



SCOTTSDALE

INSTITUTE

SPRING CONFERENCE 2008

IT Enabling Community Care



Gathering for the 15th Annual Spring Conference

Scottsdale Institute's 15th Annual Spring Conference, held April 16-18 at the Camelback Inn, lived up to a vintage year with the best SI gathering ever. More than 115 executives from 30 member organizations joined together to discuss how IT enables community care—and demonstrated that SI member organizations are not sitting on the fence when it comes to engaging the community.

Wednesday morning kicked the conference off with a bang when we toured Scottsdale Healthcare's new Thompson Peak Hospital, led by our hosts Jeffery K. Norman, Jean Knoedler and James R. Cramer. Thompson Peak, opened November 2007, is a stunning high-tech facility that embraces patient-centeredness in a community context, the latter evidenced by the fact that residents of a neighboring senior housing complex gather daily for lunch in the hospital's café, which is more like a neighborhood eatery than a traditional hospital cafeteria.

Among Thompson Peak's gee-whiz features include an ambient-experience CT and MRI room that allows patients to select lighting and image projection based on themes like wilderness and kids' cartoons. The hospital also has 56 telemetry-ready beds as well as a high-definition camera and video system in its ORs that can be manipulated by a light wand. Other IT tools include wireless phones with messaging linked by an internal cellular network, smart pumps and RFID-based asset tracking.

Thompson Peak is IT-enabled from the ground up, with a PC in each patient room, medication administration and an eMAR, digital tracking boards for managing patient flow in the ED, surgery and nursing units, a kiosk for patient registration and hospitalist charge capture, report and billing. There's also clinical documentation, video conferencing, surveillance and access control as well as a robust radiology and cardiovascular PACS.



Thompson Peak Hospital

continued





Following a welcome luncheon at the Jackrabbit Pool, executive presentations included a talk by Advocate Health Care's Mark Shields, MD, who described Advocate Physician Partners and its model structure for accelerating technology adoption by physicians. Richard Tayrien, DO, a VP for clinical IS at Catholic Healthcare West in Phoenix, provided a treasure trove of lessons learned and benefits realized in implementing CPOE at the health system.

St. Vincent Health's (Ascension) Alan Snell, MD, joined HealthTech's Molly Coye, MD, Michiana Health Information Network's Tom Liddell and HealthPartners' Alan Abramson to discuss new business models for building health information exchanges.

"My Cost: eThinking Consumer-Driven Health" was presented by Jackie Goss, Matthew Hazen and Ken Lawonn of Alegant Health. Eric Pan, MD, of Partners Healthcare and Harvard Medical School presented another business case, this one for using telehealth technologies for physician-to-physician communication. A final panel of the afternoon, this one of top CIOs, discussed the conference topic of IT-enabled community care. Participants included Tim Zoph of Northwestern Memorial, Scott Whyte of Catholic Healthcare West, Rich Pollack of VCU Health System and Dick Gibson, MD, of Legacy Health System.

With more than enough content for the first day, attendees gathered at the Sonoran Terrace for our traditional evening reception.



A beautiful evening reception on the Terrace

Thursday dawned with more friendly conversation and networking at breakfast on the Peace Pipe Patio before the audience was treated to Chairman

Stan Nelson's traditional "Five Minute Membership Report," which provided highlights of SI's year including the more-than-weekly teleconferences covering a wide range of IT-related subjects and a warm thanks to Tim Stack and the Piedmont team for hosting the 2007 Fall Conference in Atlanta.

"Collaboration Among Community Providers" was the topic of a sterling panel led by SI Vice-Chairman Don Wegmiller, who said that hospitals more than ever must document the benefit they provide the community to protect their not-for-profit status. The panel—Kedrick Adkins of Trinity Health, David Benfer of Saint Raphael Healthcare System, Lowell Kruse of Heartland Health and Patrick Rossignol of Deloitte—talked about a variety of community collaborations including programs to reduce infant mortality, increase access to care for children and provide health screenings for minorities.



Members of the Collaboration Among Community Providers panel: Lowell Kruse, Patrick Rossignol, David Benfer, Don Wegmiller and Kedrick Adkins

David Burik of Navigant led a second panel called "Collaboration with Community Physicians: Shared Resources and Data," that included Doug Deck of Munson Healthcare, Jeff Kao of Hill-Rom and Michael Madden of Providence Health & Services. Burik cited four "pendulum issues" or ones that swing back and forth in terms of emphasis: physician integration; a wave of merger and acquisition; much more rigorous review of capital projects; and provider-owned managed care. The panel emphasized the importance of supporting their community physicians to advance EHR and IT adoption and provided many diverse approaches.



After an umbrella-shaded lunch on the terrace, we returned to a third executive panel, this one on “Collaboration with Consumers.” Jerry Alderman of Exogen led a discussion with Wayne Sensor of Alegant, Al Aviles of New York City Health and Hospitals Corp., and Margaret Sabin of Sutter Health Partners. While healthcare is on a financially unsustainable course and there is no single magic-bullet solution, engaging consumers is as close to one as there is, said Sensor. There was a great deal of excitement about the various retail and outreach strategies that these organizations have chosen, and about the outstanding results.



Members of the Collaboration With Consumers panel: Margaret Sabin, Wayne Sensor, Al Aviles and Jerry Alderman

Tim Zoph invited all to attend the SI Fall Conference in Chicago Sept. 25-26 hosted by Northwestern Memorial Hospital. That evening we all enjoyed an elegant reception and dinner on the Sonoran Terrace, another annual highlight.

On Friday morning the Breakfast Executive Roundtables drew lively crowds to a slew of hot topics including the national collaborative led by Jerry Osheroff, MD, of Thomson Reuters, that’s been producing the book “Improving Medication Management and Outcomes with Clinical Decision Support: An Implementer’s Guide.” Other tables: “Physician Hospital EHR Partnerships and Community Physician Strategies,” (Joel Shoolin, DO, Advocate);

“Enhancing Community Access to Care with IT,” (Chris Young and JoAnn Webster, Ascension; Diana Resnick, Seton Family of Hospitals); “Consumer Health Technologies,” (Missy Krasner, Google); “A New Era of IT Cost Management,” (Carl Ferguson, Navigant); “McHealthcare or Better Healthcare: Pondering the Retail Question,” (Mitch Morris, MD, Deloitte). Ralph Wakerly moderated the reports from each table.



Networking over breakfast

Finally, our traditional last-but-not-least wrap-up led by the indomitable David Classen, MD, of CSC, who adroitly engaged the audience in a review of conference discussions and directions for the future. The result, like the 2008 conference itself, was a veritable gold mine of ideas for the SI community to pursue. Stan Nelson concluded the conference with his usual panache. Everyone was reminded that they can revisit conference presentations and recordings on the SI website along with all SI conference and teleconference proceedings and Inside Edge reports.



Lively roundtable on CDS for medication management





APRIL 2008 SPRING CONFERENCE FACULTY LIST

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AL AVILES, President & CEO, NYC Health & Hospitals Corp.

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JACKIE GOSS, Operations Director eHealth Innovation & Development, Alegant Health

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JEFF KAO, President, North America Acute Care, Hill-Rom, Inc.

JEAN KNOEDLER, VP/Administrator, Thompson Peak, Scottsdale Healthcare

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LOWELL C. KRUSE, President & CEO, Heartland Health

KEN LAWONN, Sr. VP & CIO, Alegant Health

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