

FRONT LINES

*Your Source For
Brokered Healthcare
Products and Services*

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MEDICAL WASTE, INC. NEW THA SOLUTIONS GROUP VENDOR

Medical Waste, Inc., Cleveland, TN has been selected as the endorsed vendor for medical waste by THA Solutions Group, Inc.

This company will provide the services necessary to transport, destroy and dispose of medical waste. Solutions Group has negotiated very favorable pricing which should provide substantial cost savings for THA members.

Disposing of medical waste is one of the most regulated areas in health care. The cost of compliance with federal and state standards, plus the increasing number of new regulations on handling and disposing of medical waste, has resulted in many healthcare facilities contracting with outside sources to provide these services.

For additional information about Medical Waste, Inc. and its services, call Ralph Armistead, Medical Waste, Inc., 770-339-0248, or Wes Reade, THA Solutions Group, 800-258-9541.

We're on the Web!
www.tha.com

Upcoming Stories

- ◆ HealthCharge
- ◆ Testimonial
- ◆ Mercury Waste Removal

Thought for the Day

"If you're not busy being born, you are busy dying."

"Life is what happens to you when you are busy making other plans."

John Lennon
Former Member of the Beatles

READE JOINS THA SOLUTIONS GROUP

THA Solutions Group is proud to announce the appointment of Wes Reade as the marketing manager for Solutions Group.

He is responsible for marketing the products, services and programs of the endorsed vendors of THA Solutions Group, including group purchasing, physician recruitment, insurance, natural gas, data and

executive placement.

Reade previously served as director of home care and corporate health services at Sumner Regional Medical Center, Gallatin. He also served as director of corporate health management services, associate director of industrial health relations and associate director of wellness at the medical center.

He received a bachelor's degree in physical education at Northeastern University, Boston, MA; a master's degree in exercise physiology at the University of Maine, Orono, ME; and a master's degree in business administration and marketing at Middle Tennessee State University in Murfreesboro.

MEDICARE RURAL HOSPITAL FLEXIBILITY PROGRAM

Some rural communities can no longer support a full-service hospital, but residents of these communities would lack adequate access to care if the local hospital closed.

To help these communities, the Medicare Critical Access Hospital Program, part of the Balanced Budget Act of 1997, has now established a new limited-service hospital, or critical access hospital (CAH).

The CAH program is a major component of the Medicare Rural Hospital Flexibility Program (MRHFP).

Another component is a grant program authorized at \$25 million annually for five years. These grant funds can be utilized for implementation of the CAH program, improvement of rural emergency medical services, and support of community development activities and other activities to strengthen rural health systems.

THA currently is utilizing funds through the state office of rural health to provide technical assistance to potential eligible hospitals.

Funds are available to develop integrated networks, examine prospects for conversion to CAHs, improve information systems, quality assurance programs, community education and development programs as well as other activities.

For more information, contact Bill Jolley at THA, 615-256-8240.

EXECUTIVE COACHING AS A TARGETED DEVELOPMENT

By Marie Jennings, Master Certified Coach
Russell, Montgomery & Associates
Brentwood, Tennessee

As healthcare professionals face the challenges of doing more with fewer people, the demands for individual development and adaptability accelerate. Improved systems and processes are vital, but they do not assure success. It's *people* who determine whether or not the systems and processes will actually work.

People may *want* to develop, but years of habit interfere with intentions. Committed people often intensify their efforts by doing more of the same because it's what they know. The results can be disappointing.

Coaching provides one-on-one support for genuine and lasting change. Collaborating with the individual to develop a plan that focuses on his or her specific needs makes sense. Some of the reasons organizations choose coaching as a development strategy include:

- ◆ Flexibility – coaching fits into a busy executive's schedule because it does not require time out for a lengthy off-site program.
- ◆ The ongoing challenge of retaining good people—coaching not only helps people accomplish organizational goals, it helps them find personal fulfillment.
- ◆ The need to support valuable players who have strong technical skills but are weak in other areas.
- ◆ Key players may need to transform or stretch their vision of what is possible.
- ◆ Everyone has blind spots that can inhibit the way people interact and work together.
- ◆ Long-term employees may need "recharging," more flexibility and creativity.

Progressive organizations often offer key players customized development opportunities through coaching. It makes high leverage change possible.

Coaching frees people to produce extraordinary results!

NEW HCIA PRODUCTS RECEIVE THA ENDORSEMENT

THA recently endorsed two new products from HCIA: ProviderView and HealthcareLink.

ProviderView

ProviderView is a browser-based application designed to provide instant access to HCIA's proprietary hospital-specific databases.

With ProviderView, hospitals will have the ability to analyze the clinical and financial performance of over 6,000 hospitals in the United States.

ProviderView users now have two data sources from which to choose, acute care and long-term care:

- Acute care – comprises all of the functionality of the original ProviderView application, giving access to HCIA's proprietary hospital-specific databases.
- Long-Term Care – HCIA's newest ProviderView offering, which includes HCIA's nursing home database with cost report data available for over 13,000 U.S. long-term care facilities.

ProviderView provides:

- Direct access to over 900 financial and operational data elements for nearly every U.S. acute care and long-term care facility.

- Fully downloadable data.
- Printable graphs.
- Searchable glossary for definitions, calculations, and data source information.
- Reporting flexibility – create your own or choose pre-formatted reports using financial or clinical data.
- Multiple billing options – choose transactional billing or subscription-based billing.
- Improved, more intuitive navigation
- View your account status at your convenience.

A few weeks ago, hospitals should have received a letter announcing THA's endorsement of ProviderView, along with an introductory offer for \$500 in free reports from the product.

If your institution did not receive this letter and/or would like further information, contact Wendy Karain, HCIA's account representative, at (615) 256-6143 or via e-mail, wkara@hcia.com.

HealthcareLink

HealthcareLink is an information service offered by TheHealthNetwork.com and HCIA. It is a framework of value-added information services that "wrap around" existing Web sites. HCIA can help hospitals develop a Web site.

Either way, HealthcareLink gives hospitals a forum to attract and inform patients, educate and motivate employees, and establish community and industry ties.

HealthcareLink leverages the considerable content and market reach of The Health Network, a joint television and cable effort of FOX and America's Health Network (AHN).

One of the leading Internet health sites, TheHealthNetwork.com gathers and distributes in-depth information aimed at the health-conscious consumer.

HealthcareLink lets hospitals offer the same information, plus the latest health care content from HCIA experts, on the hospital's Web site.

For additional information, contact Wendy Karain, HCIA's account representative, at (615) 256-6143 or e-mail, wkara@hcia.com.