

November 2011  
Volume XLV, No. 11

## 2011 Executive Committee

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*Hilda S. Mitrani*

*Multilingual Media & Marketing, Inc.*

## Annual Dinner Features Leading Industry Speaker on Diversity

As healthcare organizations focus on recruiting, training and maintaining personnel in our diverse nation, the importance of cultural competency in human resources and patient settings becomes critical to delivering quality care.

Wayne Boatwright, keynote speaker at the South Florida Hospital & Healthcare Association's annual dinner on **Thurs., Dec. 1**, serves as Systems Vice President of Cultural Diversity at Meridian Health of New Jersey, one of Fortune's "100 Best Companies to Work For."

In his role, he leads initiatives across six hospitals and affiliates covering 12,000 employees. Additionally, he serves as an industry advisor. His interviews have appeared in the 4th edition of *Tyler's Guide: The Healthcare Executive's Job Search and Modern Healthcare*, among other media.

Wayne has been recognized by the NAACP, received the Humanitarian Award from the Jersey Shore Chapter of the American Conference on Diversity, and the Outstanding Community Service Award from the Brookdale Community College Foundation.

Don't miss the SFHHA's annual dinner on **Thurs., Dec. 1**.

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## Champions of Change Awards for Evidence-based Maternity Care - Luncheon on Dec. 13

Join SFHHA and the Healthy Start Coalition of Miami-Dade on **Tuesday, Dec. 13** at Jungle Island Treetop ballroom from 11:30 a.m. – 2.00 p.m. to recognize local hospitals and their key staff members participating in the Baby-Friendly Hospital Initiative.

The Health Start Coalition is also celebrating its 10<sup>th</sup> anniversary at the luncheon.

## In the News

### Evidence-Based Maternity Care Program to be Highlighted on Dec. 13

Eleven South Florida hospitals participating in the (BFHI) will be recognized by the South Florida Hospital & Healthcare Association and Healthy Start Coalition of Miami-Dade at a luncheon on **Tues., Dec. 13** on Jungle Island.

The Baby-Friendly Hospital Initiative is a global program sponsored by the World Health Organization and the United Nations Children's Fund (UNICEF) to encourage and recognize hospitals and birthing centers that offer an optimal level of care for infant feeding. Institutions typically require approximately four years to earn the baby-friendly designation.

The BFHI assists hospitals in giving mothers the information, confidence, and skills to successfully initiate and continue breastfeeding or feeding formula safely. At the luncheon, the "Champion for Change" awards will recognize BFHI leaders and the tenth anniversary of the Healthy Start Coalition.

### Cleveland Clinic Florida and CVS' MinuteClinic Open Walk-In Clinics in Broward & Palm Beach

Cleveland Clinic Florida family physicians will now serve as medical directors for twelve CVS' MinuteClinics in Palm Beach and Broward counties. The physicians will be providing clinical consultation to the nurse practitioners who staff the MinuteClinic locations.

## Update on SFHHA

### SFHHA Committees Discuss Industry Challenges, Share Information in November

- ➔ The **PR/Marketing Committee** held a forum on social media at the newly-minted offices of **VS Brooks** in Coral Gables. Attendees heard an overview of digital technologies and the strategies that create business opportunities. A sumptuous reception and hors d'oeuvres hosted by VS Brooks followed the panel discussion.
- ➔ At the **HIT Committee** meeting held on the web, Geeta Nayyar Chief Medical Information Officer of **AT&T** shared a presentation about the company's ForHealth solution areas, mobile patient care and enterprise mobilization. She was followed by Victor Nappe, CEO of **SECNAP Network Security**. Nappe delivered a comprehensive overview and demonstration of the CloudJacket Managed Network Security solution, showing how the customer dashboard provides deep visibility into security metrics in real time. Lisa Rawlins gave an update on the **South Florida Regional Extension Center** and **South Florida Health Information Exchange**. Next HIT Committee meeting is scheduled for January 11, 2011 at Miami Dade College.

## In Memoriam

**David L. Hughes**

1959-2011

The staff and leadership of the SFHHA mourn the passing of David L. Hughes, CFO of Plantation General Hospital.

The family has requested that donations in his honor be sent to the




### **Plantation Volunteer Fire Association**


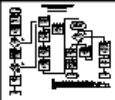






















































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Plantation, FL 33317

## ICD-10 Workshop Aids SFHHA Members

During the second of the SFHHA series of workshops on ICD-10, the emphasis was on clinical documentation and how it will change as providers and payers move to the larger and more complex coding system. Presented by Judith Monestime, MBA, CPC, of International Alliance Solutions, the session started with a brief refresher on the basis for the move to ICD-10, which will align the USA's healthcare system with the rest of the industrialized world. The transition must be completed in October 2013. The impact of the necessary changes will be significant, time-consuming and have an intense effect on the workforce. The slide below best represents the extent of the changes..

### ICD-10 Anticipated Impact Areas

-  High Impact
-  Medium Impact
-  Low Impact

		PEOPLE / TRAINING	PROCESS	SYSTEMS / TECHNOLOGY	REGULATORY COMPLIANCE
					
<b>Pricing / Contract Management</b>	▪ Pricing				
	▪ Contract / Reimbursement Modeling				
	▪ Contract / Payment Analysis				
<b>Patient Access</b>	▪ Scheduling / Medical Necessity				
	▪ Pre-Service / Registration				
	▪ Financial Counseling				
<b>Clinical Documentation Integrity</b>	▪ Charge Capture / Reconciliation				
	▪ Coding / DRG Assignment				
	▪ Physician / Nursing Documentation				
	▪ Clinical Data / Quality Reporting				
<b>Patient Financial Services</b>	▪ Claim Edits / Claims Processing				
	▪ Remittance / Denial Posting				
	▪ Account Resolution				

## Member News

### Joint Commission Names Memorial Hospital West & Pembroke as Top Performers in Program's First Year

**Memorial Hospital West** and **Memorial Hospital Pembroke** earned Top Performer recognition on Key Quality Measures from The Joint Commission, which is based on 2010 accountability measure data reported about evidence-based clinical processes for heart attack, heart failure, pneumonia, surgical care and children's asthma.

### ARC Broward Receives Bank of America's "Neighborhood Builders" Award

**ARC Broward** received the 2011 Neighborhood Builders Award from Bank of America's Broward Market President and Business Banking Executive Lori Chevy. The honor is accompanied by a grant award of \$200,000 and participation in a nationally acclaimed strategic leadership program.

### Miami Beach Community Health Commemorates World AIDS Day

"Through the Eyes of Love," an art exhibit in honor of World AIDS Day, will be commemorated at the **Stanley C. Myers Community Health Center** from Nov. 29-Dec. 3.

### Seeking Nominations

[The South Florida Business Journal](#) is soliciting nominations for 2012 CFO of the year. The deadline is Fri., Dec. 9.

## Welcome New Members

**Goldstein Schechter Koch** is a full service audit, accounting, and consulting firm in domestic and international finance, tax, accounting, and management advisory services. The GSK team prides itself on responsiveness, dedication and innovation to ensure our clients achieve financial stability, growth and overall profitability. GSK has a specialty healthcare team devoted to addressing the needs of various healthcare clients including hospitals, large physician groups and networks, behavioral health, healthcare manufacturing and distribution and Medicaid health plans. The GSK healthcare team provides audit, tax, valuation, litigation support and forensic accounting services.

**1st United Bank** is a Florida chartered community bank with a focused, never ending effort to set the standard for the banking industry. To reach this goal it was determined that only a total commitment to our clients' best interests would suffice. The executive team at 1st United Bank has a very positive outlook for Florida and will continue its focus on growth for the bank. We have the desire, people, liquidity, capital and financial strength to continue to make quality loans in the communities we serve, including our expanded market.

## Kudos to...

...**Mary Jo (Joey) Bulfin**, newly appointed chief operating officer at **St. Mary's Medical Center**, who began her tenure there as an RN in the Neonatal Intensive Care Unit more than 30 years ago.

...**Grisel Fernandez-Bravo**, ARNP, MBA, DNP, who was named chief nursing officer at **Memorial Hospital Miramar**.

...**Shakira Henderson**, MS, MPH, BSN, RNC-NIC, IBCLC of **South Miami Hospital**, who was named a winner of the 2011 Cherokee Inspired Comfort Award. Henderson was one of seven professionals selected from a pool of more than 800 nominees for introducing a breastfeeding initiative that has produced dramatic results for South Miami Hospital's smallest patients and their mothers. Since Henderson and a group of her staff members became nurse-counselors helping mothers breastfeed and pump their own milk, up to 90% of the unit's mothers now pump milk.

...**Miller Construction**, which promoted three individuals to senior leadership positions. **Brian Sudduth** became senior vice president, while **Jeff Slade** is now a vice president. **Chris Hannaka** was promoted to project executive. Their appointment is a key step in positioning the firm to grow its presence in Palm Beach County.

...**Dr. Steve Marcus**, President and CEO of the **Health Foundation of South Florida** and **Aurelio Fernandez**, CEO of **Memorial Hospital Miramar**, who are being honored by **A Safe Haven for Newborns**, the Gloria M. Silverio Foundation, at its tenth anniversary gala on Fri., Dec. 9.

## Save the Date

**Fri., Dec. 16**

### **Healthcare Financial Management Association Presents Annual Healthcare Continuing Education Forum**

**Zeff Ross**, Senior Vice President & Chief Executive Officer of **Memorial Regional Hospital**, will deliver the opening remarks at the Annual Healthcare Continuing Education Forum. Memorial Regional is hosting the daylong seminar.

Former Secretary of the Florida Agency for Health Care Administration (AHCA), COO & Deputy Administrator of CMS, and currently, Managing Partner & Chief Investment Officer, Mansa Capital, **Ruben J. King-Shaw, Jr.** will discuss "What the financial markets are telling us about the outlook for health care services".

[Click here](#) to register and download the agenda:

## Save the Date

Dec. 4-7

### **Institute for Healthcare Improvement**

[23rd Annual National Forum on Quality Improvement in Health Care](#)

Orlando

Dec. 8, 11:30 a.m.

### **Compliance Strategies for Healthcare Providers**

[Greater Miami Chamber of Commerce](#)

Miami

Dec. 9, 7 p.m.

### **A Wonderland in Safe Haven**

[A Safe Haven for Newborns](#)

Hilton Fort Lauderdale Marina

Dec. 14 – 16, 7 a.m. – 5 p.m.

[CMS Medicare Symposium](#)

Marriott World Center in Orlando

Jan. 19, 2012

### **Recapitalization Strategies for Nonprofit Hospitals**

[McDermott Will & Emery](#)

Conrad Miami, Florida

Feb. 24

### **ASC Symposium**

[McDermott Will & Emery](#)

JW Marriott Marquis Miami

March 8

### **Healthcare Services Private Equity Symposium**

[McDermott Will & Emery](#)

JW Marriott Marquis Miami

## **Florida Diversity Council Programs**

### **Feb. 18**

Young Women's  
Leadership  
Symposiums

### **March 2**

Florida Women's  
Conference

### **May 19**

STEM Program

### **May 23**

Summer Mixer



# **YOUR BUSINESS** can get **DOLLARS** for **TRAINING** new **EMPLOYEES.**

**WorkForce One Employment Solutions' On-the-Job Training (OJT) program provides an opportunity for your business to get dollars to train new employees in the skills needed to perform their job effectively.**

## **Employer Benefits**

- ◆ It includes financial reimbursement\* of up to **100%** of the OJT employee's wages during the training period (up to 520 hours) for training specific to the employee's needs.
- ◆ OJT employees have a proven track record of employment and transferable skills which can be adapted to your operation.
- ◆ The process is simple and effective.

## **Program Guidelines**

- ◆ Your company (public, private non-profit, private) must be financially stable and have the intent and capability to retain the OJT employee in long-term employment.
- ◆ The OJT employee must receive the same wages and benefits as those in comparable positions.
- ◆ Workers' Compensation required for OJT employees.
- ◆ Training must be related to a specific career/occupational goal.



\* Wage reimbursement dependant on Company size.

**Ready to Learn More? Contact Our Experts Today!**

**Call SFHHA (954) 964-1660 x212 or email [info@sfhha.com](mailto:info@sfhha.com); mention OJT!**

