

EXECUTIVE FORUM

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Member in the News

Peggy Frank Testifies before the Federal Healthcare IT Commission

By Janice Frates

Establishing a national electronic health record system is a high federal health policy priority today, but making it happen poses a formidable technical and operational challenge: How to share the digitized information appropriately among organizations.

The Medicare Prescription Drug, Improvement and Modernization Act of 2003 established the Commission on Systemic Interoperability to develop a comprehensive strategy for the adoption and implementation of healthcare information technology standards that will serve as the foundation for a system of universal electronic health records, in collaboration with both the public and private healthcare sectors. In May 2004, President Bush created the Office of the National Coordinator for Health Information Technology and appointed David J. Brailer, MD, PhD, to head it.

On March 15, 2005, Peggy Frank testified in Washington, DC before the Commission about the need for better means to exchange healthcare information, based upon her personal experience as the mother of a child born with a genetic anomaly whose treatment involved multiple providers and organizations over the years. The heartache she faced dealing with her child's extensive medical problems was exacerbated by the difficulty of obtaining and transferring information and records among providers.

Peggy's daughter Ashley was born 22 years ago with a missing chromosome that manifested in many severe medical problems. Ashley has received treatment from numerous physicians and therapists and undergone approximately 35 hospitalizations at a dozen medical facilities across the U.S.. Throughout Ashley's life, Peggy has assumed responsibility for playing the "document game"—ensuring that the latest providers to examine and treat Ashley had her prior records, often under extreme time pressure. Time and again, she was asked to recount information she had previously provided—"a medical mistake waiting to happen."

Peggy urged the Commission to think of the medical record as belonging to the patient, and create a new way to enable patients and their authorized providers to view and transfer health information. A full transcript of her testimony appears on the Commission's web site, <http://www.nlm.nih.gov/csi/meetings.html>.

Peggy Frank is the principal and owner of Frank Public Relations Worldwide in Westlake Village, a WHA Bronze Sponsor for 2005. She co-chairs the WHA Events Committee. ☒

SAVE THE DATE

WHA JUNE EVENT

"Healthcare Policy: Life in the Fast Lane!"

featuring

Diana Bontá, RN, Dr.P.H.

Vice President of Public Affairs
Kaiser Foundation Health Plan & Hospitals,
Southern California Region

&

Former Director of the California Department of
Health Services

THURSDAY, JUNE 23, 2005

LONG BEACH

Watch for email announcement or contact mtui@comcast.net
for more details

WHA MARCH 2005 EVENT

How to Forge a Career in Leadership

By Simran Sahny

WHA's March 3rd event at Maggiano's at The Grove showcased an accomplished speaker, Jane Hurd. She shared her experiences as a successful healthcare executive with the group and gave advice on how to become an effective leader. The evening began with an opportunity to network with fellow executives and colleagues in an intimate meeting room along with delectable Italian appetizers. The room was filled with professionals who share a passion for healthcare, providing an excellent opportunity to meet accomplished women executives as well as students from local universities involved in healthcare related majors.

In the second half of the evening, Jane Hurd gave an inspirational talk on the topic, "The Second Worst Thing That Can Happen to Your Career" which was met with much curiosity by the audience who was very anxious to find out what that second worst thing really was. Hurd emphasized that the second worst thing that could happen to your career was being stuck in a job that you do not have a passion for. She also stressed that "it is very important to move on after you feel your task at a certain job is done."

A very talented executive, she describes a career path as a journey, with milestones that enable the next destination. The first milestone in her journey came as COO of Rancho Los Amigos Hospital, which she tackled with excellence. This milestone led to her next endeavor – CEO of Harbor UCLA at the age of 34. With her leadership skills, UCLA finally passed JCAHO accreditation and boasted of zero citations, previously flunking the past two inspections and having 168 citations to their name. Following her own advice, Hurd never stayed at a job after she felt her task there was completed. Her next engagement was CEO at Children's Hospital of Los Angeles, followed by her own business of recruiting physicians, and now as a consultant to healthcare executives, helping them to become more effective leaders.

Hurd's experiences in the industry led her to believe that all people have a genius within themselves; the secret is to find that genius. This idea formed the essence for her book, *The Everyday Genius: Profiting from Your Strengths and Making Your Weaknesses Irrelevant*, in which she describes that each

person is one of four types of genius – the Idea Genius, Plan Genius, People Genius, or Data Genius. Hurd concluded her interesting discussion by stressing that all effective leaders are able to recognize their genius and benefit from it while appreciating others for different types of genius unique to them. ☒



Speaker Jane Hurd with her book

WHA Fireside Chat Series

Nice Girls Don't Get the Corner Office (Are You Sabotaging Your Career Without Knowing It?)

featuring

Marlene Woodworth, RN, MBA
&
Trudi Carter, MD

SUNDAY, MAY 22, 2005

ORANGE COUNTY

Watch for email announcement or contact mtui@comcast.net
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SPONSOR SPOTLIGHT

Platinum Sponsor: Miller & Holguin

WHA's 2005 Platinum Sponsor is one of southern California's leading law firms, Miller & Holguin. Located in Century City, the firm recently celebrated its 20th anniversary. Health care is one of eight practice areas (the others are bankruptcy and creditors' rights, corporate, securities, employment, real estate, litigation and tax) in which Miller & Holguin attorneys have particular expertise. The health care law practice group has counseled clients in almost every conceivable arena of health care activity and litigated in both federal and state courts. As well, they analyze legislation, participate in federal and state administrative proceedings and assist business and professional organizations.

The firm's website (www.millerholguin.com) is a tremendous resource for both clients and health care professionals interested in legal and regulatory issues. Legal updates, published four to six times annually, inform the health care community of new statutory or regulatory developments or court actions likely to impact a wide range of organizations. The site also includes articles published by Miller & Holguin attorneys in professional and industry journals and other significant related documents. The firm also sponsors seminars and conferences on subject matters of interest to clients and the general public, and has posted some presentations.

WHA's immediate past president, Judy Vaccaro, has been with the firm since 1995. Judy is among the Miller & Holguin attorneys who have joined the health care practice group from many influential organizations. For example, Judy and fellow partners Dale Miller and Henry Holguin were formerly with the California Department of Corporations, whose Health Care Service Plan Division was the precursor of the Department of Managed Health Care (DMHC). Judy and her colleagues at Miller & Holguin continue to have an active health plan regulatory practice, interacting with the DMHC on a regular basis. ☒

THE LATEST ON THE MEDICARE MODERNIZATION ACT: PROVIDER, PAYER, AND CONSUMER PERSPECTIVES

by Doria Hai and Marcia Penido

WHA co-sponsored an evening along with Healthcare Executives of Southern California, the Alumni Association of CSULB HCA, and the ACHE Magic Kingdom RAC on the Medicare Modernization Act (MMA). The event, held at the Doubletree Hotel Carson Civic Plaza on March 31, was attended by a variety of professionals and students from the healthcare industry.

The Medicare Prescription Drug, Improvement and Modernization Act of 2003, also known as the Medicare Modernization Act (MMA), was signed into law by President George Bush in December 2003. This law brings the most dramatic and innovative changes to the Medicare program since it began in 1965, providing seniors and individuals with disabilities with a prescription drug benefit, more choices, and more benefits under Medicare. New benefits include prescription drug improvement, the replacement of Medicare Plus Choice with Medicare Advantage, the expansion of preventive benefits coverage, and the addition of new Medigap plans.

Discussion on the MMA was divided into three perspectives: payors, consumers, and providers. Hank Ostrowski, Senior Vice President of SCAN Health Plan, presented the payor perspective. He commented on the many opportunities and challenges on the horizon under the legislation. One of the opportunities noted by Ostrowski was the increased array of options available to seniors due to the replacement of Medicare + Choice by Medicare Advantage resulting in insurers competing for senior dollars. On the other hand, senior access to the drug benefits is a problem due to the confusion of seniors by the Medicare prescription

drug benefit and card descriptions.

Robert Tumelty, Professor Emeritus and Founding Director of CSULB's HCA Program, presented the consumer's perspective. He noted the potential access problems of the elderly due to legislative confusion, the amount of spending on healthcare technology relative to the low overall health standing of the U.S. compared to other nations, as well as the potential solutions to our prescription drug problems available from studies of healthcare delivery in other countries like Canada.

The provider's perspective was presented by Patricia Page LaPenn, CEO of Memorial Healthcare IPA. She provided an overview of opportunities and pitfalls in the various Titles of the MMA. She noted some of the opportunities under the areas of combating waste and fraud and rural provisions, then pointed out some shortcomings of the legislation in meeting chronic care needs of aging populations.

Each of the speakers gave very informative and insightful views, punctuated by humor and personal experiences, on the underlying need for this legislation as well as the proposed plans and concerns for the law's implementation. Overall, they agreed that the legislation was a step forward for Medicare, but that more work and a greater market force would be required to further improve legislation.

WHA anticipates presenting Part II on the MMA in the Fall. Stay tuned for more updates on the MMA. ☒

PAST PRESIDENTS PROFILES

Judy Rosenbloom and Deena (Bailey) Stein

By Janice Frates

These past WHA presidents and current business associates exemplify the power of networking connections forged through WHA. Deena Stein became involved with WHA in the late 1980s; she was excited about being involved in an organization that was centered on women in healthcare administration. Deena credits then-president Rita Zwern for encouraging her to join a committee and move up through the board to become president in 1991-92.

Like Deena, Judy also first became involved in WHA when Rita Zwern led the organization. When Deena became President-Elect, she recruited Judy for the Program (now the Events) Committee, which was a really great way to get involved in the heart and soul of the organization. Judy served as WHA president in 1997.

Judy founded a multi-million-dollar cardiovascular ultrasound and general imaging diagnostic firm where she managed a regional delivery network of mobile units, independent imaging centers and in-house hospital/clinic management services. When she left that business and became a consultant specializing in cardiovascular diagnostic coding and reimbursement issues, she found WHA through a directory of women-owned businesses. At that time Judy was focused on starting her business and realized the importance of networking in building a business.

Deena and Judy got to know each other better professionally through a national cardiovascular healthcare executive organization. Deena also hired Judy as a consultant during the mid to late 1990s when Deena worked for Cedars-Sinai Medical Center and UniHealth. These associations fostered a mutual appreciation of each other's abilities over the years. In 2002, Deena decided to leave her position as a healthcare executive recruiter, Judy invited her to join JR Associates as a consultant. By this time, JR Associates had expanded from a boutique consultancy to a full service reimbursement solution provider. By early 2003, Deena joined JR Associates as VP of Business Development.

JR Associates (www.1jra.com) develops reimbursement strategies to help medical device and other life science companies (including hospitals and physicians) acquire coverage, establish codes and secure adequate payment

for new technology. This type of strategy development requires knowledge of clinical, regulatory and economic domains to make new procedures and products accessible. Judy and Deena also exemplify how women entrepreneurs can apply their technical and operational knowledge to become experts in leading edge healthcare technology. ☒

WHA WANTS TO HEAR FROM YOU!

WHA would like to thank all of you who submit job announcements to WHA's Jobline and would like to remind members to share information about job openings within their organizations.

We would love to hear about members who have found a job through the WHA Jobline; please let us know about your experience!

Please email Nina (nina@theoks.com) with your story. We may feature it in a future issue of the newsletter.

Executive Forum is published four times a year by Women In Health Administration of Southern California. We welcome your comments, suggestions and article submissions. Please contact:

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WHA would love to hear from you! Please let us know of any important news in your lives, ideas for events and activities, book reviews, articles, etc. Better yet, get involved and lend your talent and ideas by joining one of the WHA committees!

COMMUNITY CORNER

WHA AWARDS 2005 SCHOLARSHIP

by Judy Vacarro

Each year WHA awards a scholarship to a deserving graduate student in health administration. This year we had applicants from Chapman University, CSUN, Loma Linda and UCLA. The WHA Scholarship Committee had to choose from a slate of exceptional candidates, and arriving at our decision was a welcome challenge. After much deliberation, we decided to award the scholarship to UCLA student Estee Liebross. The \$2,500 award was presented to Estee at our March 3 evening event, which featured Jane Hurd, MPA, speaking on *The Second Worst Thing That Can Happen to Your Career*.

Estee Liebross is from Atlanta and received her undergraduate degree from Emory University. Her accomplishments to date are many and herald a bright future in health administration. As an AmeriCorps Promise Fellow directing a literacy project, Estee was instrumental in recruiting, training and placing over 200 volunteers to provide individualized tutoring to public school students. AmeriCorps Promise Fellows serve for one year as leaders with national, state, and local organizations coordinating activities intended to support children and youth. In this role, Estee obtained a grant that enabled her to expand the literacy project to more than ten schools in the Atlanta area in less than one year.

Later, while working for the American Cancer Society, Estee established and implemented the Society's first fundraiser and cancer education events, both at Georgia Tech and Emory University. At the Georgia State Department of Human Resources, Tobacco Use Prevention, Estee spearheaded a new public information campaign



aimed at adolescents and minorities.

While working full-time toward her Masters in Public Health at UCLA – with an expected graduation date of June 2005 -- Estee works part time at the Cedars-Sinai Outpatient Cancer Clinic in the Business Development Office.

Following completion of her studies, Estee plans to live abroad for two months working in health care. She believes that this experience will help her become a more effective leader in the U.S., connecting immigrants and minorities to the health services they need and desire.

Her eventual goal is a management position in a clinic setting that provides comprehensive assistance to vulnerable populations.

Congratulations, Estee! 🎉

Health Care Job Resource on the Web

AHIP Career Source is being offered as a free service for job seekers, ranging from health care operations to government relations to medical affairs to sales and marketing. Visit the following website for more information:

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MEMBERS ON THE MOVE & NEW MEMBERS**New Members**

Janet Cunningham is a Family Practice resident at Family Practice of Glendale.

Marie Fuertez is at Kaiser Permanente/Inland Empire Planning & Analysis.

Pearl Huynh is a student.

Becky Johns is a Senior Consultant at the Medley Newman Tucker Group.

Kimberly Moore is an Administrative Resident at VHA.

Helene Smith is a student intern at Cedars-Sinai Medical Center.

Stacey Steffire is a Government Relations Specialist at SCAN Health Plan.