



Administrator's Report 4/8/2013

PEOPLE

Community Survey

Through a statistically valid survey conducted by GMA Research of Bellevue, we learned a great deal about our community's perceptions and awareness of health services on Whidbey Island. As we interpreted the results, major themes became apparent, such as those who have had a direct experience with or at Whidbey General have a significantly higher level of satisfaction and perception of the quality of care vs. the general public. The more people can experience Whidbey General the more they hold a higher image and impression. Here are some other highlights:

- Although there is a high level of awareness of Whidbey General as an entity, there are low levels of awareness for many of the services that the hospital provides especially Sleep Disorders (26%), Ophthalmology (26%), Urology (46%), Cardiac Care (48%) and Oncology (51%).
- While 64% of Whidbey Island people say they are adequately served by Whidbey General, 22% say they are not (14% don't know).
- Compared with other hospitals, there is a perception that the hospital has improved (47%) compared with 29% for Anacortes and 33% for Providence. So Whidbey General is seen as improving and more so than other hospitals. A good trend.
- There is a perception by a significant proportion of respondents that many of the Whidbey General doctors are as qualified as those at the other hospitals that people can access. And doctors and nurses are the key drivers in how people feel about the level of care and where they choose to go for non-emergency care.
- People – the doctors, nurses, friends, family, co-workers – are the most important sources of health information surpassing printed materials, on-line information and media.

This is just a small portion of the entire report. We plan to fully evaluate all aspects of the report, to include demographic trend info and prepare a Communication/Public Information strategy to address the areas that can be improved. Certain concepts already come to mind and we must all be prepared to understand the perception gaps and address them. For example:

- ***“There is no need to leave Whidbey for most of the hospital services you need”***

We need to continue to educate our community about the many services provided by Whidbey General.

- ***“We pride ourselves on competence at Whidbey General”***



A significant proportion of those surveyed have questions about the competence and quality of the doctors and nurses and overall services of the hospital. Another opportunity to educate our community.

- ***“It’s the people that make Whidbey General special”***

The people – doctors, nurses, clinical and support staff – provide one of the major standards by which people judge their hospital experience. This needs to be emphasized internally with everyone, remember our standards and utilize ADIET.

Hospital Board of Commissioners, Administration and Public Relations plans to do more research/outreach with medical staff and hospital staff to better understand what they have to say about Whidbey General and how they would like to see it improved. We also want to do more outreach with Whidbey residents to better understand how they would like to see it improved so that we may meet the needs of 90% of the residents on Whidbey. We want to assure them of our constant desire to improve and provide the best quality and patient experience possible.

SERVICE

Home Health Meditech Implementation

After months of planning, dictionary building, and staff training, our Home Health department went live with its electronic medical record (EMR) on March 18. As planned, staff is using the system to register, document, manage and schedule patients. Though the transition has been challenging, the system is working well and the team is in good spirits.

Some of the challenges stem from the fact that this is the first time many of our employees have used an EMR. For example, an admission on the old system took about one hour to complete. During the first two weeks of go-live, it has been taking up to two hours. Director Dave Larson is confident this time will decrease substantially over the next few weeks as staff becomes more comfortable with the system and using the laptops in the patient’s home.

Physicians and employees are already experiencing significant benefits. First, the reports to the physicians are now standardized and completely legible. Second, all staff involved in the care of the patient have immediate access to the patient’s record. And finally, there are various reporting mechanisms now available to help manage quality and efficiency that were not previously available.

Hospice Program

The Medicare Hospice Service recently received a Recommendation Letter from Noridian, our Medicare Fiscal Intermediary. This is a significant step in the process as CMS (Centers for Medicare & Medicaid Services) will not recognize nor pay for our patient’s hospice care without it. Manager Heather Maddox is



making strides with the human resource side of the program and has developed job descriptions and hired personnel for the program's Chaplain, RN Case Manager, Medical Social Worker and Aide.

Heather will spend the next two months preparing and finalizing documentation including over 200 policies and procedures that need to be provided to the Accreditation Commission for Health Care, Inc (ACHC). They will be our accrediting organization and we anticipate the survey to occur by September.

Standard of the Month - Great Service

What **Great Service** means to the **Life Center for Essential Wellness**:

Our dynamic life center team has a passion to inspire and motivate healthy lifestyle choices in our community here on Whidbey Island. Through our vast experience and variety of talents, we feel that **Great Service** is demonstrated by putting our patients' needs first and treating everyone with kindness and respect. In so doing, every patient, every time feels as if there is nothing more important than they are during the time we spend with them.

Following are recent quotes from patients that demonstrate Life Center's commitment to **Great Service**:

- *"This has been a very helpful and rewarding experience."*
- *"Always started on time and paid attention to me."*
- *"The Life Center staff was always polite, clear and helpful."*
- *"It's a really wonderful program."*
- *"I learned a lot and am grateful for the good and intelligent care provided."*

Great Service Award

February's Great Service Award recipient is Chivaun Hill. Chivaun, (Nootsie or Chantilly, her childhood nicknames) started in Patient Access in June, 2009. She has always prided herself on going above and beyond to help anyone she comes in contact with, whether it is a patient, a co-worker, or visitor to the hospital. Chivaun is definitely a family girl and loves spending time with her husband (Julian), sister (Laurie), brother and sister-in-law (Charlie & Lilly), Mom & Dad (Michele & Gary), and all her other relations. Chivaun has a well-formed sense of humor and is often heard to say "I LOVE this story!" She loves music and plays the drums, piano, guitar and sings beautifully. Additionally Chivaun is a dedicated gamer and met Julian while playing Xbox Live! Hospital service runs in her family. Her mom worked in WGH Patient Access several years ago and is now a Director at Skagit Valley Hospital.

Here is Chivaun's story as presented by Kelly Bullington, Manager, Patient Access.

Chivaun consistently provides amazing customer service going above and beyond to make sure patients and their families receive the best care possible. A family member came to the front desk looking for urgently needed but unusual medical supplies. Chivaun got on the phone and called around since it was a Saturday night and stores were closing. She finally found a store that carried them. She even got the info so the family knew in which aisle to find the supplies. She truly believes and practices Patients First every day. Chivaun always finds a way to exceed expectations!



Patient Comments

Jill was the phlebotomist. She was very professional and very pleasant. Was wonderful with her patient who is developmentally delayed.

Vicki Werve is very professional, patient and caring. It is apparent she really likes her job. Please don't let her go ever :)

The nurses were awesome! Sara B. stayed late to stay for delivery & wasn't even her day to work.

We had excellent care Colleen & others were so friendly & helpful & supportive.

Rebekah, at the front desk, is one of the most pleasant people I have ever dealt with.

Superb PT's! I have always received the best in care. Sharon has been most helpful.

Was seen immediately by Dr. Lhamon. She's the most caring dr. you have!! Although ALL the drs. are great, she holds a space in my heart.

Chivan Denalora who is a family friend came back before her shift to see if there was anything she could do for me or my family.

DONNA our nurse for 3 days was outstanding. Wanted to take her home.

Butch was a terrific support and ensured all our questions were answered - a thank you to him and everyone else in the dept.

Karen, who does mammograms, is wonderful!

Linda Cross registered me! She is always & I mean always in a good mood! Always upbeat

Dr. Z. was great!

Dr. Picco was just awesome

Dr. Hansen was very helpful.

Let others know about Cardiac Rehab is at W. Gen. Hospital - if it hadn't been for Dr. Jessup - I would have gone to Bellingham for class - Took me 10 min. instead of a 1 hr. & 30 min. drive - Thanks.

Dr. Z was fantastic.

Cindy is the best.

Roxanne had me all registered so all I had to do was present at the DI desk.

Joyce explained everything that was going to take place beginning w/the call to me the day before.

Vicki Werve is my PCP-she is quite knowledgeable and has no problem looking information up while I'm there-if she isn't sure about something-or make a referral if necessary. I have a lot of confidence in her abilities as she takes her time talking to me-not at me.

I prefer women doctors and we all love Amy!!!



Dr. Picco and all the staff are wonderful

QUALITY

The new HIPAA Mega rules go into effect April 2013. There will be more information and education coming about the new rules. What remains the same is our need to protect our patient's privacy and health information. You can remember two simple phrases to guide your decisions on protected health information (PHI):

- 1) *Need to know*. You may only access PHI to perform your job duties regarding the patient's care and treatment or the operations of the organization such as coding and billing.
- 2) *Minimum necessary*. You should access only the minimum necessary information to perform your job.

Only 5 words to remember in protecting our patient's privacy and confidentiality! ***Need to know and minimum necessary***.

GROWTH

Current Medical Staff Recruitment Efforts

- Two Family Practice physicians for PCA (1 south)
- Hospitalists Group
- Physician for the Rural Health Clinic
- Medical Director for the Rural Health Clinics

FINANCIAL

February Financial Report

February's financial statements show a negative margin of (\$336,567) with a negative operating margin of (5.22%). This February loss is \$19,609 more than the budgeted February loss of (\$316,958).

The average inpatient census for February was 16.89, which was an 18% decrease from the January average census of 20.71. Inpatient surgeries were 30 in February which was a 13% decrease from the average monthly inpatient surgeries of 39 in 2012. Total outpatient volumes were 10% less in February than in January.

Gross patient revenues were at \$14,240,358 which was under budget by 0.4%, or \$53,754. Operating expenses were under budget by \$118,253 or 1.7%. Salaries and wages were over budget by \$153,994, or 4.8%. Employee benefits were also over budget by \$86,104, or 12.1%.

The Days Cash on Hand decreased from 48.6 in January to 43.6 in February. Days of Net Revenue in Receivables decreased from 45.3 in January to 44.2 in February, which means we collected more than we had the previous month.

After 2 months in 2013 we have a positive YTD bottom line of \$58,299 versus a budgeted YTD loss of (\$354,076).