



Southern Atlantic Healthcare Alliance

2017 IMPACT STATEMENT



2016-17 BOARD OF DIRECTORS EXECUTIVE COMMITTEE

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Vacant, Strategic Services Manager – Contracts
Erica Nelson, Strategic Services Specialist
Cindy Nobling, Executive Assistant/Office Manager

A MESSAGE FROM OUR BOARD



Welcome to this year's edition of the Southern Atlantic Healthcare Alliance (SAHA) Annual Impact Statement.

My name is Penney Burlingame Deal and I am the President and CEO at Onslow Memorial Hospital in Jacksonville, NC. I also have the distinct honor and privilege of serving as the Chair of the Board of Trustees for the Southern Atlantic Healthcare Alliance for the 2017/18 fiscal year. By way of background, the information presented in this year's Impact Statement highlights SAHA's activities and results during the 2016/17 fiscal year. During that year, the SAHA Board was ably chaired by Larry Chewning who was, at that time, the President and Chief Executive Officer of Nash Health in Rocky Mount. Mr. Chewning retired at the end of the 2016/17 year, and as I stepped into the role of Chair, one of my first "assignments" was to prepare comments for this year's SAHA Impact Statement.

Although I'm relatively new to both my role as President and CEO at Onslow Memorial and to my role as SAHA Board Chair, I'm certainly no stranger to SAHA. Onslow Memorial was one of the original founding members when SAHA was formed back in 2004, and has remained actively engaged over these past 13 years. In 2016/17, Onslow actually led all members with an average return on investment from SAHA of over 19:1 in contract savings, not to mention the benefits received from SAHA's networking opportunities and educational programs. In my opinion, the incredible benefit received from SAHA membership cannot be overstated.

As you read through this year's Impact Statement, I think you'll see that whether it comes from the sharing of ideas and best practices at one of SAHA's many team meetings, lessons learned and skills honed during some of the education programs offered through SAHA College, or from savings realized by participating in SAHA's robust contract portfolio, SAHA excels at delivering exceptional value to its members.

As an organizational advocate of SAHA and the various initiatives about which SAHA staff and leadership feel passionate, I highly encourage member support of SAHA to achieve the regional benefits inherent in their daily mission.

With best regards,

A handwritten signature in black ink that reads "Penney Burlingame Deal".

DR. PENNEY BURLINGAME DEAL
2017/18 Board Chair

SOUTHERN ATLANTIC HEALTHCARE ALLIANCE

MEMBERSHIP



Cone Health

Greensboro, NC

GUILFORD AND
ROCKINGHAM COUNTIES

President & CEO:

Terrence B. Akin

(336) 832-7000

www.conehealth.com



Halifax Regional Medical Center

Roanoke Rapids, NC

HALIFAX COUNTY

President: William Mahone

(252) 535-8011

www.halifaxmedicalcenter.org



Harnett Health System

Dunn, NC

HARNETT COUNTY

CEO: Kevin Jackson

(910) 892-7161

www.harnetthealth.org



Hugh Chatham Memorial Hospital

Elkin, NC

SURRY COUNTY

CEO: Paul H. Hammes

(336) 527-7000

www.hughchatham.org



Johnston Health

Smithfield, NC

JOHNSTON COUNTY

President & CEO:

Charles W. Elliott Jr.

(919) 934-8171

www.johnstonhealth.org



Nash UNC Health Care

Rocky Mount, NC

NASH COUNTY

Interim CEO:

Dr. Ian B. Buchanan

(252) 443-8000

www.nhcs.org



Onslow Memorial Hospital

Jacksonville, NC

ONSLOW COUNTY

President & CEO:

Dr. Penney Burlingame Deal

(910) 577-2345

www.onslow.org



Randolph Health

Asheboro, NC

RANDOLPH COUNTY

CEO: Steven E. Eblin

(336) 625-5151

www.randolphhealth.org



Sampson Regional Medical Center

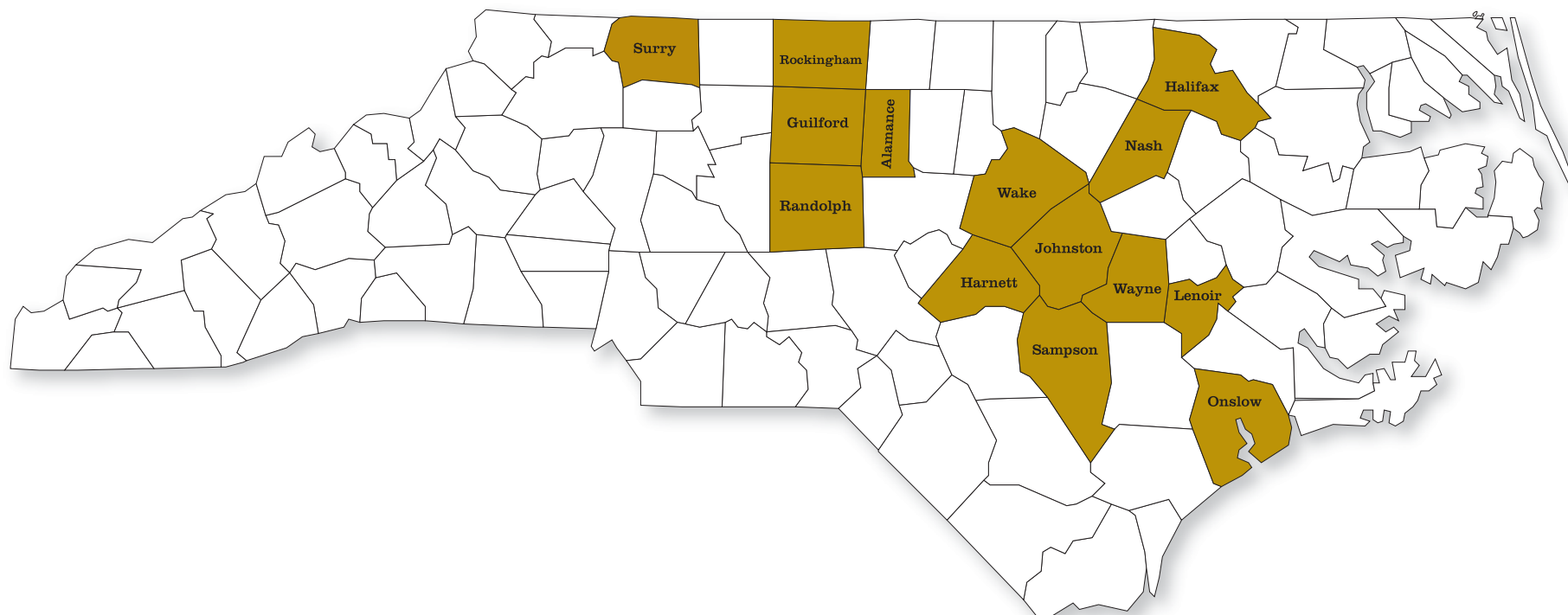
Clinton, NC

SAMPSON COUNTY

CEO: Shawn Howerton, MD

(910) 592-8511

www.sampsonrmc.org



UNC Lenoir Health Care

Kinston, NC

LENOIR COUNTY

President & CEO: Gary Black

(252) 522-7000

www.lenoirmemorial.org



UNC Rockingham Health Care

Eden, NC

ROCKINGHAM COUNTY

President:

Dana Weston

(336) 623-9711

www.morehead.org



WakeMed Health & Hospitals

Raleigh, NC

WAKE COUNTY

President & CEO:

Donald R. Gintzig

(919) 350-8000

www.wakemed.org



Wayne UNC Health Care

Goldsboro, NC

WAYNE COUNTY

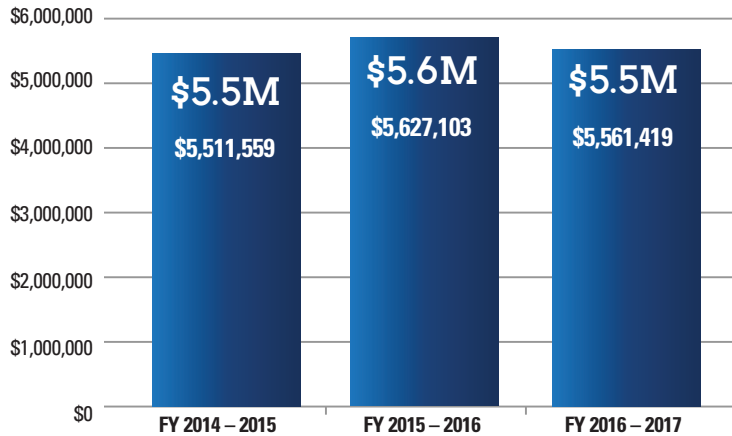
President & CEO:

Janie Jaberg

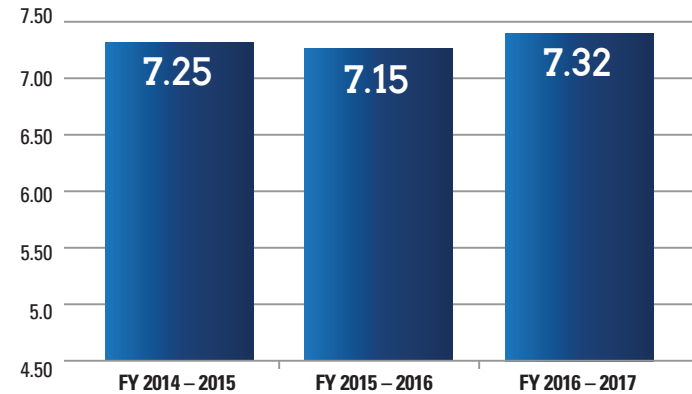
(919) 736-1110

www.waynehealth.org

SAHA Yearly Membership Savings



SAHA Yearly Membership ROI



RETURN ON INVESTMENT (ROI)

For FY 2016-2017, SAHA members achieved a 7.32:1 return on investment (ROI), comparable to historical numbers. Contracts generated through the Illucient Purchasing Alliance, the joint venture between SAHA and the Coastal Carolinas Health Alliance (CCHA), continue to play an important role in enhancing our contract portfolio, which provides greater savings opportunities for our members.

CONTRACTS

Contracts negotiated by SAHA provide huge savings opportunities for our members. With the additional volume potential that Illucient brings to the table, SAHA has been able to negotiate contracts with higher tiered savings discounts which result in greater savings for our membership. As a reminder, unlike group purchasing organizations (GPOs), SAHA does not accept administrative fees or rebates on the contracts we negotiate on behalf of our members. This means that all savings negotiated in these contracts accrue directly to the member. With this approach, SAHA avoids any potential conflicts of interest that could occur in recommending one contract solution versus another. Also, many of our contracts include a trial period or free assessment at no cost to members. A complete listing of SAHA contracts is available under the member-only area of the SAHA website at www.sahalliance.org. Interested members can contact SAHA to request a user name and password to access this information.

Examples of Current Contracts

The following contract summaries are listed to provide examples of some of SAHA's more heavily utilized contracts that provide enhanced savings potential and improved efficiencies:

BDM Ltd.

BDM Ltd. is a global international billing and collection services company that focuses exclusively on collecting foreign medical accounts and travel insurance claims generated by individuals traveling to the United States who encounter medical issues and claims. BDM employs a multi-lingual and multi-cultural team of collection specialists worldwide in the international medical, insurance and collection fields, and utilizes private investigators, collection firms, insurance and insurance assistance companies as well as law firms to collect debts all over the world. BDM works on a contingency basis and is not paid until the hospital is paid for the foreign claims. The contingency rate for SAHA members is 23%, which represents a substantial discount off BDM's standard fee of 30%.

XSolis

XSolis, one of the newer additions to the Illucient contract portfolio, offers denials prevention software that provides real-time information to assist with patient assignment and ensure correct patient status, as well as providing Physician Advisory Services. XSolis leverages data and analytics to automatically identify patients categorized in a potentially incorrect status and identify overly conservative observation determinations to help hospitals reduce their observation rate. The system provides automatic memorialization of clinical indicators that support admission for retrospective defense. XSolis also offers technology enabled Physician Advisory Services and provides concurrent review and appeals. Current users are giving XSolis rave reviews and have generated significant savings under the contract.

Vincari

Vincari provides software for mobile devices used by surgeons and helps enhance the accuracy and speed of ICD-10 surgical and clinical documentation. By utilizing smart, context-based prompts and ICD-10 specific code language, the software facilitates correct CPT code documentation and supplies quality inputs feeds for the American College of Surgeons reporting, registries and ICD-10 inpatient procedure coding systems. The software provides dynamic, continuous and easy surgeon self-education that promotes the enhanced usability and easy adoption in all settings, resulting in an extremely high adoption rate by surgeons. The negotiated Illucient discount is 50% off of Vicari's standard rates. Halifax Regional, Hugh Chatham Memorial and Wayne Memorial have all realized significant savings under the Illucient agreement.

CloudMed Solutions

CloudMed Solutions provides an automated review solution for inpatient clinical coding and documentation review that offers more cost-effective and efficient DRG validation. The system includes reimbursement, compliance and quality auditing features. The automated auditing process helps identify opportunities missed in code documentation, which can happen, even with the use of computer assisted coding (CAC), such as sequencing of diagnosis for accurate DRG reimbursement. The contract allows hospitals to select either a contingency payment arrangement that is significantly lower than CloudMed's standard pricing, or they can opt for a fixed monthly fee with tiered pricing discounts based on combined volume.

AvaSure

Fall prevention programs continue to be a patient safety and harm reduction focus at SAHA member hospitals. Constant patient monitoring through programs like telesitters are proven to reduce patient falls. AvaSure's AvaSys TeleSitter Solution® provides continuous audio-visual monitoring through a virtual patient engagement platform. Under the Illucient agreement, AvaSure offers tiered pricing for their telesitter units and discounts on the associated software. Additionally, AvaSure's Clinical Education Program works with member hospitals to ensure smooth operations and appropriate outcomes. Although this is another relatively new contract, one member has already realized close to \$40,000 in savings through discounted pricing available to SAHA members.

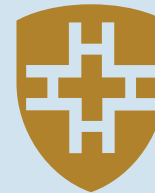


Greenspeed demonstrates tools to beat HAls.

During FY16-17, SAHA College sessions continue to focus on our members' goals of providing high-quality care at the best possible cost. Regulatory changes at the state and federal levels continue to contribute to a dynamic environment in the healthcare field. SAHA College sessions offer a combination of in-person programs and online webinars to help members better prepare for these challenges. Some of the core sessions focused on patient safety, human resources and leadership and professional development. SAHA brings in national and local speakers to share both clinical and non-clinical expertise. There is truly something for everyone on staff at our member hospitals.

- 27 education sessions
- Over 100 contact hours (over 25 credits applicable towards Certified Professional in Healthcare Quality certification, also accepted by NC Board of Nursing as credits towards licensure and certification)
- SAHA is authorized to award ACHE Category II credits (non-face-to-face) for our education sessions.
- Over 450 attendees from SAHA member hospitals

EDUCATION HIGHLIGHTS



"I find extreme value in working with SAHA. I am constantly looking for educational opportunities to provide to myself and staff while driving initiatives. I always turn to SAHA first to see if they can coordinate these educational opportunities for us and they always come through. I feel very supported by SAHA and plan to continue to work side by side."

Kimberly Yelton, Director of Revenue Integrity, WakeMed Health & Hospitals

"I really enjoy going to SAHA events. The seminars are always informative and the setting is always non-threatening, even to someone who is new to the seminars."

Attendee from "Accretive Health" education session.

"The open discussions offered great insight as to how other organizations have addressed issues with several of their domains. Hope to bring their ideas to my organization. The data presented will be brought to my staff as a learning opportunity."

Attendee from "CAHPS and the Patient Experience."

"Effective presentations, timely topics, relevant to the current health care environment."

Attendee from "Quality to Dollars: A Deeper Dive."

"Excellent session for any leader, even if you aren't in health care. Joan is a great speaker and interacted well with the audience. The topic was great!"

Attendee from "Keeping Skills Alive – The Neuroscience of Leadership."

"Very informative session. Will be able to use this in my every day practice."

Attendee from "Conflict Resolution."

Here's a Snapshot of SAHA College Sessions Offered:

"True Colors Communication Workshop"

"Bilingual Connections: Communicating with Hispanic Patients"

"Drug Diversion: Impact on Hospitals – HAI Outbreaks/ Reputation/ More"

"Boot Camp: Joint Commission Preparedness"

"CAHPS and the Patient Experience"

"Keeping Skills Alive - The Neuroscience of Leadership"

"Quality to Dollars: A Deeper Dive"

"Taking the Fear Out of Feedback"

"Conflict Resolution"

"Employee Engagement and Burnout Prevention"



NETWORKING: BUILDING STRENGTH

SAHA members enjoy networking through a variety of forums including in-person meetings, listservs, conference calls and live webinars. SAHA is proud to facilitate collaboration and best-practice sharing among our members. Team meetings connect members over common interests to forge even stronger bonds. Environmental Services, Infection Control, Radiology, Business Office, Case Management and Human Resources are among the teams that met this year. SAHA hosted the very first meeting of the SAHA Volunteer Team in June.



"I have been a member of SAHA for several years. Being a part of the group has been very beneficial. I have been able to connect with my peers to share information and make informative decisions on important changes. SAHA also offers many educational programs that are beneficial to both me as well as my staff members. We all understand the limited amount of time we have to do our jobs. SAHA gives us the communication tool to allow us to reach out to each other for questions and guidance through a listserv. SAHA has also been able to allow cost savings for the group on many different software applications. I appreciate the hard work and effort from the folks who keep this group going because it has helped me help my organization."

Pamela Thompson, Director of Patient Accounts and Patient Access, Onslow Memorial Hospital

MEMBER SATISFACTION SURVEY

SAHA conducts an annual membership survey to both gauge our performance in the previous year and identify ways we can better meet member needs in the coming year. In fiscal 2016-17, SAHA remained focused on supporting and providing value to its membership.

This year's survey was sent to members of 25 SAHA teams that collaborate both through face-to-face meetings as well as secure team listservs. The survey was completed by 182 individuals and included questions addressing SAHA's overall ability to anticipate member needs, provide high-quality education sessions, foster better communications, negotiate cost savings, and facilitate relevant team meetings.

On the whole, participants gave SAHA an overall average score of 4.616 out of 5. The scale was broken down with 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. SAHA's overall average score remained essentially unchanged from last year's average score of 4.614.

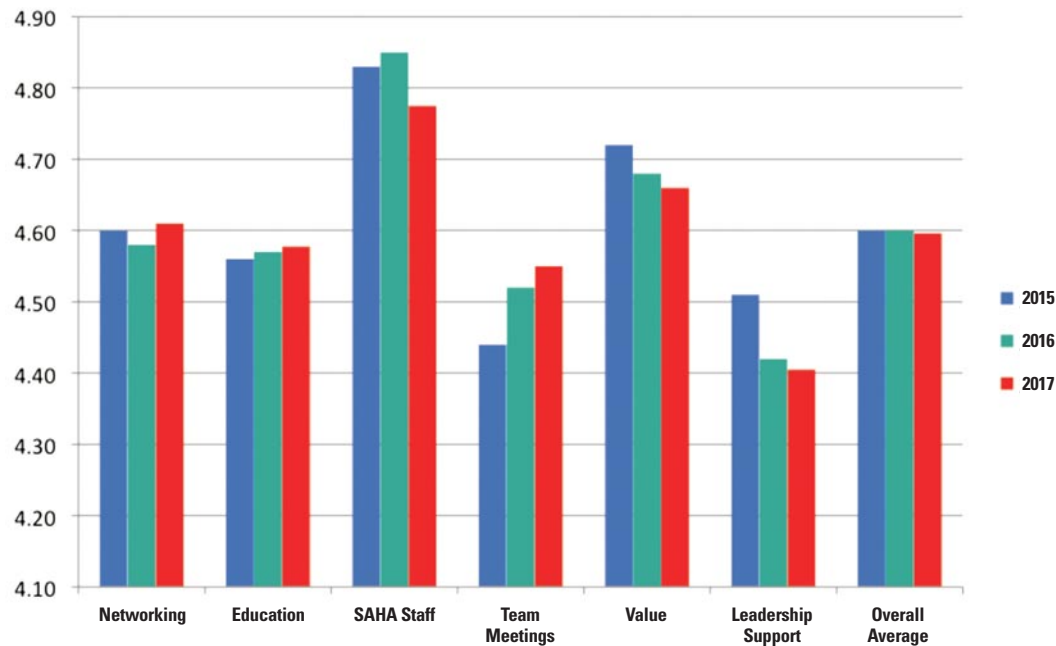
The overwhelming consensus from survey participants is that SAHA continues to excel in communication and is responsive to the needs of members. Members strongly agreed that SAHA's networking opportunities and listservs are an excellent resource and provide a great opportunity to share and learn from each other. Educational opportunities through SAHA College and team meetings were also seen as a valuable resource. Participants rated SAHA's educational sessions as timely and relevant. Ninety-seven percent of participants agreed that SAHA serves as a valuable resource for providing education and collaboration.

The highest ranked statements on the survey are reflective of the professionalism, responsiveness and effective communication SAHA provides for its members. The five top-ranked statements were:

Highest Ranked Statements FY 17

STATEMENT	AVERAGE SCORE
SAHA staff are professional, courteous and respond in a timely manner	4.83
SAHA effectively advertises upcoming programs through emails, listservs, and SAHA website	4.73
SAHA is a valuable resource for its members	4.73
SAHA staff facilitates meetings and educational seminars well	4.72
SAHA communicates relevant information in a timely manner	4.71

Member Satisfaction Survey Trends (FY 2015-17)



“The entire SAHA team does a wonderful job of supporting member hospitals. They meet the members' needs and exceed expectations. Thank you!”

“Excellent staff. They always reach out to membership and offer tremendous support.”

“The SAHA staff excels in customer service. They are always very courteous and are very attentive to the needs of members. They are timely in meeting all concerns that are addressed.”

The survey also helps us identify key areas of potential improvement. A look at the trends where we scored lower than our average gives us direction on how to better serve our members. Members again ranked leadership support for attending SAHA sessions below 4.50. Although 4.43 and 4.37 are still very good scores, their lower ranking indicates a potential need for more direct communication from management in support of SAHA-related activities. The lower ranked statements were:

Lowest Ranked Statements 2016–2017

STATEMENT	AVERAGE SCORE
SAHA team meetings are highly beneficial	4.55
SAHA's ability to provide CEUs is valuable to me	4.55
The content of meetings is relevant and helpful to me in my job	4.55
My leadership supports and/or encourages me to attend team meetings	4.43
My leadership encourages me to attend SAHA Education sessions	4.37

A MESSAGE FROM OUR CEO

Thank you for taking time to review this year's SAHA Impact Statement!

Hopefully, as you've read through this year's Impact Statement, you'll understand why we call it an Impact Statement and not just an Annual Report. This publication is our way of reflecting on and illustrating the positive impact we have on our members. By now, you will have seen evidence of the impact of our networking activities, our educational programming, and the quantifiable savings generated for our members through our Illucient contract portfolio. 2016/17 was another solid year for SAHA, with positive impacts realized by all of our members from their participation in our SAHA College offerings, our networking opportunities, and our Illucient contract portfolio.

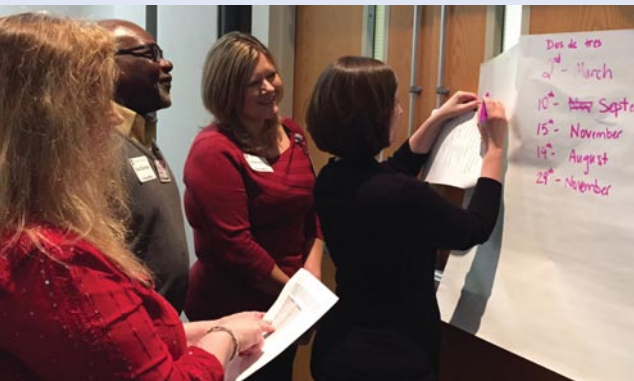
But we can, and we will, do better. We've tailored our SAHA College offerings to focus more on the topics our members have requested in post-session evaluations and from feedback received in our annual member satisfaction survey. We also plan to bring our various teams together on a more regular basis. We are aware of the demands on everyone's time, and we certainly don't want to meet just for the sake of meeting, but in today's rapidly changing environment, there are always issues to share and discuss. Plus, I'm always impressed by the positive feedback we hear at the conclusion of each of our team meetings. Then, in evaluating our contracting efforts, it seems that we have spent a great deal of time and effort over the past three years developing a robust contract portfolio, and today our Illucient contract portfolio boasts over 180 contracts for various goods and services, all at discounted prices for our members. Going forward, we will continue to expand and fine-tune our contract portfolio, but we are now transitioning our efforts to place a greater focus on marketing and increased utilization of our contracts. Expect to see a renewed presence from SAHA in our member facilities as we work to enhance contract participation – which in turn enhances contract savings.

I encourage each of you to take advantage of what SAHA has to offer: contract savings on goods and services, educational offerings through SAHA College, and unparalleled networking opportunities. Our goal is to make next year's SAHA Impact Statement even more impressive!

Thank you for your continued support of SAHA!



BILL BEDSOLE
Chief Executive Officer



SAHA Mission

To support and strengthen our member hospitals.

SAHA Goals

- To build collaborative relationships between hospitals in the region with the purpose of improving the quality and delivery of healthcare for the patients we serve
- To support and strengthen our member hospitals through collaborative efforts, networking and educational opportunities
- To create value for members by providing validated savings or operational/quality improvement opportunities



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