocuVoice's solutions also include ICD-10 assessment/training services, encoder software and physician-conducted chart reviews. DocuVoice's team works closely with you to design a custom program to address any of these areas by identifying your current situation at no charge. 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. - Single source solution for employee benefit needs. Providing benefit design and consulting services, benefit enrollment solutions, custom employee education strategies, compliance assistance, wellness programs and payroll processing services. *Creditguard*. www.hagan-newkirk.com. Chris Newkirk, 501.823.4637.

HealthCAREERS Network - Online recruitment, advertising and career solutions for the healthcare industry. Delivers content, job postings, news, events and career resources that are customized to a

candidate's career path and relevant at every stage of their healthcare career. 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. Hiram Colon, 800.788.4815.

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.

nTelagent - managing accounts receivable with a total point-of-service solution. www.nTelagent.com. Jaclyn O'Neil, 225.933.7013.

Press Ganey - Satisfaction measurement (patient/employee/physician/home health), survey instruments, reporting and analytical tools, quality improvement solutions for HCAHPS. www.pressganey.com. Holly Horncastle, 888.300.4470, Tina Minnick, 855.736.4407.

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

Staff Care, Inc. - Locum tenens-physicians, temporary physician staffing. www.staffcare.com. Erica Gerber, 469.759.8918.

SUNRx - automated solutions that help community health organizations manage 340B contract pharmacy relationships and other discount drug programs and comply with government regulations. www.SUNRx.com. Matthew Bobo, 210.646.1885.

VSP - Vision care. www.vsp.com. Tracey Escobar, 800.638.2626.

Volunteer Insurance Plan - Cost-effective "on-the-job" Accident Coverage. Tina Creel, 501.224.7878.



◆ 419 Natural Resources Drive ◆ Little Rock, AR 72205 ◆ Phone: 501-224-7878 ◆ Fax: 501-224-0519
◆ Email: tcreeel@ahaservicesinc.com ◆ Website: www.ahaservicesinc.com ◆

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