

NHA WEBINAR

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Hospital Decertification: A Near Death Experience

Webinar #072710-NE

DATE AND TIME

July 27, 2010

1:30 p.m. - 3:00 p.m. CT

OVERVIEW

The financial and public relations implications of the Medicare termination process for any hospital can be difficult and deadly. The process can head downhill quickly and affects every aspect of a hospital's operations, from daily census to staffing and physician relations. As a result of CMS decertification, some hospitals are forced to close while all incur massive financial loss. Compass Clinical Consulting calls this process a "Hospital Near Death Experience." Immediate corrective measures must be taken. Haywood Regional Medical Center, a 190-bed community medical center in Clyde, North Carolina, was decertified as a Medicare and Medicaid provider, effective February 24, 2008. Haywood had to evaluate its management and operations. Along with interim president Alton Byers, the hospital team was able to regain Medicare certification in less than 100 days. One of the main issues is that hospital leaders fail to believe it could happen to them. Consider, however, that Haywood had recently been awarded quality awards—only to find themselves facing a far different reality.

TARGET AUDIENCE

Hospital leadership, nursing leadership and directors of quality.

OBJECTIVES

Upon completion of this Webinar, attendees will:

1. Explore some of the factors that lead to Haywood's Near Death Experience and discuss some of the strategies that brought the hospital back to life.
2. Identify warning signs that can precede regulatory difficulties and gives practical guidance for responding to negative surveys.

3. Serve as a resource for hospital executives and quality leaders who seek to avoid a Hospital Near Death Experience.

FACULTY

Kate Fenner, RN, PhD, understands how hospitals work. First as a nurse and later as an educator and consultant, Dr. Fenner has immersed herself in the issues that face hospital leaders. She has the rare ability to problem-solve and communicate at all levels of an organization – from staff members to Board members. As Chief Executive Officer of Compass Group, Inc., she uses this talent to help clients meet their clinical and cultural goals. Since she first entered the health care field over a quarter century ago, she has filled leadership roles in numerous university, state, regional and national organizations. Her varied experience has given her a strong understanding of leadership dynamics, while staying abreast of the hospital industry's emerging problems and innovations.

Al Byers, MBA, FACHE, knows what it takes to lead hospitals, even through the toughest of situations. A health care executive with thirty years of progressive administrative experience, Mr. Byers has overseen operations and finances for several hospitals over the course of his career. Serving as Chief Operating Officer for Haywood Regional Medical Center for 12 years, Mr. Byers was extensively involved in medical staff relations, strategic planning, cost control, construction and government relations. When he was appointed to the position of Interim President of Haywood during a period of crisis, his strong leadership helped that hospital regain certification by the Centers for Medicare and Medicaid Services.

PRICE

\$195 per connection.

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