

NJSHCA

New Jersey Society for Healthcare Consumer Advocacy

March 2013



President's Pen

Welcome everyone to the start of a new NJSHCA year!

Please let me first begin this newsletter with a most sincere thank you to **Linda Fauteux**, our Past President. Linda has done a tremendous job as our President and worked so hard for the membership over these past two years. Her leadership and vision have kept our organization vibrant, current, and viable! I personally am very grateful that she will be by my side for guidance the next two years! Linda, on behalf of the membership, thank you for a job well done!!!!

New Board Members and Officials

I would also like to introduce the Board members and committee chairs for 2013-2015:

Michelle Oleski, Englewood Hospital and Medical Center, **President Elect**
Michelle will be taking on the task of our on-going membership drive and working with **Debbie Parrott**, our **Membership Chair**.

Linda Flanagan, Virtua - Memorial is our **Vice President**.
Linda has also graciously agreed to continue to serve as acting Treasurer until our elected **Treasurer**, **Eileen Smith**, JFK Medical Center, Edison, is ready to assume her duties. Eileen and her family suffered some devastating losses in Hurricane Sandy and we are praying for life to return to a "new normal" soon!

Kathy Tontarski, Virtua - Berlin, is our **Secretary**
As anyone who has served as an organization's secretary knows, this position can be a challenging one. Trying to keep track of all the action while participating in the meeting requires special talents. Kathy is more than up to the job!

Our Committee Chairs, who continue to amaze me with their dedication, are:
Debbie Parrott, University Medical Center of Princeton - **Membership**
Teresa Lawlor, Virtua - Marlton, **Education**
Gerry McCloskey, Virtua - Voorhees - **Newsletter/Annual Conference**
Sister Marion Scranton, St. Mary's Hospital - **Conference/Annual Retreat**
Mary Jackson, Robert Wood Johnson, Rahway - **Marketing and Web Page Master**. And last but not least, **Gerry** also serves double duty as our Newsletter Chair!

2013 Meeting Dates

March 21, 2013

May 31, 2013
(Annual Conference)

September 19, 2013

November 21, 2013

In This Issue

- NJ POLST Rollout
- Christie to Hospitals
- SHCA News
- National Healthcare Decisions Day
- Minutes from 11.15.2012





So members, we have a great leadership team and are all very excited to work on your behalf. We hope that you will make every effort to attend the meetings and annual retreat, network, bring your ideas and even some potential new members!

Speaking of members, two of our most valued members have decided to retire and move on to “advocating” for a different priority, themselves and their families!!! Ellen Stanislaski, from Hunterdon Medical Center and Nancy Schirmer from Bayshore Community Hospital are hanging up their advocate hats. Ellen retired the end of January and Nancy will be retiring in mid-March. We hope to see both Ellen and Nancy at our May retreat. Ladies, we will miss you both and thank you for all you have done for your patients, their families, your hospitals and for NJSHCA! God Speed!



Congratulations and best wishes to Ellen Stanislaski and Nancy Schirmer on their recent retirement. We wish you both continued good health and much happiness. We thank you both for your many years of service and commitment to the NJSHCA. You will both be missed!!!

Welcome New Members

On a most positive note, I would like to welcome all the new members for 2013 to date:

Rose Marie Camuso, St. Joseph’s Regional Medical Center

Susan Cole, Shore Medical Center

Geri Karpisak, University Medical Center of Princeton

Annamaire Lombardo, Bayshore Community Hospital

Charlene McCallum, Chilton Hospital

Linda Van Allen, St. Peter’s HealthCare System

Stephen Weber, Englewood Hospital and Medical Center



Upcoming Meeting

A few other notes of interest:

Michelle has arranged a very interesting program for the March 21st meeting. Lynn Biot-Gordon, MSW, LCSW, CDP, Gordon Social Work Consultants, will be presenting the program “**Negotiating Conflict: Dealing with Difficult Patients, Families, and Co-Workers**”. Which one of us doesn’t need some extra help in this area?

Mary has updated our new Web page and this should be up and running within the next few days, certainly by our meeting. Check out www.njshca.org. Thank you Mary!

If anyone is interested in attending the SHCA National Conference in St. Louis, from April 2-5, please let me know. Linda Fauteux and I are attending and that means that anyone from NJSHCA is eligible for a \$100 discount off the \$575 registration fee. Please contact me if you would like more details, (crobinson@caperegional.com) or 609-463-2289.

Looking forward to starting off the year with a great turnout at our March meeting. See you there!

Corinne

NJSHCA Meeting March 21, 2013

*Negotiating Conflict: Dealing with
difficult patients, families and co-workers*

Speaker: Lynn Biot-Gordon, MSW, LCSW, CDP
Gordon Social Work Consultants &
National Council of Certified Dementia Practitioner

New Jersey Hospital Association Conference Center
760 Alexander Road, Princeton, NJ
(609) 275-4035

**Please RSVP
by March 15, 2013**

Linda Flanagan
lflanagan@virtua.org

or (609) 914-6555

NJSHCA March 21, 2013



New Jersey Health Commissioner Mary E. O'Dowd and NJHA President and CEO Betsy Ryan today unveiled the state's new POLST form, which will allow patients to declare their end-of-life care preferences.

Today's event, held at NJHA, included a media briefing and a meeting of the provider community to officially roll out the form.

"End-of-life decisions weigh very heavily on patients and families," said O'Dowd. "POLST is an exciting step forward as a tool for providers to engage patients in this conversation."

POLST – Practitioner Orders for Life-Sustaining Treatment – allows individuals to work with their physician or advance practice nurse to discuss and then express their goals of care and medical preferences during a life-limiting illness. The form is completed and signed jointly by the patient and practitioner and carries the weight of a medical order. A copy of the form becomes part of the patient's medical record, while the original stays with the patient and is intended to follow the patient through all healthcare settings.

"POLST ensures that individuals facing life-limiting illnesses are empowered to make sure their end-of-life wishes are followed," said Ryan. "It makes the patient and the practitioner partners in achieving the individual's goals of care."

Gov. Christie signed New Jersey's POLST law in December 2011. Commissioner O'Dowd appointed NJHA's Institute for Quality and Patient Safety – a federally designated "patient safety organization" – to develop the form and plan education and outreach for the provider community. A POLST Steering Committee, with representatives from NJHA, the Medical Society of New Jersey, the EMS community, post-acute providers and the N.J. Hospice and Palliative Care Organization, created the form and discussed challenges and strategies in rolling out the paradigm to both providers and consumers. Steering committee members Dr. Gregory Rokosz of Saint Barnabas Medical Center and Dr. David Barile of University Medical Center of Princeton were among the panelists at today's media briefing.

The NJHA Institute also developed a provider toolkit that includes an implementation guide, FAQs, sample policies and a consumer brochure. Future tools will include a series of pre-recorded Webinars and a speakers bureau.

The resources, along with the POLST form itself, can be downloaded via the NJHA Web site at www.njha.com/POLST. NJHA will also distribute the toolkit to members on CDs. For more information on POLST, visit the national Web site at www.polst.org.

Aline Holmes, 609-275-4157, aholmes@njha.com
Kerry McKean Kelly, 609-275-4069, kmckean@njha.com

Christie to Hospitals: Thank You on Behalf of the People of Our State

Gov. Chris Christie delivered a 25-minute speech during Friday's NJHA Annual Meeting, thanking New Jersey's healthcare community for its support during Sandy and cautioning providers that their services will be in greater demand as New Jerseyans continue to cope with the storm's aftermath.



"It's not over, and it won't be over for a while," said the Governor. "People have lost their memories, the things that give continuity and meaning to life. The impact of the trauma of loss on people's minds and bodies is yet to come."

The Governor delivered high praise to healthcare leaders and their frontline staff for their preparedness and unselfish service. He noted that two hospitals and 11 long term facilities evacuated during the storm, and that 137 healthcare facilities lost power – all without incident.

"In the end, it was all of you, with all the difficult health issues that presented... that helped the people of New Jersey get through it," Gov. Christie told NJHA members. "I thank you on behalf of the people of our state."

The Governor recounted a story he first shared in his State of the State address, the story of Marsha Hedgepeth, an emergency technician at Community Medical Center. Her house was surrounded by six feet of water, but Hedgepeth waded to higher ground and then hitched a ride with a utility crew to get to the hospital and work a 12-hour shift – all on her day off.

"Those are the kind of people that you have in your organizations – people who put their own self interests totally aside," said the Governor. "That's why ... the hospitals in this room are beloved by the people you serve."

The Governor also regaled NJHA members with behind-the-scenes stories of working with his Administration and the federal government during Sandy.

"This is not included in the new governor's manual. They don't prepare you for this one. If they had told me this.... I would have asked for a recount," he joked.

The Governor concluded his comments by telling NJHA and its members, "You have an advocate for what you do every day, in the Governor's office."

Kerry McKean Kelly, 609-275-4069, kmckean@njha.com



Member Notice

Advocating in the Name of the Patient



In This Issue

Annual Conference

Domains of Practice

2013 Annual Conference April 3-5, St. Louis, Missouri

[Online registration](#) is now open for this must-attend patient advocacy event. This year's conference is focused on Connecting and Inspiring Patient Advocates and we are combining strong educational sessions, excellent networking opportunities and key industry vendors to help each attendee achieve this theme.

Contact Us

SHCA
155 N. Wacker Drive
Ste 400
Chicago, IL 60606

P: (312) 422-3700
F: (312) 278-0881
E: shca@aha.org

- **Location:** The conference will take place April 3-5 at the [Renaissance Grand](#) hotel in St. Louis, MO. Attendee room rates start as low as \$119 per night (plus taxes).
- **Education:** Three keynote addresses and 18 educational sessions will cover a variety of key patient advocacy topics. From service excellence and service recovery to communication and motivation, there is something for all levels of experience and interest. [Click here](#) to download the conference brochure or [click here for a full list of sessions](#).
- **Cost:** Members can register at the early bird rate for just \$575, which makes the SHCA conference a cost effective way for you to advance your professional development, bring new ideas back to your organization, and ultimately improve the patient experience. We even have a [justification toolkit](#) for you to help you gain approval to attend.

Follow Us



Join SHCA's New LinkedIn Group!

Special offer: The first 50 early bird registrants to the conference will receive one complimentary registration (\$79 value) to SHCA's first ever hot topics webinar, focused on grievances and complaints, taking place in February.

[Register today](#) before this offer runs out!



NATIONAL HEALTHCARE DECISIONS DAY

★ *your decisions matter* ★

On April 16, join Americans across the country to talk to others about your future healthcare decisions and complete your advance directive!

Facts

All healthcare institutions are required to:

- Provide information about health care decision-making rights.
- Ask all patients if they have an advance directive.
- Educate their staff and community about advance directives.
- Not discriminate against patients based on an advance directive status.

According to the Pew Research Center's study in 2006:

- 71% of Americans have thought about their end-of-life treatment preferences
- 95% had heard of a living will
- 29% had a living will

Problem to Solve

Despite recent gains in public awareness of the need for advance care planning, studies indicate that most Americans have not exercised their right to make decisions about their healthcare in the event that they cannot speak for themselves.

Solution

The National Healthcare Decisions Day, April 16, will help Americans understand that making future healthcare decisions includes much more than deciding what care they would or would not want; it starts with expressing preferences, clarifying values, identifying care preferences and selecting an agent to express healthcare decisions if patients are unable to speak for themselves.

The National Healthcare Decisions Day (NHDD) initiative is a collaborative effort of national, state and community organizations committed to ensuring that all adults with decision-making capacity in the United States have the information and opportunity to communicate and document their healthcare decisions.

Action

National Healthcare Decisions Day will leverage participating organizations' efforts and commitment to:

- ★ **Increase awareness** of the benefits of advance care planning so that Americans will be familiar with how to obtain and complete a healthcare power of attorney and/or living will, and talk to others about their decisions.
- ★ **Rally** a national media campaign so that Americans will know how to access information and resources to help them make future healthcare decisions.
- ★ **Mobilize** national, state and community organizations, healthcare providers and other key stakeholders to initiate outreach and educational activities for people to learn about advance care planning and complete advance directives and to honor those wishes when they become clinically relevant.

"The future depends on what we do in the present." – Mahatma Gandhi

NJ Society for Healthcare Consumer Advocacy

Membership Meeting Minutes

November 15, 2012

TOPIC	DISCUSSION/CONCLUSION	RECOMMENDATION	ACTION
Welcome New Members	Linda Fauteux welcomed and introduced new members.		
NJHA Legislative Report Sally Roslow	<p>January 1st Fiscal Cliff. Anticipated tax and payroll taxes to go up. Bush taxes will be revoked.</p> <ul style="list-style-type: none"> • Military budget cut ½ • Huge cuts to Medicare <p>Friday is deadline for State insurance exchanges. NJ has to make a decision: partnership with government or itself.</p> <p>POLST getting closer to implementation.</p> <p>We are in Lane Duck. Not a lot of change.</p>	<p>Gerry asked if NJHA can get involved to help hospitals in order that patients can vote.</p> <ul style="list-style-type: none"> • Proposed legislation for mail in ballot. 	Sally will get clarification.
<p>Presentation: <i>Code Blue: Hospital Survival under Payment Reform</i> Vladamen Tikhtman, Press Ganey Associate</p>	<p>CMS Matrix – Process on how we define quality matrix will be different. (Page 2)</p> <p>Hospitals now running on 2-4% profit margin.</p> <ul style="list-style-type: none"> • Inpatient core measures: CFOs who understand these; hospitals do better. • Physician compare is coming. • Going to raise the bar on Thresholds and Benchmarks yearly. • Hospital Acquired Conditions: Hospitals on the bottom, almost impossible to get out. • Value Based Purchasing: Moving from pay for transaction to value based. • If hospitals lose 1% one year, can gain it back through improvement, achievement. If you show improvement, you earn points. 	<ul style="list-style-type: none"> • Doing something always doesn't mean you always do it well. • Having data driven approach very important. • Understand what is manageable. • Make goals based on reasonable data. Don't make unattainable goals. • Readmission: focus on developing relationships with sub acute facilities. • Send your patients to places that have good, strong clinical and who will not send patients back. • Focus on moving usually to always. 	

TOPIC	DISCUSSION/CONCLUSION	RECOMMENDATION	ACTION
Past President: Ellen Stanislaski	Ellen announced that she will be retiring January 31 st Election results announced: President Elect: Michelle Oleski Vice President: Linda Flanagan Secretary: Kathy Tontarski Treasurer: Eileen Smith.		
President Elect: Corinne Robinson	Membership Drive: No names off master list of NJHA website. Would like contact names for follow up <ul style="list-style-type: none"> • Somerset not represented Corinne has slides from SHCA courses. She is on the second level.	Linda Fauteux suggested checking with Sally Roslow for membership list.	Corinne will make phone calls if members will send names from other hospitals.
Treasurer: Linda Flanagan	Balance: \$4,559.27 Money we have in the past 2 years has been put to good use.	Vendors very important	
Membership: Deborah Parrott	28 members 9 paid for 2013 3 are new plus potential for more.		
Marketing: Mary Jackson	Website is almost done. Mary has to go to class to learn Word Press in order to be able to update the site herself. There will be: <ul style="list-style-type: none"> • Whole page of pictures • Photograph consent form • Welcome new members 	Photo Chair?	
Newsletter: Gerry McCloskey	Newsletter will be put on website. This will eliminate members not getting them.		
Retreat: Gerry McCloskey	Date: May 31 Conference center and chapel are ok post storm. Concern re: power.	Please bring vendor names, email addresses etc to Gerry	Sr. Marion Scranton will confirm status of electricity

Prepared by: Michelle Oleski, Secretary