



A Message from the President

Dear Colleagues,

Happy New Year! I hope 2007 brings health and happiness to you and your family. While the calendar indicates its winter, needless to say, it sure has not seemed like it. This year's winter season has brought some interesting changes, including no snow, poor skiing conditions and some crazy weather patterns across our country. However, while some things change, some things remain the same. The Eagles are out of the playoffs, and it seems as though the Sixers and Flyers are in a battle to see who can finish the furthest out of first place.

We anticipate a year of interesting presentations for our membership. The year will start with our Feb. 22 membership meeting, held at St. Luke's Hospital in Bethlehem. That evening, Barbara Holland of Gov. Ed Rendell's Office of Health Care Reform will be joining us. We look forward to what is sure to be an informative presentation, and we hope you will be there to join us!

And as we enter this new year, our local chapter also starts with new officers and leaders. In addition to my transition to President, the following changes have occurred:

- **Steve Kaja, FACHE** - President Elect
- **Deborah (Cherney) Corcoran, FACHE** - from VP-Affiliated Groups to Treasurer
- **Terri Martis** - VP-Membership

Mike Bonner (VP-Programs) and **Marie Clemens** (Secretary) will continue to proudly serve in their respective roles.

With the New Year, we will also roll out two new committees. The **Audit Committee** will be comprised of Patrick Simonson, FACHE; Debra Geiger, FACHE; and Margaret Alonso. This committee is designed as our internal safety valve with respect to quality assurance and professional ethics. The other new committee is our **Sponsorship Committee**. The purpose of this committee is to garner sponsorship support from local and national companies and organizations who wish to support our future educational and social events. Charlie Fenstermaker will be overseeing this endeavor, and both committees are welcoming new members.

See **PRESIDENTS MESSAGE** pg 2

EPAHEN Presents 2007 Hal Dolenga Emerging Leader Award

The Eastern PA Healthcare Executive Network and DeSales University share a rich history, through the many members who have received education at DeSales, as well as individuals who serve (or have served) as program instructors. These associations provided insight into the MBA program, and more specifically into the health systems management concentration.

As a result of this association, EPAHEN and DeSales University created the annual "DoLenga Emerging Leader Award," named in honor of Hal Dolenga, who was instrumental in the establishment of the MBA program at DeSales in 1990. This award is presented annually at the Winter EPAHEN membership meeting, traditionally held on the DeSales University campus.

Recipient of this year's award was **Stephanie Taormina** of Stroudsburg (PA). Ms. Taormina currently serves as Manager of Physician Recruitment and Retention for the Pocono Health System, East Stroudsburg (PA). In this role, she is responsible for physician recruitment and retention, as well as physician credentialing, the facilitation of a smooth transition of physician integration into practice, and acting as liaison between executive

See **DOLENGA** pg 3

Calendar of Events

Eastern Pennsylvania Healthcare Executive Network (EPAHEN)

February 22, 2007 * 6:00pm

EPAHEN Membership Meeting

St. Luke's Hospital, Bethlehem

Speaker: Barbara Holland, PA Gov. Office of Health Care Reform

May 31, 2007 * 6:00pm

EPAHEN Membership Meeting

Brookside Country Club

Speaker: Congressman Charlie Dent
"Legislative Update"

Hospital Association of PA (HAP) Leadership Meeting

May 15, 2007

ACHE Statewide Breakfast

Harrisburg Hilton

Healthcare Leadership Network of the Delaware Valley (HLNDV)

February 22, 2007

The Pyramid Club, Philadelphia

Program: Breakfast with the ACHE Regent

April 18, 2007

Lankenau Hospital, Philadelphia

Program: Betting on the Winners in
Healthcare: Making Strategic
Decisions for Growth

American College of Healthcare Executives (ACHE)

February 12-14, 2007

Las Vegas, NV Cluster

Congress on Healthcare Leadership

March 19-22

New Orleans, LA

April 16-19, 2007

Kiawah Island, SC Cluster

April 23-26, 2007

Marco Island, FL Cluster

*Information on these, and other upcoming
local, regional and national events
is also available at the EPAHEN web site:*

<http://epahen.ache.org>

(note: no "www" !)

Notes From ACHE

Healthcare Costs Show Continued Stability but at High Rates. According to a study reported in Health Affairs, in 2005 healthcare spending per privately insured person increased 7.4 percent in 2005, marking the third year that the cost trend hovered between 7 and 8 percent following double-digit trends in 2001 and 2002. Data for the first quarter of 2006 suggest continued stability. The trend for 2005 reflected increased growth in spending for hospital and physician care, offsetting a sharp drop in spending growth for prescription drugs. Hospital utilization trends accelerated, while price trends decelerated in 2005. In contrast to stable spending trends in 2005, premium trends continued to decline in 2006, likely reflecting the lagged effects of earlier years' slowing in cost trends and perhaps signaling a turn in the insurance underwriting cycle.

Improving Quality & Achieving Equity: The Role of Cultural Competence in Reducing Racial & Ethnic Disparities in Health Care. A recent report from the Commonwealth Fund, *Improving Quality and Achieving Equity: The Role of Cultural Competence in Reducing Racial and Ethnic Disparities in Health Care*, reviews key principles of quality (as it relates to the overall quality of the healthcare system and individual approaches to quality improvement); reviews evidence of the existence and root causes of racial and ethnic health disparities and recommendations to address them; and discusses strategies by which the quality and cultural competence movements could be linked. In particular, it focuses on the Institute of Medicine's six principles for designing a high-quality healthcare system to identify areas where aspects of cultural competence would be central to achieving high quality. It then presents a framework outlining both hypothetical and proven strategies for delivering high-quality, culturally competent care. Visit http://www.cmwf.org/publications/publications_show.htm?doc_id=413825?doc413825 to read the full report.

Employer-Provided Health Insurance Coverage Declines for Fifth Consecutive Year. According to a briefing paper from the Economic Policy Institute, more Americans are uninsured because of the continued erosion in employer-provided health insurance, the most prominent form of U.S. health insurance. The number of people without health insurance grew significantly for the fifth year in a row. Nearly 46.6 million Americans were uninsured in 2005—up almost 7 million since 2000. The rate of those without insurance has grown 1.7 percentage points during this period, from 14.2 percent in 2000 to 15.9 percent in 2005. Visit <http://www.epi.org/content.cfm/bp175> to read the complete report.

Sustainable Patient Safety. According to Patrice Spath, author of a recent H&HN article, "Sustainable Patient Safety," hospital leaders who take the time to walk around their facilities and talk with frontline staff about safety can have an enormous impact on quality. Spath cautions readers not to underestimate the importance of senior executives in achieving patient safety improvement goals. Senior leadership—not just the guidance provided by employees' direct supervisors—is a key component. Healthcare organizations are discovering that the executive team can create sustainable improvements when these leaders "walk the talk." Visit http://www.hhnmag.com/hhnmag_app/jsp/articledisplay.jsp?dcrpath=HHNMAG/PubsNewsArticle/data/2006December/061212HHNOnlineSpath&domain=HHNMAG to read the full article.

CFO Top Issues Explored in HFMA's Healthcare Finance Outlook 2007. Based on a survey of its members, the Healthcare Financial Management Association (HFMA) identified key areas of concern, including revenue cycle improvement, consumer-focused practices, Medicare payment trends and business issues. HFMA's Healthcare Finance Outlook 2007 examines those issues, presenting opinions of thought leaders on the most significant trends and the actions they think executives need to plan for over the next 18 months. A PDF of the publication is available at http://www.hfma.org/NR/rdonlyres/6DBB284D-5166-4FB1-9FE2-D4D63F58FE6B/0/WP_Outlook07.pdf.

Former Diplomates - Need to Update Your Records!

The new FACHE requirements went into effect on January 1, 2007. If you were a Diplomate and have not yet updated your educational and experience data in the My ACHE area of ache.org, then you need to do so in order for ACHE to determine if you already qualify as a Fellow. Fellow requirements, as well as information and a downloadable application for Members planning to take the Board of Governors Examination and advance to Fellow status, are also available in the Credentialing area of ache.org. In addition, the latest Regulations Governing Admission, Advancement and Recertification (PDF) can be found in the About ACHE area of ache.org. For more information contact the Division of Membership at membership1@ache.org or 312-424-9400.

PRESIDENTS MESSAGE *continued*

As always, our December membership meeting was well attended, and our featured speaker of the evening was Dennis Kain, FACHE. During Dennis' presentation, our colleagues were provided further education and rationale for the changes associated with becoming a Fellow of the College. As you may be aware, approved changes in November 2006 called for a restructuring of the existing process, and the elimination of the Diplomate (CHE) status.

As these changes went live in January, I want to recognize approximately 10 new Fellows that are in our region. In addition, I want to encourage all colleagues who wish to advance to both review the new criteria, and seek out any assistance from me or any of our EPAHEN leaders. As you are aware, achieving Fellow status in ACHE is the highest honor, and illustrates to colleagues, peers and administrators across the world that you are consistently dedicated to educating yourself, and improving yourself in our distinguished field.

Upcoming In 2007

While we are in the process of finalizing our calendar of events, may I encourage anyone who has not yet paid their dues for 2007 to do so at this time, as we

PRESIDENTS MESSAGE *continued*

expect another successful year of great opportunities for our membership. Based on your feedback, we will not only continue to provide entertaining, informative programs and networking opportunities, but also to provide our membership with applicable and valuable Category I and Category II educational credits. Be sure to regularly check our web site for updates, and we will continue to send you direct communications, as well.

In closing, you will hear me speak about EPAHEN and ACHE being an organization that "provides value to its membership". My goal over this next year is to continue to provide you events and opportunities that support this philosophy. I welcome your input on any and all ideas that may make this organization better meet your needs. Please do not hesitate to contact me directly with any ideas or suggestions you might have.

Regards,

Andrew B. Starr, FACHE
President-EPAHEN



ANDREW STARR (LEFT), INCOMING PRESIDENT, EPAHEN, PRESENTS STEPHANIE TAORMINA WITH THE 2007 DOLENGA EMERGING LEADER AWARD.



DR. MOHAMED LATIB, DESALES UNIVERSITY, AND OUTGOING EPAHEN PRESIDENT, DEBRA GEIGER (RIGHT), PICTURED WITH DOLENGA NOMINEES CHERYL SBORZ, CHRISTINE MACAULAY AND STEPHANIE TAORMINA.

Welcome New Members!

Erica Baittinger
Manager
Health Strategies & Solutions

Daniel Bair
Chief Operating Officer
Westfield Medical Center

Linda Faust
Director, Geriatric Services
Lehigh Valley Hospital

Debi Hewlett
Business Development
Highland Associates

Denise Kaplan
Administrative Director, Dept of Medicine
Lehigh Valley Hospital

Dirk Kuyper
President
AESCULAP, Inc.

Brian Leader
Perioperative Administrator
Lehigh Valley Hospital

Christine Macaulay
Nursing Practice Specialist
Children's Hospital of Philadelphia

Brian Negley
Regional Mgr, Physician Group Practices
St. Luke's Hospital & Health Network

Naomi Pratt
Director, Volunteer Services
Miller-Keystone Blood Center

Christopher Sodl
Director, Public Relations
Sacred Heart Healthcare System

Frank Sparandero, M.D.
President & CEO
Sacred Heart Healthcare System

Jonathan Swart
District Manager
Coordinated Health Systems

Diana Terone
Clinical Coordinator
St. Luke's Hospital & Health Network

Larry Wiersch
Executive Director
Cetronia Ambulance

Eric Yeakel
Director, Quality Assurance & Asset Mgmt
Hospital Central Services Cooperative, Inc.

Christopher Zirkle
Director, Materials Management
Graduate Hospital

Joseph Zukauskas
MBA Program Coordinator
DeSales University

Welcome Back Returning Members!

James Burke
Chief Operating Officer
Hahnemann University Hospital

Jennifer Hunara
Administrator
Surgery Center of Allentown

*The full EPAHEN membership directory
can be found on our web site (epahen.ache.org).*

DOLENGA *continued*

management and medical staff.

She is a graduate of East Stroudsburg University with a Bachelors Degree in Biology, and of College Misericordia with a Masters Degree in Physical Therapy. She is currently pursuing her Masters Degree in Business Administration at DeSales University. As part of her award, Stephanie has been provided a complimentary one-year membership in both EPAHEN and ACHE.

EPAHEN congratulates Ms. Taormina on her impressive academic and professional achievements, and is proud to recognize her at this year's recipient of the Hal Dolenga Emerging Leader Award.

EPAHEN would also like to recognize and congratulate the two other finalists for this year's Dolenga Award:

Christine Macaulay, RN, MSN, CEN

Nursing Practice Specialist
The Children's Hospital of Philadelphia

Cheryl Sborz, RN

MBA Candidate
DeSales University

Eastern Pennsylvania Healthcare Executive Network

2171 28th Street. S.W. • Allentown, PA 18103

Phone: 800-444-4272, ext. 2293

Fax: 610-791-2919 • Web: epahen.ache.org

Andrew Starr, FACHE, President
St. Luke's Hospital & Health Network

Stephen Kaja, FACHE, President-Elect
Lehigh Valley Physician Group

Deborah Corcoran, FACHE, Treasurer
Lehigh Valley Hospital and Health Network

Marie Clemens, Secretary
Hospital Central Services, Inc & Affiliates

Teresa Martis, Vice President, Membership
Graduate Hospital

Michael Bonner, Vice President, Programs
Lehigh Valley Hospital and Health Network