

EDITORIAL

August recess advocacy

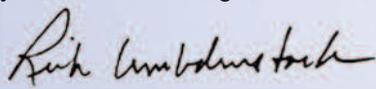
A message about "We Care, We Vote"

After the November election, lawmakers will make important decisions about our nation's fiscal future. They need to understand how their decisions will affect hospitals and the communities they serve. They need to hear how cutting Medicare and Medicaid payments to providers will challenge access to care for many patients. We must speak up because without our input, legislators will default to the easiest path – arbitrary payment cuts to providers – instead of offering real solutions to the fiscal problems our nation faces.

August presents a perfect opportunity to share your concerns with your legislators. They just left Washington and are home until after Labor Day. They will host town hall meetings, meet with constituents and attend local events. In this election year, you can expect them to be eager to meet constituents and be even more visible than usual. Seize this chance to schedule meetings with your representative and senators to share the challenges facing your organization – and the field as a whole – and what you are doing to maintain access while increasing value.

Meet with them in their district office or, better yet, invite them to tour your organization to see firsthand the good work you do for your community and the ways that further reductions to Medicare and Medicaid payments would affect your ability to provide care to your patients and community.

August also presents a great opportunity to get candidates – incumbents and challengers – on the record with their positions on health care issues. Take advantage of candidate forums and campaign stops to ask meaningful questions about Medicare and Medicaid and where the candidates stand. And now is a great time to kick your voter registration campaign into full gear. We appreciate your efforts to ensure that your employees exercise their right to vote.



Go directly to a video message from Rich Umbdenstock on We Care, We Vote at www.aha.org/advocacy-issues/initiatives/vote/video.shtml. And see the toolkit at www.aha.org/wecarewewote. For more about the initiative, or help planning activities, contact AHA Member Relations at (800) 424-4301 or wecarewewote@aha.org.



Umbdenstock

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American Hospital Association

Health Forum and the American Hospital Association

AHA award winners honor

The 2012 Health Forum and AHA Leadership Summit, held July 19-21 in San Francisco, brought together health care leaders to discuss ways to transform the delivery system for better quality and value; improve alignment between

providers, physicians and payers; and achieve greater clinical integration. The summit also honored the hospitals – and their dedicated staff and volunteers – who lead the way in improving patient care and addressing the health needs of

2012 TRUST Award recipient is honored

Health care leaders July 19 honored 2012 TRUST Award recipient Maureen Bisognano, president and CEO of the Institute for Healthcare Improvement, for her dedication to continuous improvement of the health care delivery system to achieve higher quality and safer care for all patients and communities. The annual award by the AHA's Health Research & Educational Trust (HRET) affiliate recognizes people who have made significant and lasting contributions to health care, and who share HRET's vision of creating a society of healthy communities and its mission of transforming health

care through research and education.

To commemorate the award's 10th anniversary, a new HRET report features essays by past award recipients on topics affecting the future of health care, including team-based and patient-centered care, cost control, quality and end-of-life care. For more, visit www.hret.org/trust/resources/TRUST_MeetingOurMission_2012.pdf. And see HRET's award video at <http://link.videoplatform.limelight.com/media/?mediaId=43fe16c2048a40499fac8bb139b16092&width=480&height=321&playerForm=LVPPlayer>.



TRUST award recipient Maureen Bisognano addresses the Health Forum and AHA Leadership Summit.



Quest for Quality Prize. University Hospitals Case Medical Center in Cleveland received the AHA-McKesson Quest for Quality Prize. Lincoln Medical and Mental Health Center in the Bronx, NY, and University of North Carolina Hospitals in Chapel Hill were recognized as finalists, and Meriter Hospital in Madison, WI, received a Citation of Merit. From left are AHA Chair Teri Fontenot; Fred Rothstein, M.D., president of University Hospitals; Melissa Schori, M.D., Lincoln Medical's chief medical officer; Larry Mandelkehr, University of North Carolina Hospital's head of performance improvement; Kathleen Werner, Meriter Hospital's head of performance improvement; Andrew Mellin, M.D., McKesson's vice president and medical director; and AHA President and CEO Rich Umbdenstock. Prize winner Rothstein talks about his organization's quest for quality at <http://www.hnhmag.com/hnhmag/HHNDaily/HHNDailyDisplay.dhtml?id=1120002231>.



AHA NOVA Award winners include Boston Children's Hospital; Henry Ford Health System in Detroit; Newark (NJ) Beth Israel Medical Center; Queen of the Valley Medical Center in Napa, CA; and Shawano (WI) Medical Center and ThedaCare in Appleton, WI, for their "Rural Health Initiative." From left are AHA board member Steven Goldstein; Christine Healey, Boston Children's Hospital's community partnership manager; Christine Joseph, director of Henry Ford's health disparities research collaborative; John Brennan, president and CEO of Newark Beth Israel; Dana Codron, Queen of the Valley's head of community outreach; Rhonda Strebel, executive director of the Rural Health Initiative; and AHA board member Rhonda Anderson.

LEADERSHIP SUMMIT

red at Leadership Summit

their communities. They are the winners of the 2012 AHA-McKesson Quest for Quality Prize, the AHA NOVA Awards, the Dick Davidson Quality Milestone Award and the Circle of Life Award. See videos of the Quest for Quality, Circle of Life,

and Dick Davidson award recipients at www.youtube.com/user/AHAhospitals. The Health Research & Educational Trust's TRUST Award winner also was honored at the summit. Pictured on pages 4 and 5 are the award winners.



Dick Davidson Quality Milestone Awards went to the Michigan Health & Hospital Association (MHHA) and South Carolina Hospital Association (SCHA) for their work in improving hospital quality. From left are AHA President and CEO Rich Umbdenstock; MHHA Senior Vice President Sam Watson; SCHA President and CEO Thornton Kirby and AHA board member Scott Duke.



Circle of Life Awards were presented to Akron (OH) Children's Hospital; Calvary Hospital in the Bronx; and Sharp HealthCare in San Diego for their efforts to expand the reach of palliative and end-of-life care. From left are AHA Chairman-elect Benjamin Chu, M.D.; Sarah Friebert, M.D., Akron Children's Hospital's director of pediatric palliative care; Robert Brescia, M.D., director of Calvary Hospital's pediatric care institute; Suzi Johnson, vice president of Sharp HospiceCare; and Todd Linden, president and CEO of Grinnell (IA) Regional Medical Center, and a Health Forum board member.



Circle of Life Citations of Honor went to Community Hospice of Northeast Florida in Jacksonville; St. Joseph Hospital in Orange, CA; and Unity in De Pere, WI. From left are AHA Chairman-elect Benjamin Chu, M.D.; Terry Eason, director of Community Hospice of Northeast Florida's Community PedsCare; Rosemary Le, head of St. Joseph's palliative care program; Amanda Sommerfeldt, M.D., Unity's assistant medical director; and Todd Linden, president and CEO of Grinnell (IA) Regional Medical Center, and a Health Forum board member.

Physician Leadership Forum is focused on collaboration



Combes

BY JOHN COMBES, M.D.

Health reform implementation, quality improvement efforts, and a host of efficiency initiatives are simultaneously exerting pressure on the health care field, fueled by a fundamental shift in how health care is delivered. Building the next generation of care necessitates close collaboration between clinicians and administrators. With the rapid changes in care delivery, high-performing leadership teams are needed to combine quality and efficiency to deliver high value care.

Given this environment of change and the need for transformation, the AHA's work can be enhanced with input from the clinical team, including physicians. To ensure its work reflects all key perspectives and enhances collaboration, the AHA created its Physician Leadership Forum (PLF). Through four engagement strategies – education; quality and safety; leadership development; and advocacy and public policy – the PLF fosters field-wide coordination in the development and delivery of top quality, efficient care.

Formally launched in 2011, we see PLF as an opportunity to not only share information, but also gain physician insight on proposed rules such as the Medicare physician fee schedule. A web-based resource library (www.ahaphysicianforum.org) offers quick help on complex topics, such as health reform. Frequent webinars run the gamut from physician impact of Medicare accountable care organizations and clinical integration to profiles in best practices. A biweekly electronic newsletter keeps the physician community apprised of timely issues affecting delivery of care.

The PLF, which is guided by a member advisory committee, allows the AHA to be more effective in identifying successful quality and safety efforts, highlighting best practices, and sharing lessons learned. It

enables broad collaboration, not only with individual physicians but also with other organizations, on issues of specific interest to physicians, including through the *Hospitals in Pursuit of Excellence* initiative. Our current focus is on central line-associated bloodstream infections as well as other health care-acquired conditions, readmissions and mortality.

The PLF also is an effective tool in building a health care workforce able to care for patients and hospitals of the future. PLF taps into the physician audience that attends the annual Health Forum and AHA Leadership Summit. For example, the PLF hosted its second professional development session, "Creating the Hospital of the Future: The Implications for Hospital-Focused Physician Practice," at last month's summit in San Francisco.

Our 2011 session at the Summit covered team-based care and resulted in the guide, "Team-Based Health Care Delivery: Lessons from the Field." And PLF developed another educational tool with its recently-released white paper, "Lifelong Learning – Physician Competency Development," which examines the competencies needed to deliver coordinated, team-based, value-driven care and provides recommendations for how hospitals and physician-associated organizations can develop these skills in the current and next generation of physicians.

We are truly facing a transformative age of medicine. Our pressures are great, but working together our opportunities are many.

Combes is president of the AHA's Center for Healthcare Governance and leads the AHA's Physician Leadership Forum. For more information, visit www.ahaphysicianforum.org.