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Spring 2011

A DFWHC Foundation publication

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New website and logo!

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Community Health Website



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Foundation Mission

Continually improve the community's health by promoting safe, high quality, cost effective, accessible, and equitable healthcare and by strengthening the healthcare workforce through education, research and collaboration.

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FOUNDATION PRESIDENT'S COLUMN

Welcome to our new website and blog!

THANK YOU FOR YOUR SUPPORT of the Dallas-Fort Worth Hospital Council Foundation (DFWHC Foundation) and welcome to our new website and blog at www.dfwhcfoundation.org! We hope you'll enjoy hearing about our upcoming activities and continue to join us in improving the health of North Texans.

These are exciting times for the DFWHC Foundation and I am proud to be a part of it. We have a new look and logo – with the focus on our members and the

community. The purpose of the new website and blog is to encourage communication about your ideas and feedback. The “Contact Us” buttons located throughout the site are for you to engage. Please drop us a line while also sharing the website and blog with friends. We always welcome new partners from North Texas and beyond.



Kristin Jenkins

JD, FACHE

President, DFWHC Foundation,
Senior Vice President, DFWHC

The new logo represents a “foundation” of support for the hard work of our hospitals, physicians, schools and partners. You bring healthcare programs and information to friends and families.

It's the DFWHC Foundation's goal to provide information with an eye towards promoting wellness, disease prevention, health and healthcare best practices in North Texas. We think this work serves as a living foundation – hence the tree in our new logo. Without support from the healthcare community, we cannot grow into a healthy community. These activities sprout from partnerships forged in North Texas. The Foundation tree includes many roots stretching across the metroplex.

Dedicated hospital leaders have brought North Texas to the forefront of medical and health research. Our hospitals have generously supported the DFWHC Foundation for more than 40 years. In many ways, this new website and logo is a result of this dependable support. We are now a site prepared to host and facilitate collaboration while working together towards common goals.

Over the coming weeks you will see many blog postings from our Workforce, Community Health, Research and Data Services centers. These DFWHC Foundation teams will keep you informed of the latest in healthcare information. Best of health and welcome to our new website! ●



DFWHC Foundation staff members include (front row, l to r) Dawn Simmons, Danette Tidwell, Theresa Mendoza, Sally Williams, Mike Alverson, Kristin Jenkins, Pam Doughty, (back row, l to r) Summer Collins, Ed Schmitt, Nathan Stafford, Eileen Cross, Greg Shelton, Wendy Wacasey and Ken Bunkley.

Foundation rolls out new website, logo

www.dfwhcfoundation.org



The Dallas-Fort Worth Hospital Council Foundation (DFWHC Foundation) announced in February the launch of its new website www.dfwhcfoundation.org. The dramatically redesigned site, created by DFWHC Foundation staff members in coordination with the Fort Worth creative firm, Ilfusion Creative, includes the introduction of a new logo, blog and marketing initiative. The logo embodies the DFWHC Foundation's vision and commitment to the growing needs of North Texas healthcare.

"The wisdom of hospital leaders has brought North Texas to the forefront of medical and health research," said Kristin Jenkins, DFWHC Foundation president. "Over the years, hospitals have generously supported the DFWHC Foundation. This new website and logo is a result of such dependable support. Our website is prepared to host and facilitate collaboration while working towards one important truth – we can be healthier when we work together."



The DFWHC Foundation is a 501 (c)(3) tax-exempt organization providing support for community health and quality of care initiatives. The new marketing effort is the result of research detailing the need to create awareness on the DFWHC Foundation. The new logo depicting a tree represents a “foundation” of sturdy support for the hard work of area hospitals, physicians, schools and partners. Inherent in the new DFWHC Foundation website is the message that North Texas can grow into an increasingly healthier community through quality of care and research.

The site’s homepage welcomes visitors with bold colors of brown and green, a clean uncluttered design and moving images supporting the DFWHC Foundation’s mission to improve North Texas healthcare. A blog is also featured, with a highlight video to be introduced over the next month.

“The purpose of the new website, blog and video is to encourage regional communication about ideas and opinions,” Jenkins said. “We hope our healthcare friends will utilize these new communication tools while learning about our mission and goals. In addition, this is an opportunity to welcome new partners from North Texas and beyond.”

The DFWHC Foundation will continue to establish an evolving web presence using the latest in technology and communication trends. Organizations interested in more information can contact the DFWHC Foundation directly at (972) 717-4279. ●

Our website is prepared to host collaboration while working towards one important truth – we can be healthier when we work together.



The root of great healthcare is great employees



SAVE THE DATE!

The 15th Annual Employee of the Year Luncheon

April 26, 2011
12:00–2:00 p.m.
Irving Convention Center

presented by



www.dfwhcfoundation.org

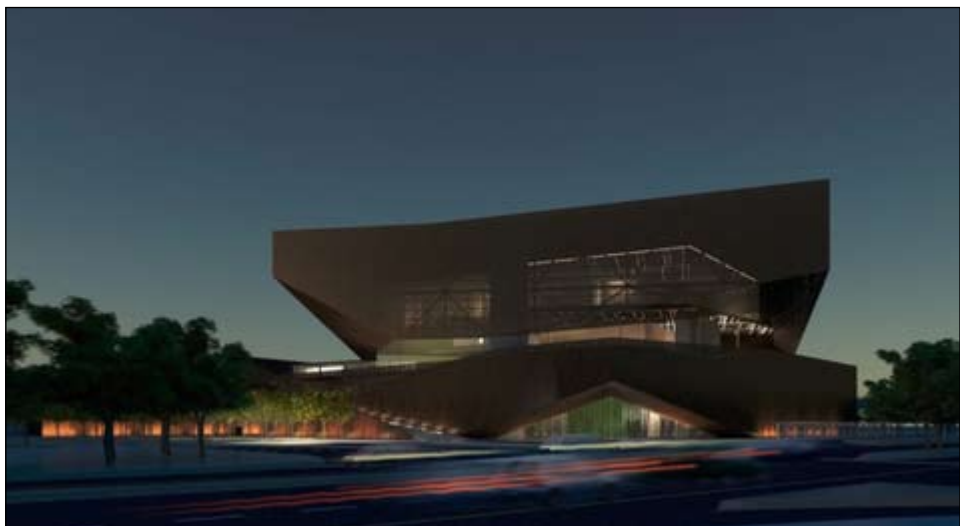
Benefiting the Dallas–Fort Worth Hospital
Council Foundation Workforce Center

Foundation's Employee of the Year Luncheon celebrates its 15th year

A celebration of dedicated North Texas hospital employees, the Dallas-Fort Worth Hospital Council Foundation's (DFWHC Foundation) 15th Annual Employee of the Year Luncheon is set for April 26 at the new **Irving Convention Center at Las Colinas**. The 2011 winners will be announced at the event from a pool of more than 50 nominees. Serving as speaker is healthcare humorist **Diana Jordan**.

For 15 years, the Employee of the Year Luncheon has been the rare opportunity to salute the North Texas hospital workforce, a crucial group of non-management employees making a difference in the health of our residents. Nominees are selected by hospitals and introduced at the event. In the fashion of an awards show, recipients will be announced and asked to come to the stage to receive their honor.

Nominees are separated into four categories including hospitals between 0-99 beds, hospitals between 100-250 beds, hospitals between 251-499 beds and hospitals with more than 500 beds. Two recipients are selected from each category and receive trophies and cash awards. Additional honors include the Community Service Award,



Irving Convention Center

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Physician Award (recognizing dedicated doctors) and the Hospital System Award (recognizing employees working for hospital systems at the corporate level).

A 20-year veteran comic, Jordan has appeared on "Oprah" and was selected by Oprah Winfrey as "one of the funniest people on the planet." Jordan has been nominated for the American Comedy Award and is the author of the bestseller, "A Wife's Little Instruction Book: Your Survival Guide to Marriage Without Bloodshed!" The book has sold over 450,000 copies. Jordan was featured in the HBO special "Women of the Night" spotlighting top female comedians and appeared in the 1996 Tom Cruise film "Jerry Maguire."

"We're looking forward to Diana's unique brand of comedy focusing on the joys and frustrations of healthcare," said Kristin Jenkins, president of the DFWHC Foundation. "The Employee of the Year Luncheon is a celebration of noted hospital careers and we wanted a speaker to convey this message in an enjoyable way."

Award nomination forms will be mailed to hospitals in February. Sponsorship packets are also available. Tickets will go on sale in March. For information, contact **Kristin Alexander** or **Eileen Cross** at 972-719-4900. ●



Diana Jordan

Submission requirement for THCIC

Present on Admission (POA)



The Texas Health Care Information Collection (THCIC) releases annual quality reports for hospitals based on Agency for Healthcare Quality (AHRQ) indicators. These reports do not note the possibility of certain diagnosis, such as an infection, that might have been present during admission. This could be incorrectly interpreted and appear to be a hospital-acquired infection (HAI). A key factor in tracking hospital quality is the ability to separate pre-existing conditions of a patient from

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conditions acquired during the hospital stay. Recording of a patient diagnosis present on admission is a crucial step in assessing a hospital's performance.

On Oct. 25, 2010, Texas adopted new rules for recording a patient's diagnosis during hospital admission, otherwise called collecting the Present on Admission (POA) flag for diagnosis codes on inpatient claims. For many hospitals, the POA flag seems to be old news since the Deficit Reduction Act of 2006, requiring all general acute care hospitals to report the POA flag for Medicare beneficiaries.

Until recently, THCIC has not required hospitals to submit the POA indicator in order to allow hospitals time for transitioning. THCIC will now require the POA flag in all inpatient claims starting with January 2011 discharges. The POA flag is not required for outpatient data.

Increasingly, administrative billing data is used to measure hospital performance and public reporting. Key reasons why it's important to submit POA flags are:

- Distinguish between pre-existing conditions and complications
- Improve reporting accuracy of hospital data distributed to consumers
- Increase validity of hospital report cards related to quality of care
- Improve accuracy of results in mortality risk assessment and outcomes research
- Reduce the number of false positives in identifying cases for further quality assurance reviews.

Many data elements can identify risks and identify the presence of existing diagnosis at the time of a patient's admission. These elements are critical when creating fair comparisons of hospital quality.

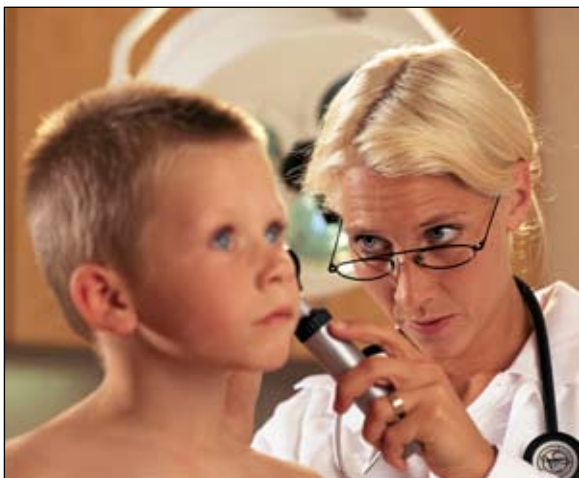
The Dallas-Fort Worth Hospital Council Foundation's (DFWHC Foundation) focus for collecting POA is not only for hospital comparisons, but for identifying preventable complications. The DFWHC Foundation's goal is to assist hospitals in delivering quality patient care and improving patient safety. Removing pre-existing complications will improve the performance score of a hospital. Having this indicator available in the DFWHC Foundation's

regional warehouse will enhance the accuracy of the research. The collection of this data will begin soon and should increase the value of the data analysis done for the regional warehouse.

For further information about the POA requirement or benefits, please contact Theresa Mendoza at tmendoza@dfwhcfoundation.org. ●



For information about data or the POA requirement, please contact Theresa Mendoza, Director of Data Services at tmendoza@dfwhcfoundation.org or call 972-717-4279.



HEALTHY NORTH TEXAS

Community Health Website goes live

www.healthyntexas.org

Providing easy-to-use information detailing the health of local residents, the community health website Healthy North Texas went live in February. Located at www.healthyntexas.org, the website was created under the direction of the Dallas-Fort Worth Hospital Council Foundation (DFWHC Foundation). Healthy North Texas is a headquarters for informational data involving overall population health. This information can assist planners and policy makers when identifying areas for improvement. While similar websites have been created in San Francisco, Miami, and Arizona, this is the first resource of its kind in North Texas.

The website boasts more than 100 local health indicators which can be compared with other Texas regions and the nation. The information can be used to expose crucial health concerns in North Texas including incidents of diabetes, breast cancer and suicide. The site also provides a database of information detailing ways to combat these health dangers.

“Healthy North Texas was created to provide residents an Internet resource for understandable data about our community’s health,” said Kristin Jenkins, president of the DFWHC Foundation. “This is an important tool for researchers, political planners and community leaders for assistance when making decisions affecting our quality of life.”

Healthy North Texas was developed under the direction of the DFWHC Foundation’s Community Health Collaborative, chaired by David Tesmer, senior vice president of community benefit at Texas Health Resources. Sponsors of the site include Blue Cross Blue Shield of Texas, Communities Foundation of Texas, HCA North Texas, JPS Health Network, Methodist Health System, Texas Health Resources and University of North Texas Health Science Center.

The site hosts a calendar profiling key North Texas health events in addition to an easy assistance tool for visitors to create reports and summaries.

“We want Healthy North Texas to become the community resource for overall information on North Texas health,” Jenkins said. “We would like this site to be a location to share information, promote events and educate residents on health issues involving their communities. Quite simply, this is a website with the ability to improve the health of all North Texas residents.” ●



For information about the Community Health Website,
please contact **Summer Collins**, Director of
Population and Public Health Research, at
scollins@dfwhcfoundation.org
or call **972-717-4279**.

NTREC reaches 29% of target goal with 431 providers enrolled

The North Texas Regional Extension Center (NTREC) was formally notified of two enhancements to its federal grant from the Office of the National Coordinator of Health IT in the U.S. Department of Health and Human Services. The first is an increase of \$54,000 in the technical assistance available to nine Critical Access Hospitals in the region as they adopt, implement, and obtain meaningful use of Electronic Health Records (EHR). The second is an increase of \$406,000 in funding for the direct assistance to the target of 1,498 providers in North Texas as they progress in their use of EHRs combined with a potential two-year extension of the program to April 2014.

“This additional time to achieve our goals is very welcome,” says Mike Alverson, NTREC Executive Director. “Enrollments have really picked up momentum at the end of 2010 as providers learned more about the CMS incentive programs from Medicare and Medicaid and the availability of NTREC services.”

NTREC Outreach and Education Coordinator Wendy Wacasey said “The Texas Medical Association has been a great asset to the NTREC outreach campaign with educational sessions, webinars, emails and postcards. We are also pleased to have the important endorsement of the NTREC by the Texas



NTREC
NORTH TEXAS REGIONAL EXTENSION CENTER

Osteopathic Medical Association, Southwest Physician Associates and the Healthcare Information Management Systems Society.”

Currently, 431 providers (29% of the target of 1,498) have enrolled in the NTREC and 250 have reached the milestone of successful EHR implementation. The NTREC is “physician-centric” with three practicing physicians on the six-member grant review board, including Dr. Matt Murray as board chairman.

“We want all physicians in Texas, no matter where they reside, to be confident that they can turn to their region’s physician-oriented REC for effective, high quality IT consulting services,” said Dr. Murray.

For information or to learn more about EHR implementation, please call 469-648-5044 or visit www.ntrec.org. ●

North Texas hospitals to participate in new workforce planning initiative

The Dallas-Fort Worth Hospital Council Foundation (DFWHC Foundation) and OrcaEyes, developer of SonarVision Workforce Planning and Intelligence Software, announced in January a partnership to work with North Texas hospitals and hospital systems to assist with future workforce needs. Baylor Health Care System, HCA of North Texas and Texas Health Resources are the first to participate in the Workforce Planning Initiative. An educational event for area hospitals was held Jan. 27 at the Marriott Las Colinas Hotel in Irving.

The partnership between the DFWHC Foundation and OrcaEyes unites healthcare leaders with experts in workforce planning and analytics technology. The goal is to work with North Texas hospitals so the DFWHC Foundation can aggregate regional data to identify trends and apply benchmarks. This process will assist in defining workforce risks for hospitals.

“North Texas hospitals are setting a precedent in understanding healthcare needs. With this knowledge, they can manage staffing more effectively and make recommendations to educational institutions,” said Kristin Jenkins, president of the DFWHC Foundation. “Our goal is to insure we have the right workforce at the right time to provide the best possible care for patients.”

OrcaEyes’ SonarVision software pulls together workforce and business data to help organizations understand the risks and opportunities of workforce dynamics.

“We are excited to be selected for this project,” said Dan Hilbert, president of OrcaEyes. “We believe this will help hospitals recognize trends and predict staffing needs. In addition to supporting these healthcare leaders, this project will be the first to accurately forecast positional needs and skill sets so educational and government resources are aligned to meet U.S. demands.”

The Jan. 27 event featured speaker Bernard Weinstein, associate director of the Maguire Energy Institute, discussing the outlook for healthcare demand and delivery. A panel featuring Neil McCormick, general manager of Talent2 and Dr. Jac Fitzenz, founder of the Saratoga Institute, discussed how healthcare can use metric tools to drive workforce performance.

OrcaEyes was founded in 2007 with a focus on providing valuable and innovative tools to companies to increase operational performance by way of the workforce. The Austin-based company is leading the charge in helping executives and boards of directors partner with human resources to achieve higher earnings, mitigate risk and drive shareholder value. ●

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For information, contact Eileen Cross at 972–717–4279
or Kristin Alexander at 972–719–4900.

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