

AHA Board **Class of 2016**

Advocacy on Capitol Hill is AHA's top job, says Steven Rose

The Class of 2016 profiles the women and men who joined the AHA board this year.

BY PETE DAVIS

The most important work the AHA can do for the field is its advocacy work on Capitol Hill, says AHA board member Steven A. Rose, president and CEO of Nanticoke Health Services in Seaford, Del.

"I think we have had a lot of success the past few years," says Rose, referring to the Protecting Access to Medicare Act, which avoided a deep cut in Medicare payments to physicians without implementing immediate cuts to hospitals. Signed into law last month, the legislation also delayed the Medicaid disproportionate share hospital cuts until 2017, extended the partial enforcement delay of the two-midnight rule and extended certain Medicare provisions important to rural hospitals like Nanticoke Memorial Hospital.

Rose, who joined the AHA board in January, says there is still some unfinished legislative business that will be discussed at next week's AHA Annual

Membership Meeting in Washington, D.C.

"If hospitals can be united and have a single voice, I think we could even have more clout in Washington," says Rose.

In addition to the association's advocacy work, Rose says the AHA is well-positioned to help hospitals and health system leaders navigate the rapidly evolving health care environment.

He cites the AHA Committee on Research Report, "Your Hospital's Path to the Second Curve," which provides a framework for leading organizations toward a customized path or series of paths for health care transformation. Rose also says that the AHA's Hospitals in Pursuit of Excellence initiative and the Health Research & Educational Trust are two platforms that are providing best practices for hospitals to improve performance.

"There are so many hospitals doing great things in certain areas, and hospital leaders can learn from what other hospitals have done to be successful and use that in their own organizations," says Rose.

A registered nurse, Rose is passionate about patient engagement, especially helping patients and their families take

a more "proactive role" in their care. He also says it is important for hospitals and health systems to work closely with their community partners on initiatives that will improve population health.

Rose has led Nanticoke Health Services, which includes the 99-bed Nanticoke Memorial Hospital and Nanticoke Physician Services, since 2008. During his tenure, Nanticoke Health Services has invested significantly in health information technology to help improve patient care.

Some efforts include establishing a new electronic health record (EHR) and meeting Stage 2 meaningful use requirements under the Medicare and Medicaid EHR Incentive Programs.

Before joining Nanticoke Health Services, Rose held leadership positions at St. Joseph Regional Medical Center in South Bend, Ind., and United Samaritan Medical Center in Danville, Ill. He has served as the chair of the Delaware Hospital Association and is the chair of the AHA's Regional Policy Board 3.



Rose