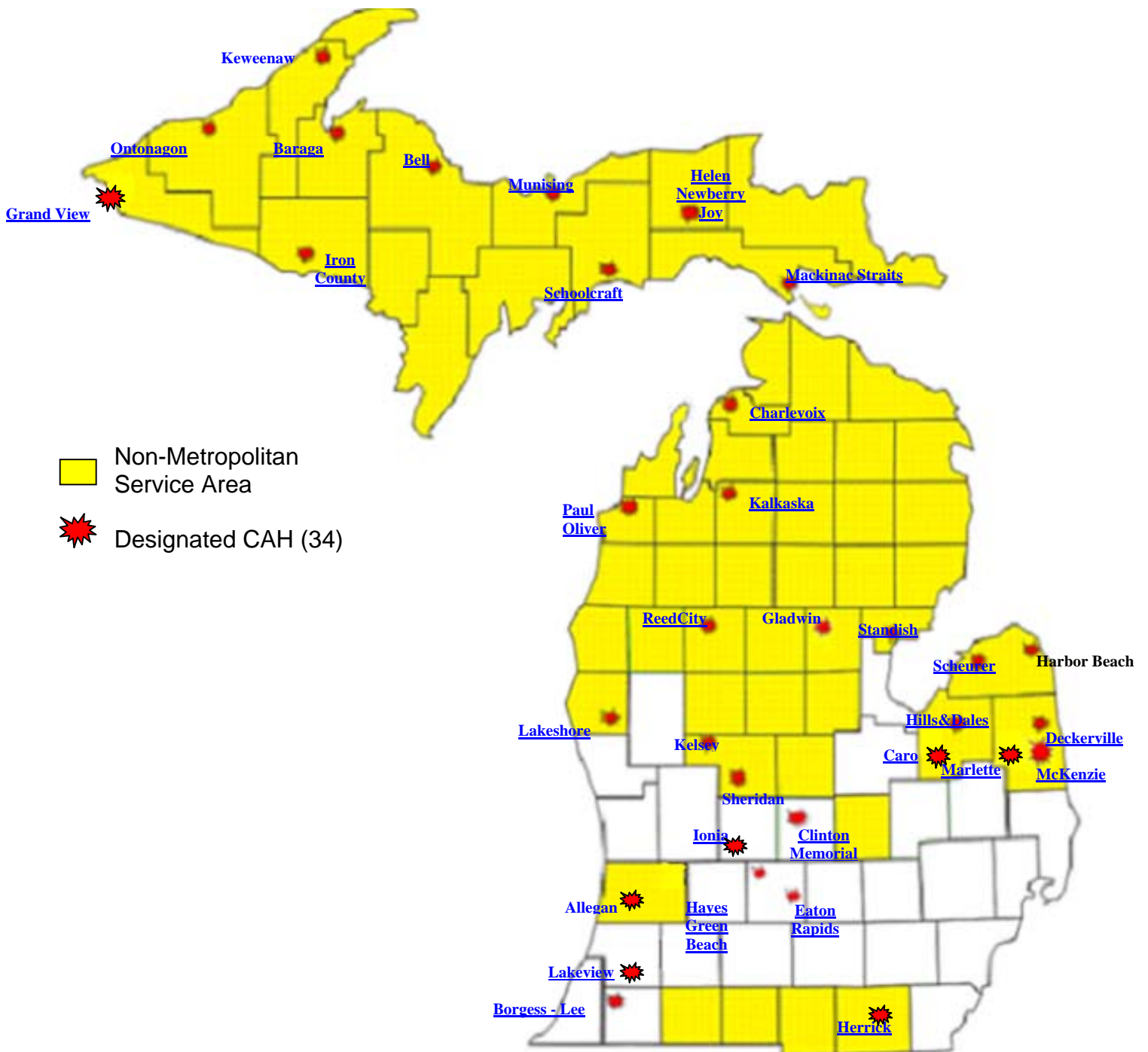


# CAH Chronicle



Michigan Department of Community Health ♦ Michigan Center for Rural Health ♦ Michigan Health & Hospital Association

## MICHIGAN CRITICAL ACCESS HOSPITALS



### Welcome: Michigan Critical Access Hospital Administrators

The Grand View Health System Board of Directors is pleased to announce that Carol Goffnett has been named the chief executive officer for Grand View Health System. Goffnett has been the interim CEO for the past four months, and has accepted the position on a permanent basis.

Prior to joining Grand View Goffnett was the Chief Operating Officer at Gratiot Medical Center in Alma, Michigan for twenty years. She also served as the interim Executive Director of Affiliated Clinics at Cheboygan Memorial Hospital.



Carol Goffnett



Mike Gutsch

Mike Gutsch is the Chief Executive Officer at Ontonagon Memorial Hospital.

Mike was most recently Vice President of Finance at Memorial Health Center in Medford Wisconsin. Mike also served as Chief Financial Officer at Central Peninsula General Hospital in Soldonta, Alaska and at Adams County Memorial Hospital in Friendship, Wisconsin.

Joy A. Strand has accepted the position of Administrator / Chief Operating Officer for Borgess-Lee Memorial Hospital.

Joy has served for more than 20 years in the healthcare industry, most recently as Chief Operating Officer and Interim Chief Executive Officer for Schoolcraft Memorial Hospital, Manistique.

Prior to her service at Schoolcraft Memorial, Joy served in multiple directorship roles at Helen Newberry Joy Hospital & Healthcare Clinic, Newberry, Michigan, which is also a 25-bed critical access hospital. While at that healthcare institution, she directed the Upper Peninsula Critical Access Hospital Quality Initiative.



Joy Strand

### Critical Access Hospitals receive the Governor's Award for Improving Patient Safety and Quality of Care in the Critical Access Hospital Setting

The Governor's Award is based on clinical data for the 2006 calendar year. While the Governor and MPRO have partnered to honor hospitals since 2003, this marks the first time that the Governor has recognized the top performing Michigan hospitals in the areas related to the *Governor's Award for Improving Patient Safety and the Quality of Care in the Hospital Setting and Critical Access Hospital Setting*. MPRO and the Governor honored the hospitals with an award ceremony on September 10, 2007, at the Radisson Plaza Hotel in Kalamazoo.

#### Governor's Award for Improving Patient Safety and Quality of Care in the Critical Access Hospital Setting

Twenty-nine Critical Access hospitals focused on intense work in one or more of the following clinical areas:

- Collecting and Reporting Quality Data Award
- Clinical Performance and Reporting Award
- Organizational Culture Change Award
- Systems Improvement - Health Information Technology (HIT) Award

**Baraga County Memorial Hospital**, Collecting and Reporting Quality Data.  
**Bell Memorial Hospital**, Organizational Culture Change.

**Borgess-Lee Memorial Hospital**, Clinical Performance and Reporting and Organizational Culture Change.  
**Caro Community Hospital**, Clinical Performance and Reporting.  
**Deckerville Community Hospital**, Collecting and Reporting Quality Data, Organizational Culture Change, Systems Improvement-Health Information Technology-CPOE, Level 1.  
**Eaton Rapids Medical Center**, Clinical Performance and Reporting.  
**Grand View Hospital**, Clinical Performance and Reporting.  
**Hackley Lakeshore Hospital**, Clinical Performance and Reporting.  
**Harbor Beach Community Hospital Inc/Acute Care Team**, Collecting and Reporting Quality Data and Organizational Culture Change.  
**Helen Newberry-Joy Hospital and Health Care Center**, Collecting and Reporting Quality Data, Systems Improvement-Health Information Technology- CPOE Level 1-Telehealth/Telemedicine, Level 1.  
**Herrick Medical Center**, Clinical Performance and Reporting.  
**Hills and Dales General Hospital**, Organizational Culture Change.  
**Ionia County Memorial Hospital**, Clinical Performance and Reporting.  
**Iron County Community Hospital**, Organizational Culture Change, Systems Improvement-Health Information Technology-CPOE Level 1.  
**Kalkaska Memorial Health Center**, Clinical Performance and Reporting, Collecting and Reporting Quality Data, and Organizational Culture Change.  
**Keweenaw Memorial Medical Center**, Clinical Performance and Reporting, Systems Improvement-Health Information Technology-CPOE Level 1.  
**Lakeview Community Hospital**, Clinical and Performance and Reporting.  
**Mackinac Straits Hospital and Health Center**, Collecting and Reporting Quality Data, Systems Improvement-Health Information Technology- Telehealth/Telemedicine, Level 2.  
**Marlette Regional Hospital**, Clinical Performance and Reporting, Systems Improvement-Health Information Technology-CPOE, Level 1.  
**McKenzie Memorial Hospital**, Collecting and Reporting Quality Data, and Organizational Culture Change.  
**Mid-Michigan Medical Center Gladwin**, Clinical Performance and Reporting.  
**Munising Memorial Hospital and Health Services**, Collecting and Reporting Quality Data and Systems Improvement-Health Information Technology-CPOE Level 1.  
**Ontonagon Memorial Hospital**, Collecting and Reporting Quality Data.  
**Paul Oliver Memorial Hospital**, Collecting and Reporting Quality Data and Organizational Culture Change.  
**Schoolcraft Memorial Hospital**, Collecting and Reporting Quality Data.  
**Sheridan Community Hospital**, Collecting and Reporting Quality Data.  
**Spectrum Health Reed City Hospital**, Clinical Performance and Reporting and Organizational Culture Change.  
**Spectrum Health United Memorial, Kelsey Hospital**, Clinical Performance and Reporting.  
**St. Mary's of Michigan, Standish Hospital**, Collecting and Reporting Quality Data.

Critical access hospitals receiving the *2007 Governor's Award of Excellence for Improving Patient Safety and the Quality of Care in the Critical Access Hospital Setting* were automatically considered for the *2007 Governor's Recognition of Excellence* in the area(s) they were awarded. The top performers in each award topic received special recognition from Governor Granholm.

### **Governor's Recognition of Excellence**

**Spectrum Health – Reed City** - Clinical Performance  
**Eaton Rapids Medical Center** - Clinical Performance  
**Herrick Memorial Hospital** – Clinical Performance  
**Paul Oliver Memorial Hospital** – Organizational Culture Change  
**Kalkaska Memorial Health Center** – Organizational Culture Change

### Rural Recruitment and Retention Network

A significant collaboration has been formed between the National Health Service Corps and the National Rural Recruitment and Retention Network.

The NHSC has partnered with the Rural Recruitment and Retention Network (3R Net) to coordinate recruitment efforts in rural and underserved communities and to ensure that rural communities are accessing key recruitment resources housed in BCRS/NHSC. Over 64% of the NHSC postings are in rural areas, and the partnership enhances the efforts of both organizations. 3RNet members also post urban and suburban underserved opportunities so the partnership improves coordinated efforts in those communities as well.

Through the collaboration between NHSC and 3R Net, information is shared with prospective candidates on services provided by both 3R Net and the NHSC at combined recruitment events and activities.

For more information on listing your physician, physician assistant and nurse practitioner opportunities on 3R Net or the NHSC Loan Repayment Programs contact: Steve Shotwell, Recruitment and Retention Services, Michigan Center for Rural Health, 517-355-7758, [steve.shotwell@hc.msu.edu](mailto:steve.shotwell@hc.msu.edu).

### Conrad State 30 J-1 Waiver Program Applications

The Michigan Conrad State 30 J-1 Waiver Program is now accepting requests for 2008 application packets. As you may know, the program can sponsor 30 waiver candidates per year. What you may not know is YOUR FACILITY MAY QUALIFY. Each state is now allotted 5 placements for non-Health Professional Shortage Areas (HPSAs). This year Michigan will be accepting applications **November 1- November 30, 2007**.

- ❖ Since 2004, Michigan has accepted specialists into the program as well as Primary Care physicians. We have placed approximately 45 specialists in the last 3 years.
- ❖ MUA/P area facilities are qualified to apply.
- ❖ Michigan seeks 14 rural placements each year.
- ❖ Federal laws have changed in recent years to allow each state to place 5 physicians in non-Health Professional Shortage Areas (HPSAs).

To request an application packet:

- ❖ Send a check for \$100 payable to the Michigan Health Council.
- ❖ Include physicians name, address, specialty and graduation date from residency.
- ❖ Mail to:  
Michigan Health Council  
J-1 Visa Waiver Staff  
2410 Woodlake Drive  
Okemos, MI 48864

If you are interested and would like more information, please contact [Michelle Lovass](mailto:mlovaas@mimom.org) at 517-347-3336 or [mlovaas@mimom.org](mailto:mlovaas@mimom.org).

### State of Michigan Is Emergency Preparedness Leader

#### *September Recognized As National Preparedness Month*

Through the efforts of the Office of Public Health Preparedness (OPHP), created by the Michigan Department of Community Health (MDCH), in partnership with the State Bureaus of Epidemiology and Laboratory, Michigan has become a leading state in emergency preparedness as September is recognized as National Preparedness Month.

“Since the events of September 11, 2001, our emergency preparedness efforts have greatly increased,” said Governor Jennifer

M. Granholm. Effective planning and preparation can help ensure Michigan citizens are safe in a time of emergency.

One key resource for Michigan citizens is the OPHP maintained web site [www.michigan.gov/prepare](http://www.michigan.gov/prepare), which is specifically designed to provide proactive emergency planning information for individuals, families, and businesses. The site offers citizens the latest available information on family preparedness, chemical, biological, and radiological emergencies, and natural disasters (including severe weather). The site also features state resources, as well as links to other federal assets, that are considered essential for comprehensive family emergency preparedness.

As another preparedness resource, MDCH and the Michigan Association of Local Public Health (MALPH) debuted “Pandemic Flu and You” a new public health publication designed to give Michigan citizens proactive information regarding the potential health threat of pandemic influenza. The document can be accessed at [www.michigan.gov/flu](http://www.michigan.gov/flu) and provides citizens pandemic flu facts; advice for practicing good hygiene to reduce the risks related to and spread of influenza, and information about pandemic influenza prevention and treatment.

In addition to creating various virtual and print resources, MDCH has made significant enhancements to state and local public health readiness programs. These programs distribute medicines, promote effective and efficient coordination of response activities among federal, state, regional and local response partners, and assure the provision of essential public health and health care services to the public in the event of a public health emergency. One enhancement in particular, the Michigan Health Alert Network (MI-HAN), is a secure notification system that allows health officials, healthcare organizations, and first responders from across the state to quickly and efficiently communicate with each other during an emergency.

The MI Volunteer Registry ([www.MIVolunteerRegistry.org](http://www.MIVolunteerRegistry.org)), also initiated by MDCH, is an online database that functions as a central location for volunteer information collection, credentialing, and communications. The registry helps hospitals, healthcare organizations, local public health and traditional public safety responders meet their volunteer needs when local resources are exhausted.

MDCH and its public health emergency response partners train and regularly conduct exercises to test emergency response plans, procedures and personnel. Response performance is evaluated and operational procedures are enhanced in a continuous effort to maintain the highest level of state readiness.

Michigan is proud of the status of health preparedness and will continue to work to plan, train and exercise programs statewide.

### **New Resource Guide on Corporate Responsibility and Healthcare Quality**

*The Office of Inspector General and American Health Lawyers Association, Sep 26, 2007*

Healthcare quality is emerging as an enforcement priority for healthcare regulators, so it is essential for healthcare boards of directors to understand their role in overseeing the quality of care provided by their organizations, according to a report by the Office of Inspector General and the American Health Lawyers Association.

The report, "Corporate Responsibility and Health Care Quality: A Resource for Health Care Boards of Directors," aims to assist directors of healthcare organizations in carrying out their oversight responsibilities in the current healthcare environment. It is the third in a series of documents on corporate responsibility co-sponsored by OIG and the AHLA.

The resource guide is designed to help healthcare boards ask appropriate questions related to healthcare quality requirements, measurement tools and reporting. For example:

- What are the goals of the organization's quality improvement program?
- What metrics and benchmarks are used to measure progress toward each of these performance goals?
- How is each goal specifically linked to management accountability?

Read the [press release](#) for more information and a link to the full report.

## 2007 Michigan Critical Access Conference

The 2007 Michigan Critical Access Hospital Conference information is on the Michigan Center for Rural Health web site: [www.mcrh.msu.edu](http://www.mcrh.msu.edu). Click on *Conferences*. This year's conference at Boyne Mt. Resort begins at 1:00 p.m. on Wednesday, November 7<sup>th</sup> and ends at 11:00 a.m. on Thursday, November 8<sup>th</sup>. The Michigan Critical Access Hospital Quality Network Annual meeting is scheduled for 8:00 a.m. on Wednesday November 7<sup>th</sup>. For additional information contact Angie Emge at [aemge@msu.edu](mailto:aemge@msu.edu) or at 517-355-7757.

## GRAND ROUNDS:

### ARTHRITIS

Held the second Wednesday of each month from Noon to 1:00 p.m. except in July and August.

**Sponsored by:** The Michigan Center for Rural Health and the Michigan Arthritis Collaborative Partnership.

- October 10 -- Use and Misuse of Medications in the Patient with Fibromyalgia, Dan Clau
- November 14 – Psoriatic Arthritis, -Robert Ike
- December 12 – Rheumatologic Emergencies, -Joseph McCune

*Accreditation: St. Mary Mercy Hospital, an organization accredited by the MSMS Committee on CME Accreditation, designates that this activity meets the criteria for a maximum of one (1) credit hour in Category 1 credit towards the AMA Physician's Recognition Award.*

### GERIATRIC

Held the first Wednesday of each month from Noon to 1:00 p.m. except July and August.

**Sponsored by:** The Michigan Center for Rural Health and the Geriatric Education Center of Michigan.

- October 2-Hospice & Palliative Care -Linda Keilman, MSN, APRN, BC, GNP
- November 7- Assessment & Treatment of Somatic Dysfunction-Frank Komara, DO
- December 5-Prostate Disease (BPH) and Cancer TBA

*Accreditation: This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of the Michigan State University College of Osteopathic Medicine and the Michigan Center for Rural Health.*

### NURSING

Held quarterly from Noon to 1:00 p.m.

**Sponsored by:** The Michigan Center for Rural Health and MSU College of Nursing

- November 6 – Title: Bridging the Gap: Intergenerational Issues in Nursing -Kathleen Kessler MSN RN APRN BC

*Accreditation: Participants who attend the entire session and complete an evaluation form will receive a certificate for 1.5 contact hours. Michigan State University College of Nursing is an approved provider of continuing nursing education by the Michigan Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.*

### PSYCHIATRY

Held quarterly from Noon to 1:00 p.m.

**Sponsored by:** The Michigan Center for Rural Health and the MSU Department of Psychiatry.

- October 24 - Neurobiology and Treatment of Deliberate Self-Injury, -Brian Smith, MD

For additional information or questions about materials contained in this newsletter, please contact:

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[www.mcrh.msu.edu](http://www.mcrh.msu.edu)

*Accreditation: This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of the Michigan State University College of Human Medicine and the Michigan Center for Rural Health.*

### **SOCIAL WORK**

Held quarterly from noon – 1:15 pm

**Sponsored by:** The Michigan Center for Rural Health and the MSU School of Social Work

- Dec. 6 - Pain Management

*Accreditation: Michigan State University School of Social Work (Provider No. 1136) is approved by the Association of Social Work boards (ASWB) approved continuing Education (ACE) program: [www.aswb.org](http://www.aswb.org): 1-800-335-6880. ASWB ACE-approved programs are recognized in Michigan. In addition, Wisconsin, Illinois, and Indiana recognize ACE-approved providers. Social workers should verify recognition of ACE approval with their state boards.*

For more information, contact Phyllis Ball, Education Coordinator at: [ballp@msu.edu](mailto:ballp@msu.edu) or 517-355-8250.

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### **INTERESTING QUOTE:**

“It is never too late to be what you might have been.”

*-George Eliot*

### **MARK YOUR CALENDARS Soaring Eagle Resort, Mt. Pleasant**

