

Emergency Preparedness

The LHA has increased its involvement in emergency preparedness activities during the past year. In addition to the significant planning and response activities associated with Louisiana's "routine" disaster preparedness, the LHA Research and Education Foundation has been integrally involved with planning and response associated with the H1N1 influenza pandemic. The LHA Research and Education Foundation and its emergency preparedness staff have significantly improved hurricane planning and response activities, specifically in the areas of evacuation, sheltering-in-place and hospital status reporting during the past year. Some of the LHA's accomplishments include:

- Distributed over **\$4 million of Health and Human Services (HHS) grant funds to hospitals (\$2.98 million)** and EMS providers (\$1.02 million) to address the needs of hospitals and providers in the areas of surge, isolation, decontamination, personal protective equipment, mass fatality, ventilators and communications;
- Obtained over **\$8 million for hospitals in the FEMA-sponsored HVAC Generator Mitigation Grant process**, which helps hospitals purchase generators and equipment related to providing air conditioning and other critical services to their hospitals during a prolonged power outage event;
- Helped develop and implement the **At Risk Registry (ARR) Medical Institution Evacuation Plan software**, providing hospitals a real time, web-based application that improves and streamlines the processes associated with identifying, assessing and tracking of sheltered and evacuated patients, staff and guests;
- Participated as a key team member in the **development and execution of EMSTAT**, a statewide online hospital status reporting tool used during times of declared emergencies and for routine bed availability reporting; and
- Assisted state and federal partners in **distributing national stockpile supplies** to hospitals statewide in response to the initial H1N1 outbreak in April 2009; The LHA continues to play an integral role in the **planning and response to the 2009 H1N1 pandemic flu outbreak**.

Communications

The LHA received significant coverage in the news this year, making headlines on issues from budget cuts and healthcare reform to H1N1 preparedness and the LHA/LOPA Donate Life Louisiana Hospital Campaign. The LHA also worked with member hospitals on media outreach efforts. One of the LHA's goals is to provide timely information that is of value and interest to our members, including:

- The **LHA Membership Directory**;
- E-IMPACT Newsletters – **IMPACT Weekly**, **IMPACT Lawbrief**, **IMPACT Session**, **Preparedness Update**, and **LHA Louisiana Trustee**;
- New Outreach Services – **LHA CEO H1N1 E-lerets** and **Hospital Champions Network** for LHA/LOPA partnership;
- Other Communications Services – **LHA Daily News**, **LHA E-lerets** to CEOs, CFOs, PIOs, etc., **Rural Hospital E-lerets**, and **Hospital and State Public Information Officer Emergency Preparedness Contact List**;
- Communications Tools for the Legislative Session – **Legislative Handout** to educate legislators, **LHA Legislative Review**, alerts using the **LHActNow System** and grassroots outreach through the **LHA PR Point Person E-lerets**; and
- LHA's website at **www.LHAonline.org**.

LHA Center for Healthcare Workforce Development

Workforce was front and center at this year's legislative session, as it was Governor Jindal's top priority. The LHA's Center for Healthcare Workforce Development collaborated with administration officials, the Louisiana Association of Business and Industry, and other business representatives to redesign and streamline Louisiana's workforce development system. This year, the LHA:

- Collaborated with the Health Works Commission and the Board of Regents to secure **\$13.1 million in healthcare workforce education and training funds**, resulting in 650 new nursing students (ADN and BSN), 250 new allied health students, 10 new loans for nursing and allied health faculty (Ph.D.), tuition reimbursement for LPN faculty, and the purchase of simulation equipment for LPN programs;
- Continued to serve and chair the **Louisiana Health Works Commission**, which oversees healthcare workforce supply and demand issues;
- Engaged industry, education, economic development and workforce partners to develop a **two-year healthcare industry sector workforce plan** to address the healthcare industry's need for a skilled and well-trained workforce;
- Advocated for the **creation of the Simulation Council** within the Health Works Commission to establish statewide policy on the use of simulation in healthcare workforce education and training;
- Advocated for funding for a **scholarship program for physicians and dentists to serve in rural and underserved areas**;
- Served as Senior Technical Advisor to the **Medical Home Committee** of the Louisiana Health Care Quality Forum to provide information on workforce issues;
- Served on the **Occupational Forecasting Conference**, by appointment of Governor Jindal, to establish the official state forecast of occupations in demand;
- Worked with the HearTS Collaborative to oversee the expenditure of **Community Development Block Grant Funds (\$6 million)** to train nurses and allied health professionals in 37 areas impacted by hurricanes Katrina and Rita;
- Promoted efforts to increase participation on **local and state workforce investment boards and councils** to develop local and state strategic workforce plans and to ensure adequate funds for healthcare education and training programs; and
- Worked with education and hospital partners in the Lafayette area to address the nursing shortage by laying the groundwork for a **two-year Associate Degree in Nursing program** at South Louisiana Community College.

Education

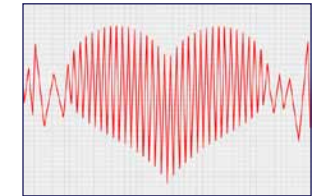
The LHA monitors issues facing hospitals and the healthcare field, and develops educational opportunities to address these issues. In 2009, the LHA:

- Offered **74 quality education programs** with over 3,100 healthcare CEOs, senior management, trustees, nurses, other allied health professionals and volunteers in attendance. In addition to live programs, 60 facilities participated in five webinars offered throughout the year. The education programming was expanded to include national speakers on Joint Commission topics, healthcare finance and leadership development;
- Hosted the **LHA Winter Healthcare Leadership Symposium** and the **LHA Annual Meeting & Summer Conference**;
- Launched LHA's own **webinar venue** through which local and national speakers will present on a variety of topics that address education needs across the entire healthcare spectrum;
- Held the **28th Annual LHA School for Supervisory Training**;
- Continued to provide members with a platform to advertise hospital careers through Direct Source Media's **Louisiana Hospital Careers website**. Forty-three Louisiana hospitals currently participate in this employee recruitment program;
- Continued to offer **careLearning**, an e-learning project, for 20 Louisiana hospitals. The LHA ranks in the top five state associations based on the number of hospitals enrolled in the program; and
- Hosted educational programs for member societies, including the **Louisiana Organization of Nurse Executives**, the **Louisiana Society of Hospital Attorneys**, the **Louisiana Society of Hospital Auxiliaries**, and the **Louisiana Society for Hospital Public Relations and Marketing**.

Photos below (from left to right): Mr. and Mrs. Theodore Badger, Jr. at Summer Conference; John Matessino with Mr. and Mrs. James Elrod at Summer Conference; John Matessino welcoming group at first seminar held in the LHA Conference Center; Mr. and Mrs. Milton Bourgeois, Jr. at Summer Conference; Rebecca Bradley, David McWilliams, Mike Mouisset and John Steckler in front of the ShareCor booth at Summer Conference.

Photos on reverse (from left to right): Governor Bobby Jindal signs Louisiana Senate Bill 215 into law and is joined by Dr. Alan LeBato, Ronnie Duncan, John Matessino, Larry Graham, Carl Shetter, Sen. Dan Morrish (R-Jennings) and Tim Coffey; Randi Olson, Jennifer McMahon and Bill Holman at the LHA Legislative Reception; DHH Sec. Alan Levine discusses the budget and other healthcare issues with hospital CEOs, including Michael O'Bryan, Dr. Mark Peters and Dr. Pat Quinlan, at LHA's Hospital Leadership Day at the Capitol; John Matessino, Steve Worley and Willie Hawkins at the LHA Legislative Reception; Sen. Willie Mount (D-Lake Charles) addresses hospital leaders at LHA's Annual Winter Healthcare Leadership Symposium; Craig Boudreaux, Jr., Kathy Bobbs and Brian Day at the LHA Legislative Reception; Rep. Robert Billiot (D-Waggaman), Mimi Hedgcock and Clark Cossé at the LHA Legislative Reception.

LOUISIANA HOSPITAL ASSOCIATION



2009 Annual Report



State Initiatives

Budget Issues

- Secured **\$40 million in funding to modernize hospital Medicaid peer groups**;
- Secured over **\$212 million in disaster recovery funding**, which provides Medicaid relief to hospitals post-storms, standardizes Community Hospital DSH payments statewide and funds Rural Hospital/ Health Clinics. This was one of the LHA's priority funding bills, which was passed without a dissenting vote throughout the entire legislative process; and
- Advocated for **\$13.6 million in funding for the Health Works Commission**, which resulted in continuing and new nursing and allied health capitation programs, faculty loan programs, an accelerated nursing program through Our Lady of the Lake College at West Jefferson Hospital, and reinstatement of the cardiopulmonary/respiratory therapy capitation at LSUHSC-New Orleans.

Other Important Legislation

The LHA supported legislation that:

- Provides a **limitation of liability to hospitals** and nursing homes, their owners and their employees for sheltering, evacuation or repopulation activities before, during and after declared emergencies;
- Clarifies that repairs to immovable property, including movable property that becomes immovable by the fact that it is affixed to an immovable (e.g., MRIs or nuclear cameras in hospitals), are not subject to sales taxes at the state and local level;
- Authorizes DHH to accept use of funds from local governing bodies for the purpose of enhancing the provision of healthcare services for uninsured and Medicaid patients by using these dollars to secure federal matching funds;
- Establishes a **web accessible consumer health provider disclosure system** to allow insurance consumers to look up the contract status, by facility and specialty, of hospital-based physicians or physician groups; and
- **Increases reimbursement to hospitals** that train more than 20 primary care physicians and are located more than 150 miles away from the sponsoring medical school.

The LHA was also very **effective in defeating or amending bills** that would have:

- **Drastically increased the cost of medical malpractice coverage** by raising the cap without including other necessary reforms to protect the system;
- **Lowered the amount of bond necessary to suspend collection of a judgment during an appeal**, which would endanger the growing number of lawsuits in which our hospitals are involved;
- Allowed health insurance issuers to recoup monies paid to providers upon their determination that fraud had occurred; and
- Proposed an inequitable solution to the issue of **billing by non-contracted hospital-based providers**.

Federal Initiatives

The LHA has worked diligently with Louisiana's Congressional Delegation and the American Hospital Association (AHA) on numerous issues surrounding national healthcare reform. At the time of print, final action on healthcare reform legislation had not occurred. The LHA's position is to support the AHA's position on national healthcare reform provided that the following issues are addressed: tort reform; protection of Medicaid/DSH reimbursement, including an FMAP fix; the exclusion of taxes that could increase costs passed on to hospitals, such as medical devices and pharmaceuticals; and coverage expansion to 95 percent of the population. Healthcare reform legislation should also address: providing Critical Access Hospitals (CAH) with bed count flexibility for determining status; allowing pass-through and standby costs for certified registered nurse anesthetists (CRNAs); extending Medicare FLEX Grants; and expanding the Medicare 340B Program to include outpatient and inpatient drugs at CAHs, small rural hospitals and sole community hospitals. The LHA will continue to work with our Congressional Delegation, the Centers for Medicare & Medicaid Services (CMS) and the Department of Health & Hospitals (DHH) on ways to mitigate any negative impact of the DSH Final Audit Rule, including repealing the law.

Federal Successes

- Worked with CMS to **rescind the final rule entitled Clarification of Outpatient Clinic and Hospital Facility Services Definition and Upper Payment Limit (CMS-2213-F)**, which excluded hospital-owned, rural health clinics from UCC payments;
- Advocated to extend and increase funding for the **Rural Hospital FLEX Grant**;
- Advocated for the extension of the **Conrad State 30 Program**, which was scheduled to sunset on March 6, 2009. The bill was signed by the president and became Public Law No: 111-009; and
- Advocated for the inclusion of CAHs in the American Reinvestment and Recovery Act **HITECH funding for Health Information Technology**.

Quality

- Developed a comprehensive toolkit to assist hospitals in implementing a **statewide standardized wristband protocol**;
- Partnered with Louisiana Health Care Review (LHCR), Louisiana's Medicare Quality Improvement Organization, in an **initiative to eliminate MRSA** and other healthcare-acquired infections;
- Served in an advisory role with Louisiana Office of Public Health's federally-mandated **initiative to reduce hospital-acquired infections**;
- Participated in the regional **CMS task force to eliminate pressure ulcers** across all healthcare disciplines. The task force obtained a \$50,000 grant to sponsor pressure ulcer reduction education;
- Served on three committees of the **Louisiana Health Care Quality Forum**; and
- Served on **data panel for the Consumer's Right to Know Act**.

HOSPAC



HOSPAC, the LHA's political arm, has been a valuable tool for establishing hospitals as powerful players in the political arena in our state. Louisiana hospitals have the opportunity to support elected officials who ultimately make decisions impacting our facilities. We must continue to bring meaningful and convincing advocacy to our legislators in Congress and in Baton Rouge. With major changes anticipated as a result of national health reform, advocacy on behalf of hospitals will quickly become even more critical to our success. By supporting our political action committee, you are helping to elect officials who are willing to stand up for our concerns and who understand the fundamental role that hospitals and health systems play in the future of healthcare.

Rural

- Created the **Louisiana Hospital Rural Network**, through the Rural Hospital Leadership Forum, to assist hospitals with improving operating margins through better pricing;
- Advocated to fully fund the **Rural Hospital Preservation Act** during the legislative session and successfully advocated on several national issues concerning rural hospitals (see Federal Initiatives section); and
- Worked with DHH to execute the **Rural Health Care Pilot Program**, a pilot funding program established by the Federal Communications Commission to facilitate the creation of a nationwide broadband network dedicated to connecting public and private non-profit healthcare providers in rural and urban locations.



Data

- Conducted the **LHA Annual Survey** and created the **2009 Louisiana Hospital Benchmarking Report**;
- Offered other diverse data services and reports, including **Hospitals: Economic Agents in the Louisiana Economy** and **Monthly Utilization Reports**;
- Updated the **Louisiana Hospital Inform website** with additional all-payer data and quality measures;
- Provided updates to hospitals from **LHA DataGen**, a healthcare data and reporting program geared towards providing member hospitals with financial and clinical information to support education, operations and advocacy efforts; and
- Offered participating hospitals utilization data from the **LHIN Database** for strategic planning and marketing.

Letter from the Board Chair and President & CEO

This year's buzz word has been "reform," but there has been much debate on what shape healthcare reform should take in the U.S. and Louisiana. Hospitals have played an active role in the political debate to ensure that our patients, staff and communities are protected so that we can continue to provide quality care to everyone. On a local level, hospitals faced severe Medicaid cuts this year, but the LHA was able to **minimize the impact through HB 879, a supplemental appropriations bill that secured over \$212 million in disaster recovery funding**. Next year, we expect even deeper cuts to the Medicaid program. Department of Health & Hospitals Sec. Alan Levine reported that Louisiana's \$6.2 billion Medicaid program could see a \$700 million state general fund shortfall, or over \$2 billion total when federal matching funds are included, for state fiscal year 2010-2011.

We will be calling on **hospital leadership, staff members and patients to speak out against these cuts and to share their stories** about what hospitals mean to their communities. We must continue to educate the public and the legislature on how hospitals operate and the numerous community benefits they provide.

We cannot let the budget issues overshadow the valuable contributions our industry has made this year. We were successful in advocating for the passage of several beneficial bills during session, including **SB 106, which provides a limitation of liability to hospitals** and nursing homes, their owners and their employees for sheltering, evacuation or repopulation activities before, during and after declared emergencies. We also worked to defeat bills that would have been harmful to hospitals and patients, including HB 224, which would have drastically increased the cost of medical malpractice coverage by raising the cap without other necessary reforms to protect the system.

The LHA and the Louisiana Organ Procurement Agency (LOPA) were **successful in partnering on the first statewide hospital donor registry drive initiative in the nation with a goal to increase the Donate Life Louisiana Registry by 10 percent**. We reached our goal in August – five months ahead of schedule! Because of our success, we increased the goal to 200,000 registrants and are currently at over 95 percent of that goal. **Our campaign has become a national model** and will be used by the Health Resources and Service Administration (HRSA) as one of its major initiatives next year. You should all be proud of this accomplishment, especially the hospital champions, who spearheaded the campaign in their facilities.

Thank you to all the members who participated in LHA activities this year. Everyone's contributions, from serving on boards or committees to participating in one of our affiliate societies or grassroots efforts, make this organization what it is – **a well-respected voice for our industry**. We appreciate your time and commitment, and we will continue to provide services, products and information to meet the needs of you and your hospital.

We will continue to develop strategies and solutions so that our hospitals can stay solvent and care for our communities 24/7. Whatever lies ahead for us, we must remember our mission is "patient-focused" healthcare. Because at the end of the day, it is truly about people and the care we provide.

Sincerely,



Bill Holman

William R. Holman, FACHE
LHA Board Chair



John Matessino

John A. Matessino
President & CEO

