

Synergy



QUALITY, KINDNESS AND
RESPECT ... EVERY PERSON,
EVERY TIME.

Delivering a Little Ray of Sunshine

There is something special about being a part of a community hospital. When we say we're serving family and friends, it's not a slogan. It's reality. And nowhere do patients become more like family than in our oncology department. As Dr. Beed and our nursing staff work to help patients through an incredibly difficult period of their lives, they look for any opportunity to bring comfort in even the simplest of ways. Recently, they got an idea and ran with it ... with incredible results for two of our patients.

During a visit from a drug rep, Jackie Mason learned of a not-for-profit foundation in California that grants a "memory-making" trip to patients who qualify. The group, The Dream Foundation, serves as a make-a-wish program for adults and their families. They ask what trip the patient has dreamed of taking and works with the nurses and doctors to do what is possible to make it happen. It may be a trip for the family or it may be providing a visit home from a family member or friend to bring the patient much-needed joy.



Our nurses assisted two of our patients with completing the application form and Dr. Beed assessed each patient's health to help ensure a safe trip. When it was all said and done, we received word that BOTH of our applicants had

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A Message from CEO
Lorri S. Wildi

Aim for Success!

There are many good things happening here at Coshocton Hospital. One example is our Clinical Documentation Improvement initiative (CDI).

Implementing an effective CDI program requires a great deal of energy, effort, buy-in and focus. That is exactly what we have gotten from everyone involved in the process. In addition, the results have been extremely positive for our organization.

When we embarked on the CDI program, the goal was to improve our clinical outcomes by enhancing our documentation, coding and reporting. The initiative brought physicians together with nurses to achieve the shared goal of quality improvement. By matching our documentation with the care provided will ensure our quality scores accurately reflect the exceptional care we provide. I hope you will take the time to review our progress as outlined in this issue.

While CDI is helping us reach our quality goals we are also working hard on many other fronts to make sure we meet or exceed national standards for core measures, infection control and patient safety. In every area of our organization we are evaluating policies and procedures and improving efficiencies. Most of all, we are focusing on patient satisfaction with solutions like same-day appointments for clinic and outpatient services, and efforts to streamline the specialist

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Delivering a Little Ray of Sunshine

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been awarded trips. On Monday, April 11, representatives from the drug company Genentech brought lunch, balloons, travel itineraries and related gifts to present to our worthy patients.

Scott Shepherd, his wife and children learned they would be traveling to Myrtle Beach to see the ocean and enjoy some valuable family time. Sandy Shrimplin learned she would finally realize her dream to see the Grand Canyon as she and her husband enjoyed a trip to Las Vegas. All those who gathered to watch the presentation also felt Sandy's joy as she shared that she and her husband also intended to renew their wedding vows while visiting the marriage capital. Both Scott and Sandy expressed their thanks to everyone involved with the Dream Foundation gift as vacations hadn't been an option during their treatments.

We're sure that on their next visits to our oncology unit, everyone will gather around to hear stories and see photos from the trips that made incredible memories for Sandy and Scott and for their families. Our oncology staff members have already forgotten the extra steps it took to help make this happen, but they'll never forget the joy on the faces of two patients who are truly a part of our family. For everyone who had a role in this event, we thank you for the joy you brought to our patient Scott and to Sandy, our co-worker and friend.



CDI Posts Outstanding Results

Only ten months ago, we launched what we predicted to be one of the most significant projects in recent history designed to enhance revenue and improve quality ratings. Now less than one year since the launch of the project, we are experiencing incredible results that have surpassed our highest expectations.

In January of 2015, we began work with The Claro Group to develop a Clinical Documentation Improvement (CDI) program that uses the expertise of nurses with specialized training to work with providers to improve the documentation of patient encounters. CDI is designed to ensure our documentation reflects the full scope of services provided while completely addressing the patient's unique condition. Since accurate documentation determines our reimbursement levels and our quality scores, we knew this program would be essential for our success.

Registered nurses Katie Sorrell and Kelly Cutshall completed training as our clinical documentation specialists and began in that role in July, examining patient records and working with providers to ensure accuracy in the coding that eventually goes to the quality reporting system, physician report cards, reimbursement, public health data, and disease tracking and trending databanks.

Reports of our progress through February of this year reflect these outstanding results:

- Expected Mortality has increased 100 percent from our baseline (start point) and is one of the highest rates in the state of Ohio among providers with over 800 discharges. "Expected mortality" is the assessment of the patient's likelihood of not surviving due to the overall condition of that patient. In our case, it does not mean we are seeing sicker patients. It means that through clear and complete documentation, we are fully identifying the full scope of a patient's condition including other health factors that can influence their expected mortality in any health crisis (i.e. uncontrolled diabetes, high blood pressure, or other disease factors).
- Medicare net reimbursement is up approximately \$1.1 million over the baseline and is 19 percent higher than expected for this initial ramp-up period. We are documenting accurately which translates to receiving accurate payments for the level of work we are doing.

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Jaras Named Manager of Nursing



Congratulations are in order for Tarah Jaras, RN, who recently accepted a new role as the manager of nursing, which includes operational management of the

ICU, med/surg and cardiology. Tarah is also assisting in the ED until the ED manager position is filled, and reports to Kristi Williamson, director of nursing.

Tarah's nursing background includes a variety of disciplines including ICU, obstetrics, hospice, nursing supervisor and clinical coordinator. She is currently completing her final class toward her Bachelor of Science in Nursing and will soon begin her Master's education.

Tarah has embraced her new responsibilities with characteristic enthusiasm in her role as a member of the cardiovascular service line task force. As one of a group that includes Dr. Habib and Rajene Fox from the Coshocton Heart & Vascular Center, as well as representatives from SLT, billing, IT, radiology, nursing and physician clinics, Tarah is working to help develop the heart and vascular service line to function as a highly efficient, well-functioning patient care system focused on exceptional patient care at every point of contact.

Tarah's office is located on the third floor of the hospital at extension 4345. When you see Tarah around the hospital, please take a moment to congratulate her and wish her well in her new role as manager of nursing.

DOT Testing Now Available Through Occupational Medicine

When commercial motor vehicle (CMV) drivers are traveling in, through or near Coshocton and are notified they are required to be medically certified to drive, they quickly refer to the National Registry of Certified Medical Examiners to find a provider certified to perform the Department of Transportation (DOT) testing. They locate a DOT provider nearby, have the required testing done, and get back to work.

When Jessica Moore, FNP-C, recently joined the Coshocton Hospital Occupational Medicine Clinic as a provider, she was keenly aware that we no longer had a provider on staff who was certified as a medical examiner to perform DOT testing, a process that should regularly be available in occupational medicine facilities. She quickly resolved to remedy that oversight and worked to obtain her certification.



On April 12, Jessica became certified as a medical examiner on the National Registry of Certified Medical Examiners. She is now authorized to provide medical examinations to commercial motor vehicle (CMV) drivers in accordance with the regulations of the Federal Motor Carrier Safety Administration. With her certification, CMV drivers, motor carriers, and the general public will be able to find Jessica's name and the occupational medicine listing on the national registry using geographic search criteria, or by a search of name or medical profession.

We join the Director of the Department of Transportation's Office of Carrier, Driver and Vehicle Safety Standards in thanking Jessica for helping to make our highways safe for all. We also salute her for identifying and responding to an important need that will help us grow occupational medicine services in our region.

Aim for Success!

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appointment process. In addition, we have welcomed excellent new providers to enhance quality care and grow our organization while meeting the service needs of our community.

We recognize that patient satisfaction is as much about the individual act as it is an organizational philosophy. That is why each day we observe people throughout our organization taking a very personal role in quality and the patient experience. Several individuals highlighted in this issue have taken on new tasks or earned essential certifications that bring even more to the job they do every day. There are many examples of employees who go above and beyond to serve patients in whatever way they can. We are proud that our employees put our patients first in everything they do. **Now, That's Service!**

We have set lofty goals and high standards for ourselves and our organization; however, they are goals that are attainable and we are proving that every day. We have the talented, skilled and dedicated staff to rise well above our peers, taking rural health care to a whole new level for the families we serve. I thank you for all you do each day to be a part of our successful future.



LOGO EVOLVES TO MEET SEPTEMBER 2017 DEADLINE

It seems nearly anything can be copyrighted. Companies or individuals can copyright a name, a symbol, a song, or printed material such as a book. As we recently learned, when a copyright is specifically designated, even a blue symbol can only legally be used by the company who owns the rights. That’s what happened to Coshocton Hospital when, after some 8-10 years, Blue Cross and Blue Shield Association® noticed our logo and let us know they owned the copyright to the blue cross.

There is no doubt that Blue Cross® owns the rights to the blue cross symbol that has been a part of our logo for years. When the company notified us, they immediately recognized that we were unaware of the infringement and agreed to work with us in permitting sufficient time for us to change all printed materials, digital images, signage, labels, etc. to a logo that does not contain a blue cross. After several discussions and negotiations, we agreed that all printed and digital materials, as well as signage in parking lots and easily-converted sign panels must be changed by September 2017. We have until September 2020 to change the main building and marquee signage.

Our ultimate goal is to avoid having to destroy or discard printed materials a year from September, which will be the fate of any materials that remain with the old logo. To facilitate this change in the most economical way possible, we have adapted our logo to replace the blue cross with a color that keeps us free of copyright infringement while making a subtle change to the logo over the next year and 5 months.

HERE IS THE OLD LOGO:



AND THE NEW LOGO:



The development of the new logo also allowed us to repair elements of the logo that can interfere with print quality.

For the past few weeks, we have begun the replacement of the old logo with the new logo that does not contain a blue cross. After all, it is the color of the cross that violates the copyright; not the cross itself which is a commonly recognized symbol for healthcare.

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ANDREWS EARNS CERTIFICATION

In the complex world of healthcare, hospitals are finding it increasingly important to take a proactive approach to compliance in an effort to mitigate the risks and challenges inherent in the healthcare industry. Several months ago, Coshocton Hospital took an important step in ensuring that we make healthcare compliance a priority by naming Karen Andrews the corporate compliance officer for our organization, overseeing risk management, HIPAA and all compliance-related issues. Karen has now taken her role an important step forward by earning her Certification in Healthcare Compliance (CHC).



In early March, Karen attended the General Healthcare Compliance Academy in New Orleans, La., where she received guidance on the essential elements of an effective healthcare compliance program. At the end of the academy's program, she completed an extensive exam required for certification. Karen earned her certification by completing all the requirements set by the Compliance Certification Board (CCB), an organization that has developed criteria to determine competence in the practice of compliance and ethics across various industries and specialty areas, and recognizes individuals meeting these criteria through its compliance certification programs.

"The lessons learned through this certification process are essential to my development of a compliance program that will help us define and adhere to the complexities of healthcare regulatory issues," said Karen. "The stronger our program is, the better positioned we are to identify and correct regulatory compliance issues for the safety and privacy of our patients and the long-term growth of our hospital."

Join us in congratulating Karen Andrews for this achievement. Watch for much more from Karen as she incorporates the skills she's gained as we develop a corporate compliance program with a certified leader at the helm!

Logo Evolves to Meet September 2017 Deadline

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From this point forward, you will begin to see the new logo on printed materials such as brochures and flyers; professional documents such as billing statements; and on billboards and print ads. As printed pieces run low and need to be reprinted, the new logo will replace the old one in every re-print project.

Everyone Has a Role to Play

For the next year, if you have supplies of envelopes, letterhead, business cards, etc., please continue to use the items that have the old logo with the blue cross. We do not want to incur the expense of re-printing too soon if we can deplete our old supplies.

However, whenever we run out of an item that contains our logo, we need to remember to plan the re-print with the new logo. Please contact Mary Ellen Given at maryellen.given@ccmh.com and she will supply you or the vendor with the appropriate logo.

You'll hear more about this project in the months ahead, but in the meantime, don't order anything with a logo without checking with Mary Ellen to be sure you have the correct version in the correct format. If you have a question, please contact her by e-mail or by calling ext. 4450.

CDI Posts Outstanding Results

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- Improved Medicare coverage: February's coverage was above the goal of 90 percent or higher for the first time since September. Accurate and complete documentation results in fewer payment denials.
- The team has completed reviews of 70 percent of all observation cases with a length of stay greater than 36 hours over the past four months. The clinical documentation reviews have resulted in the reclassification of these patients from observation to inpatient, resulting in higher reimbursement levels appropriate for the level of care they were provided.
- The CDI team has identified over \$985,000 in annual opportunity related to clinical documentation improvements in outpatient testing and services.

Long-term Benefit with CDI

With our improvements to the clinical documentation process and the resulting climb in our expected mortality rates, we expect to see dramatic changes in our quality scores through Hospital Compare. We have long sensed that our quality of care is better than our national quality scores reflected and now we have the documentation to prove it.

Two things are happening. First, we are thoroughly documenting so patient acuity is accurately reported, and second, we are showing actual mortality that is much lower than expected given the acuity levels of our patients. In other words, fewer patients are dying in our care than would be expected given the range of patients we treat. Since the reporting mechanisms lag several months behind, we haven't seen the quality numbers jump yet, but in the next few months when reports catch up with our CDI results, the quality report changes should be significant.

Our CDI team members, Katie Sorrell and Kelly Cutshall, have done a tremendous job in working with The Claro Group and many others throughout our organization to establish an outstanding program. They would be quick to complement the vital contributions of our hospitalists, our physicians and providers in our clinics and in the ED and our physician champion for this project, Cesareo "Dr. Bob" Tongco. Without their commitment to the process, these results would not have been possible.

The CDI project has become a way of life for our organization that will continue to support quality initiatives and drive revenue. Thanks to everyone who has played a role in initiating and continuing this essential process.

BARGAINS GALORE AT THE BLOWOUT SALE!



**Friday, April 22
7 a.m. to 4 p.m.
Grand Central Station**

The Pink Ladies have a great new sale planned for this Friday that you just won't want to miss. "Jewelry Is Fun" will present a Blowout Sale with everything from jewelry and fashion accessories to gifts, toys, purses and books. Best of all, everything is \$5.99! Stop by and spend some time checking out all the great deals at this terrific spring sale!

Proceeds from this sale benefit the special projects of the Pink Ladies Auxiliary at Coshocton Hospital.



Deadline for Next Issue

Information is due by
4 p.m. on Monday, May 2.

Editor: Mary Ellen Given
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Hot Water Failure Prompts Quick Action

Most of us pay little attention to our hot water supply at home until the shower suddenly runs cold. Then you know you have a problem that needs attention right away.

In healthcare, hot water is more than a convenience ... it's a necessity. Without it, patient care can be compromised and processes like hand-washing that are considered mundane, suddenly require emergency procedures to ensure adequate infection control.

Lucky for us, the maintenance department recognizes how quickly a water heater can experience problems, so they keep an eye on the tank, even in the most normal situations. It's that attention to detail that brought an important alert almost two weeks ago when quick-thinking and action helped prevent a disaster.

When the maintenance staff noticed a small leak in the 600 gallon water tank, they launched an effort to create a short-term bypass that would keep hot water flowing while the tank was repaired. They ordered the delivery of a temporary water heating system, but quickly recognized that solution would take more time than they had to employ. A call to Phil Wagner Plumbing brought reinforcements and a novel idea for a bypass.

After our call on Friday, the plumbers had devised a solution and set out to put it in place. Working through the day on Saturday, they effectively created one large unit comprised of several small tanks. It was a tremendous effort, employing a terrific local vendor and our maintenance team to find a solution to a very big problem. Dave Stone even went so far as to drive his personal truck to Lowe's on Friday evening to purchase the new water heaters.

Both crews bought us the time to examine whether the old tank can be repaired or if it needs to be replaced, incorporating a temporary bypass that is doing a great job. With the help from a responsive local company and our own maintenance staff, a hot water crisis was averted! Thanks to everyone who worked to get us through this crisis. Patient care comes in many forms and this is another great example!

