




Southern Atlantic Healthcare Alliance

IMPACT

2013 SAHA IMPACT REPORT



SAHA IMPACT

2012-2013 BOARD OF DIRECTORS EXECUTIVE COMMITTEE

Kenneth Bryan, Harnett Health System, Chairman

Vice Chairman (vacant)

Steven Eblin, Randolph Hospital, Treasurer/Secretary

R. Timothy Rice, Cone Health, Member-at-Large

William Mahone, Halifax Regional Medical Center, Ex-Officio

SAHA STAFF

Bill Bedsole, Chief Executive Officer

Swati Bhardwaj, Director of Operations

Jessica Landin, Strategic Services Manager

Cindy Nobling, Executive Assistant/Office Manager

A MESSAGE FROM OUR CHAIRMAN

Greetings from the Southern Atlantic Healthcare Alliance (SAHA) Board of Trustees. On behalf of the board, let me note the CEOs of SAHA member institutions' strong and vibrant commitment to SAHA as an alliance that helps our member provide quality care at a competitive cost. In addition, the networking within SAHA between various leadership groups and at the CEO level is one of the significant benefits that allow for the sharing of best practices and solid ideas on how to improve care.

A quick look back to this past year demonstrates the real benefits of SAHA. The average return on the cost of our dues resulted in savings seven times greater than the dues. Indeed, over the past three years, the return on our alliance efforts has shown steady improvement in bringing greater savings each year to the members.

This type of result, along with the networking benefit, serves to keep our alliance strong. The Alliance now consists of 15 health systems representing over 5,000 beds, 25 hospitals, and more than 38,000 employees. SAHA covers a geographic territory of systems within 100 miles of Raleigh and 17 counties in North Carolina and Virginia. Even with the consolidation of health systems within North Carolina, SAHA has proven to be of significant value to member institutions.

Bill Bedsole, our CEO, with his significant CEO and CFO experiences in hospital systems, has led SAHA well this past year. He has diligently found additional contracts and opportunities to provide savings to the members. Total savings this year were \$5,536,871 with over 85 contracts. In addition, SAHA provided 24 educational training seminars with almost 700 attendees during the year.

One of the unique moments at the board this past year was the coming together of the CEOs, board members and physicians of several of the member institutions to discuss the state of healthcare in North Carolina and the country. This was very informative for all participants.

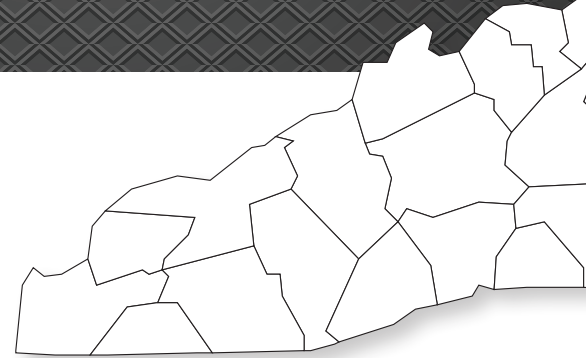
The next few pages will give you a brief overview of SAHA's accomplishments this past year. The board is proud of these SAHA achievements and looks forward to another successful year for our Alliance in 2014.

It is a privilege to serve as the Chairman of SAHA. On behalf of the board, we thank each member institution for their leadership participation in SAHA and the employees of SAHA for their work in making a difference in healthcare in the region.

KENNETH E. BRYAN
Chairman of the Board
2012 / 2013



SOUTHERN ATLANTIC HEALTHCARE ALLIANCE MEMBERSHIP



Alamance Regional Medical Center
Burlington, NC
ALAMANCE COUNTY
President & COO: Preston Hammock
(336) 538-7000
www.armc.com



Community Memorial Healthcenter
South Hill, VA
MECKLENBURG COUNTY, VA
President & CEO: W. Scott Burnette
(434) 447-3151
www.cmh-sh.org



Cone Health
Greensboro, NC
GUILFORD AND ROCKINGHAM COUNTIES
President & CEO: R. Timothy Rice
(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: Kenneth E. Bryan
(910) 892-7161
www.harnetthealth.org



Johnston Health
Smithfield, NC
JOHNSTON COUNTY
President & CEO: Charles W. Elliott Jr.
(919) 934-8171
www.johnstonhealth.org



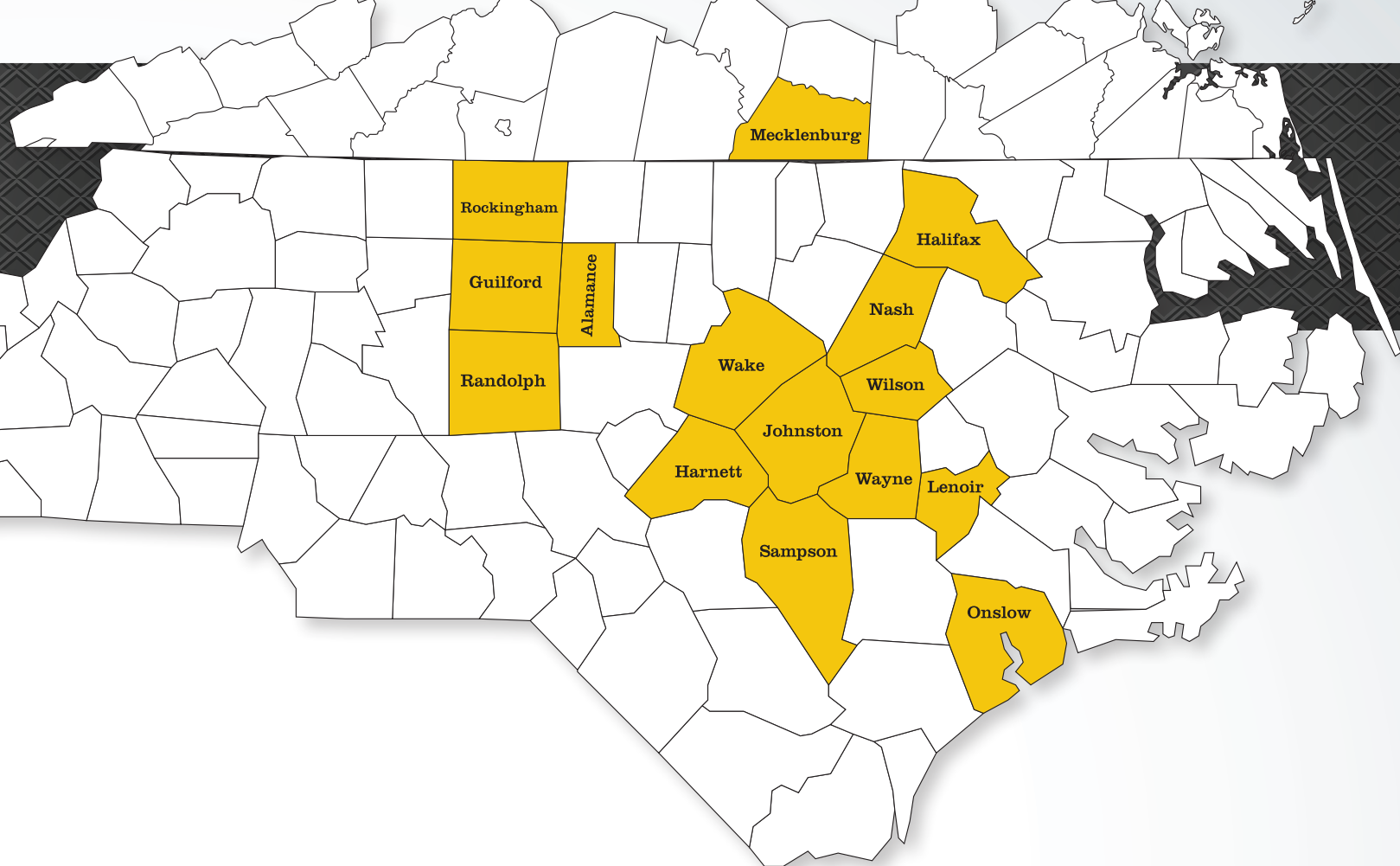
Lenoir Memorial Hospital
Kinston, NC
LENOIR COUNTY
President & CEO: Gary Black
(252) 522-7000
www.lenoirmemorial.org



Morehead Memorial Hospital
Eden, NC
ROCKINGHAM COUNTY
President & CEO: Cindy Bradley, Interim
(336) 623-9711
www.morehead.org



Nash Health Care Systems
Rocky Mount, NC
NASH COUNTY
CEO: Larry Chewning
(252) 443-8000
www.nhcs.org



Onslow Memorial Hospital

Jacksonville, NC

ONSLOW COUNTY

President & CEO: Ed Piper, PhD

(910) 577-2345

www.onslow.org



Randolph Hospital

Asheboro, NC

RANDOLPH COUNTY

CEO: Steven E. Eblin

(336) 625-5151

www.randolphhospital.org



Sampson Regional Medical Center

Clinton, NC

SAMPSON COUNTY

CEO: Dr. Shawn Howerton, Interim

(910) 592-8511

www.sampsonrhc.org



WakeMed Health & Hospitals

Raleigh, NC

WAKE COUNTY

President & CEO: Donald Gintzig, Interim

(919) 350-8000

www.wakemed.org



Wayne Memorial Hospital

Goldsboro, NC

WAYNE COUNTY

President & CEO: J. William Paugh

(919) 736-1110

www.waynehealth.org



Wilson Medical Center

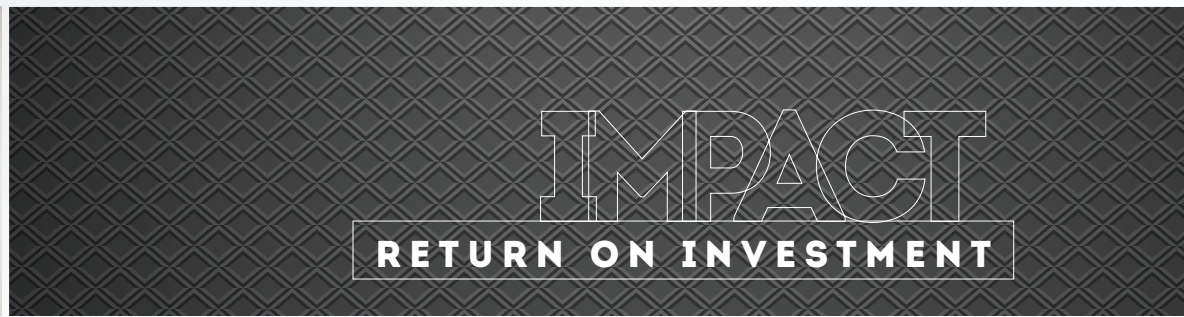
Wilson, NC

WILSON COUNTY

President & CEO: Richard Hudson

(252) 399-8040

www.wilmed.org

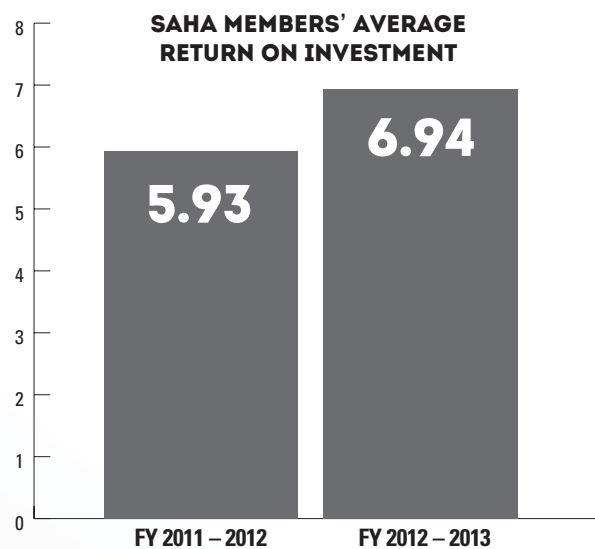
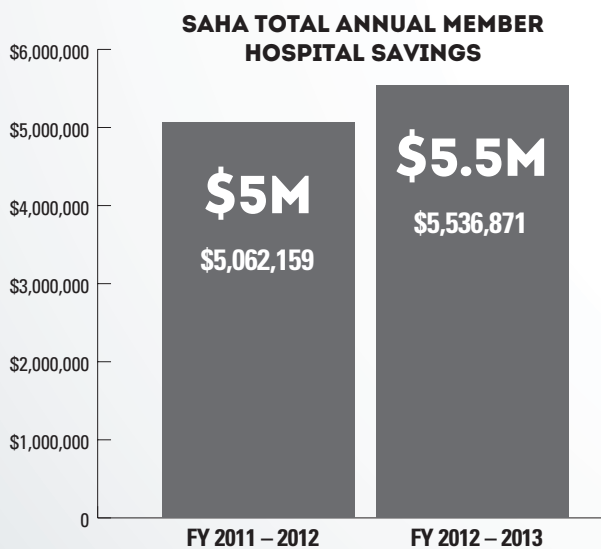


SAHA efforts continue to positively impact our member organizations' bottom lines, and this past year was no exception. SAHA member organizations benefited from improvements in both return on investment and overall savings during fiscal year 2012 – 2013.

These improvements were driven by SAHA's partnerships with vendors that share members' commitment to quality and cost efficiency. Through these partnerships, SAHA organizations are often able to afford time- and cost-saving technology and services as well as educational opportunities. Some of our partners include:

HQI/REGISTRY PARTNERS

Seven SAHA member organizations enjoyed a total savings of \$54,920 for fourth quarter 2012 through third quarter 2013, thanks to SAHA contracts with HQI Partners (quality) and Registry Partners (oncology). In addition to the core consulting services they provide, HQI and Registry Partners also offered several related educational sessions to members at no charge through SAHA.



OPENMARKETS

OpenMarkets, a new partner this year, provides members with comparative quotes for capital equipment purchases that, in many cases (due to OpenMarkets aggregate purchasing power) result in significant savings. Member organizations simply follow their standard bid or negotiation protocol and, after negotiating their best price for a particular item, submit the item specifications (not the quote) to OpenMarkets for a comparison quote. OpenMarkets then negotiates their best price for the item, and if the OpenMarkets quote is less than the member-negotiated quote, the item would be purchased through OpenMarkets, although there is no obligation to do so. In 2013, several SAHA members realized significant benefits from the SAHA/OpenMarkets contract. For example:

SAHA Member	Capital Purchase	Identified Savings	Net Realized Savings
Randolph Hospital	Fridge & Freezer	\$14,436.00	\$14,436.00
WakeMed Health & Hospitals	Instruments, Oscillator	\$13,178.00	\$13,178.98
Sampson Regional Medical Center	Televisions	\$3,800.00	\$3,800.00
Morehead Memorial Hospital	C-Arm	\$3,235.00	\$3,235.00
Alamance Regional Medical Center	Pole & Exam Table	\$802.20	\$802.20
TOTAL		\$51,711.04	\$37,600.18

“Although we have only been using OpenMarkets for a short time, they have already produced a savings of over \$17,000 for us, which is certainly a win in the [industry’s] increasingly strained budget environment. I would recommend OpenMarkets as an additional tool to add value to your capital equipment purchasing process.” – JOHN GALLAGHER, MANAGER, STRATEGIC SOURCING, WAKEMED HEALTH & HOSPITALS

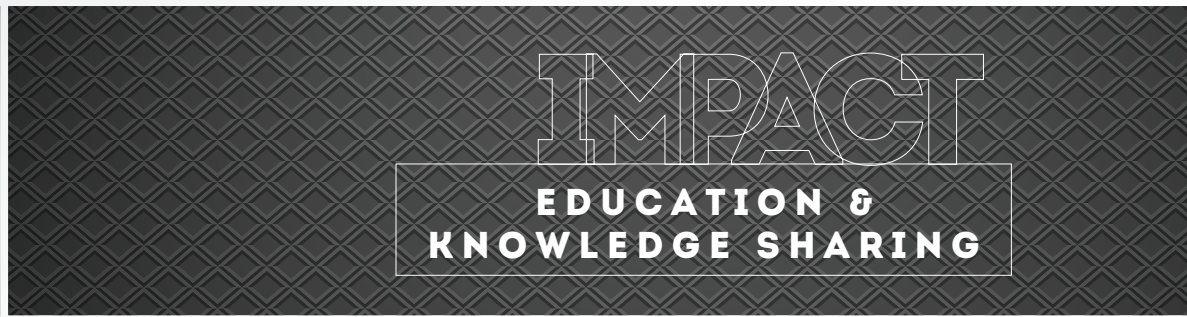
LANDMARK

Five member hospitals are benefiting from SAHA’s medical transcription service contract with Landmark. The cost savings to the five member hospitals that are participating in the contract is dramatic. Though some contracts were signed towards the end of the fiscal year, the agreement has collectively already saved \$153,166 in just a few months. Phyllis A. Dreading, RHIT, CMCO, director, Health Information Management Services at Wayne Memorial Hospital is definitely seeing the benefits of the Landmark contract. “Our total costs went from \$482,370 to \$195,486 annually.”

In addition to cost savings, participating SAHA hospitals also report that Landmark provides excellent turnaround, accuracy and customer service. Dreading reports TATs between two and eight hours for all work types and quality and accuracy rates at 97 percent or higher.

“The turnaround time compliance percentage ranges from 93 percent to 96 percent with many work types at 100 percent on a consistent basis. I highly recommend Chris Hopkins and his team to assist with any transcription needs.”

**– SANDRA HAENTSCHE,
SUPERVISOR, CODING &
TRANSCRIPTION, MOREHEAD
MEMORIAL HOSPITAL**



SAHA EDUCATION STATISTICS 2013

- 24 In-person Education sessions
- 60 Contact hours
- 700 Attendees from SAHA organizations

EDUCATIONAL HIGHLIGHTS

Improving documentation in preparation for ICD-10, compliance issues, and enhancing the patient and family experience were among the most-requested educational topics from members during the past year. SAHA responded to these requests by providing the right educational opportunities in the right way (in person and online) at a low or no cost by underwriting many of the programs. Examples include:

- 44 hours of free, on-demand AHIMA webinars
- 12 hours of free, on-demand HCPro webinars
- 77 total hours of online, on-demand education worth over \$15,000 per member hospital (not including Athena Forum)
- Once again, member hospitals enjoyed the benefits of access to 500 continuing education contact hours for nursing, social work and case management professionals at no charge and without travel through the SAHA contract with Athena Forum.

“I have highly recommended [the Athena Forum] site to our department. Because we decided all RNCMs had to become certified, this was identified as a good source for preparation. Thanks to SAHA for providing this wonderful resource!”

– KAREN SKOWRONSKI, RN, BSN, ACM, CCM, MANAGER, CASE MANAGEMENT, WAKEMED HEALTH & HOSPITALS

“We appreciated having the opportunity to receive information from the HBIPS speaker who spoke at the SAHA conference. This was helpful to clarify some of the guidelines. I also enjoyed meeting with other hospitals and sharing common interests.” – PAMELA SMITH, CLINICAL QUALITY COORDINATOR, CONE HEALTH

As member hospitals prepare to meet the demands of healthcare reform and take an even more patient-centered care approach in all areas and departments of the hospital, the focus on interdisciplinary education dominated SAHA College sessions this year.

- Interdisciplinary teams from SAHA member hospitals enjoyed a day-long seminar on ways to improve the patient and family experience led by experts from the acclaimed Beryl Institute. Through SAHA, member hospitals also received a free, one-year Beryl Institute membership for access to the organization’s many resources.
- In response to member requests, SAHA facilitated more educational sessions at the team level to promote open knowledge sharing and best practice implementation. For example, Team Morehead presented “Bridging the Gap: What Is Really Being Heard”, which focused on the impact of communication at every level of the care experience for the ED, Education and Nurse Managers Teams.



Team members from Harnett Health share their strategy for improving the true patient experience after a brainstorming session during the October 8, 2013 education session with the Beryl Institute.

“Our partnership with SAHA has enabled me to network with the RAC community and research current issues utilizing educational opportunities while keeping abreast of issues in the changing world of Medicare. Resources, that were unaffordable on an individual level, have been priceless in the information presented.”

– ANNE H. BREWER, RN, BSN, CCM, ALAMANCE REGIONAL MEDICAL CENTER



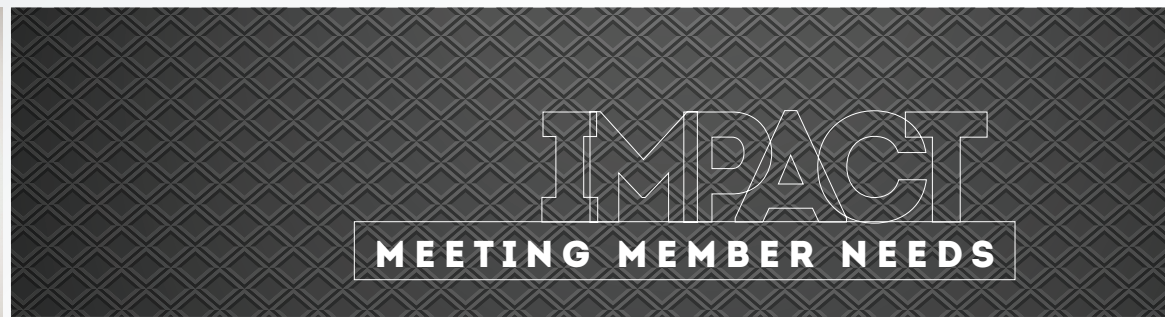
Members listen to Eli Pagonis present on August 28, 2013.

TEAMING UP TO SUCCEED

Case Management, Business Office, RAC, HIM & Corporate Compliance Teams Come Together to Help Protect Providers

The Centers for Medicare & Medicaid Services (CMS) has now directed the states, via the Patient Protection and Affordable Care Act, to implement Medicaid RACs under CMS' guidance. With all the unknowns and state-to-state differences in Medicaid processes, this new program was a cause of worry for SAHA members.

To counteract the overarching impact of the regulation, several teams came together to hear Kady Watson from Executive Health Resources Inc. (EHR), who presented an overview of the regulation. Watson identified areas of risk, “what to expect,” who the contractors will be, and strategies for success. Team members also had the opportunity to share ideas about how to decrease risks for providers.



MEMBER FEEDBACK FOR GREATEST IMPACT

Each year, SAHA surveys members to help gauge our performance, identify our members' needs and gain a better understanding of what we can do to meet those needs. The feedback we receive is critical to our goal of providing value added services to our membership in a timely, relevant manner.

2013 OVERALL MEMBER SURVEY SCORE: 4.5 OUT OF 5

SUCCESES

Statement	Average Score
SAHA staff is professional, courteous, and responds in a timely manner.	4.83
SAHA meetings and education sessions are well facilitated.	4.72
SAHA is a valuable resource.	4.63
The education programs offered through SAHA are relevant and timely.	4.60

OPPORTUNITIES

Statement	Average Score
My leadership supports and/or encourages me to attend team meetings.	4.28
My hospital leadership actively communicates and promotes SAHA in our organization.	4.23
My hospital participates in cost savings initiatives with SAHA.	4.22
Cost savings achieved through SAHA improve the financial position of my organization.	4.17

Member feedback indicates that our members continue to be satisfied with SAHA, and the overwhelming majority of members agree that our Alliance adds value to their organizations.

"As always, SAHA hits another home run! The assistance received from SAHA is outstanding."

– ATTENDEE FROM SESSION WITH ELI PAGONIS

"This was without a doubt one of the best workshops I have ever attended!"

– ATTENDEE FROM THE OCTOBER 8 SESSION WITH THE BERYL INSTITUTE

A LOOK BACK (AND A LOOK AHEAD)

A message from the CEO

It's hard to believe, but in 2014, SAHA will celebrate its 10th year of existence and service to our members. These past nine years have been filled with change – new members have joined and other members have left, primarily as a result of mergers or affiliations. And the coming years promise to be even more dynamic. Several of our members are on the cusp of making a partnership decision, and some are just now beginning that process. Our membership will likely continue to evolve and change, and SAHA will continue to evolve and change to meet our members' changing needs.

But what will remain unchanged is the commitment that SAHA has to our members. Our dedicated staff will continue to work hard to provide value to our members through our networking activities, our educational offerings, and our contract portfolio.

We will continue to rely on our members for input and guidance. This past year, we've tried to instill a "Think SAHA First" mindset in our members – as a reminder to contact SAHA for assistance with any new initiative you may be working on. We work for you, and we need your input to enhance our efforts to provide value to our members. Together, we can make a difference.

We look forward to another decade of service to our members.

Sincerely,

BILL BEDSOLE





Southern Atlantic Healthcare Alliance

125 Edinburgh South Drive
Suite 200
Cary, North Carolina 27511
919.350.2004
www.sahalliance.org

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
- Support and strengthen our member hospitals through collaborative efforts, networking and educational opportunities
- Create value for members by providing validated savings or operational/quality improvement opportunities