



Overview: Core Services for Members

Government Relations

The Oklahoma Hospital Association provides advocacy representation for member hospitals on both the state and federal levels. The Association's goal is to provide timely input on all legislation affecting Oklahoma hospitals and the people they serve. The government relations department is staffed by Lynne White, lwhite@okoha.com, Sandra Harrison, sharrison@okoha.com, and Melanie Morriss, morrissme@okoha.com.

Advocacy at the State Capitol

- OHA's legislative agenda is formulated by the OHA Council on Policy & Legislation, which reports to the OHA board of trustees. This council meets each fall to begin developing the Association's legislative positions and strategies for the upcoming session.
- During OHA's Annual Advocacy Day at the Capitol each spring, members begin the day with a general briefing, then meet with their elected officials to encourage grassroots support of hospitals' advocacy agenda. The evening before, OHA hosts a reception for elected officials and policy leaders.

Advocacy in Washington, D.C.

- Each spring, OHA staff and members attend the American Hospital Association's annual meeting in Washington, D.C., and meet with members of Oklahoma's congressional delegation to garner support for key legislative initiatives affecting health care in our state.
- Throughout the year, OHA staff provides direct input to congressional offices on health care issues and legislative initiatives.
- During the year, staff answers technical questions and provides analyses of the impact specific legislative measures will have on local hospitals.

OHA-PAC Fundraising Activities

- An annual OHA-PAC fundraising campaign enables OHA and its members to support those legislators who are responsive to and concerned about health care issues.
- OHA's Political Action Handbook has a complete section about conducting internal hospital PAC campaigns, complete with solicitation guidelines, frequently asked questions and sample letters.

Member Services

- OHA's Political Action Handbook is updated following each election cycle. This grassroots legislative primer includes current contact information for elected officials, as well as tips for building more effective relationships with elected officials and the news media.

- At the end of each legislative session, a Final Legislative Report is sent to members, which outlines the status, impact, and effective dates of health care legislation. The summary is also posted at www.okoha.com.
- Oklahoma Hospitals: A Resource Guide for Elected Officials is reproduced each election cycle. This comprehensive overview of the hospital industry from a legislator's perspective is also an excellent tool for new governing board members.
- Legislative Updates are sent to members during the legislative session. Legislative Alerts are issued when an issue requires immediate support, action or input from members.
- VoterVoice is an online resource for grassroots involvement in legislative or regulatory issues. This software allows for hospital CEOs to push grassroots "call to actions" down within their organization and into the community via email.
- OHA maintains a comprehensive bill library, as well as rules and regulations adopted by state agencies.
- OHA assists state agencies and officials in coordinating members' appointments to task forces, committees and interim studies.
- The OHA website, www.okoha.com, is updated on an ongoing basis to provide members with current legislative information.

Health Care Finance & Strategic Information

The Oklahoma Hospital Association researches and analyzes regulatory actions and proposed actions and health care data and trends that deal with health care financing and strategic information, for the purpose of assisting in OHA policy development and advocacy and to provide member hospitals timely information and services for strategic planning in the areas of Medicare & Medicaid reimbursement, utilization and finance, marketing and planning, and hospital operations. The health care finance & strategic information services department is staffed by Rick Snyder, rsnyder@okoha.com, and Mia Johnston, mia@okoha.com.

Federal Reimbursement & Impact Analysis

- The OHA provides timely, accurate, and credible financial information and analyses to enable members to determine the "real time" financial impact of federal health policy (actual and proposed) and to gauge the impact of the dynamic marketplace. Medicare proposed rule and final rule summaries and their financial impacts are provided to members as changes are made or proposed. The impact information is also used by OHA to assist in communications with our Congressional delegation and in developing comments to the Centers for Medicare & Medicaid Services on behalf of OHA members.
- These reports include analysis and projections of quality-based payment adjustments, such as Medicare's Value-Based Purchasing adjustment, readmissions penalties, and Hospital-Acquired Condition penalties, comparing hospitals' performance with state and national peer groups.
- Other Medicare analytics provided by the OHA include comparisons and trends in hospitals' Medicare margins, opportunities for improvement of Medicare wage index factors, and potential geographic reclassification for Medicare wage index purposes.

State Reimbursement & Impact Analysis

- The OHA acts as a liaison for members with the Oklahoma Health Care Authority (SoonerCare/Medicaid), the Employees Group Insurance Division (state HealthChoice plan), the

Workers' Compensation Commission, and other major payers. As major changes in payment methodologies are considered, OHA provides members with analytical information to assist in understanding the impact of proposals and uses the aggregate information to assist in working with agencies and the Legislature to effect change.

Health Economic Surveys and Studies

- The OHA, independently and with other groups, collects information and provides in-depth analysis and explanations of economic issues affecting Oklahoma hospitals and health care in Oklahoma. In 2011, OHA commissioned a report on the economic impact of Oklahoma hospitals by Oklahoma State University's National Center for Rural Health Works. Participating hospitals received individual facility economic impact reports for use in their communities. OHA conducts other surveys as needed.
- Other recent surveys include physician compensation, health care workforce needs and turnover surveys.

Compensation and Benefits Survey

- The OHA partners with Compdata Surveys to conduct OHA's Compensation & Benefits survey. The new online format offers enhanced capabilities. The results tool allows members to run an unlimited number of custom job reports, and includes pay practices and benefits information. The survey covers more than 280 job titles, including 187 health care-specific positions.
- In addition to the comprehensive results in the OHA Compensation & Benefits survey, the OHA Peer Group Report is an optional add-on that gives participants a more accurate view of their competition by allowing them to define their labor market as they see it. Participants may run an unlimited number of custom reports and choose facilities by name to include in this anti-trust compliant report.

DATABANK

- DATABANK is a web-based database of hospital utilization and financial performance indicators that hospitals use for benchmarking and planning purposes. Participating hospitals can select and even create their peer groups, which include not only Oklahoma hospitals, but also hospitals from many states. Comparative information is available as soon as the hospital enters its own data for the month. This service is provided as a member service at no additional charge to OHA member hospitals.

OHA Hospital Productivity Management Program

- The OHA Hospital Productivity Management Program was designed to be a straightforward and efficient, yet valuable, program to gather productivity data at the nursing unit and department level. The program was developed by the Iowa Hospital Association and has received the approval of the OHA Council on Finance and Strategic Information.
- The program offers quarterly comparative reports to reporting facilities for benchmarking against peer groups for staffing productivity in nursing units and other departments. Because hospital nursing units and other departments vary from one facility to the next and because productivity stats are compiled differently from one facility to the next, the OHA Hospital Productivity Management Program allows flexibility so each facility can enter productivity information that matches their service delivery.

Annual Hospital Survey

- The OHA, the Oklahoma State Department of Health, and the American Hospital Association collaborate on the Annual Cooperative Hospitals Survey. The web-based survey collects financial, operational and utilization data, which is used by OHA and AHA for both federal and state advocacy efforts and is used by the OSDH for health planning purposes.

Education

The Oklahoma Hospital Association provides educational opportunities for health care professionals in Oklahoma throughout the year. The Association's goal is to provide economical programming on timely subjects that encourage and engage health care professionals, allowing them to stay up to date on the latest information, issues and trends affecting the health care industry. The education/support services department is staffed by Mary Winters, winters@okoha.com, and Shelly Bush, bush@okoha.com.

Council on Education

- The Council on Education develops educational programs, workshops, seminars and meetings of the OHA membership to enhance the effectiveness and productivity of members. Emphasis is placed on the development of programs to improve management skills and techniques, provide information on current affairs and issues, stimulate the exchange of ideas among peers, and provide orientation and training for hospital governing boards.

Hot Topics

- OHA brings in well-known speakers and experts to provide educational sessions on topics that are timely and relevant to health care providers and their employees.

Leadership Development Series

- OHA's Leadership Development Series is a series of educational programs targeting leaders, directors, managers or others in OHA member facilities who are interested in developing or enhancing their leadership skills. This program is offered through a partnership with Oklahoma City Community College. The series consists of eight modules ranging from three to seven contact hours. The topics included in the series focus on critical leadership skills and competencies. Facilitators have been chosen based upon their expertise with individual subject matter and relevant experience in the health care field. Sessions are interactive, utilizing multiple learning methods to address varying learning styles and to ensure engagement and participation. Participants also receive complimentary registration to the OHA Annual Convention & Trade Show. The Leadership Development Series is an OHA member-exclusive program.

Health Care Leaders Forum

- The summer OHA Health Care Leaders Forum offers members the opportunity to bring their executive, trustee and physician team members together for programs designed to enhance the operational effectiveness of their respective organizations.

Annual Convention

- Held in November of each year, the OHA Annual Convention & Trade Show brings together health care professionals from across Oklahoma, along with approximately 150 exhibitors. National speakers provide the keynote and general sessions, while many of OHA's affiliated societies sponsor individual educational sessions for attendees. During this event, the OHA hold its annual business meeting, board elections and biennially installs a new board chairman. This is the largest gathering of health care workers in Oklahoma.

Distance Learning

OHA offers three types of distance learning to its members. These programs bring the latest information and continuing education directly to members, without causing attendees to incur travel expenses or extended time away from work.

- **CareLearning.com**
The OHA, in cooperation with other state hospital associations and the American Hospital Association, has formed **CareLearning.com**, an Internet-based education and learning administration system. **CareLearning.com** develops and delivers a wide range of individually oriented, web-based interactive educational programs for health care employees.. Employees can become certified for various programs, online, at a fraction of hospital in-service costs.
- **Webinars/Audio Conferences**
The OHA sponsors webinars/audio conferences that bring live programs directly to the organization. They allow as many people as you wish to attend an educational event for one registration fee.
- **Streaming Video**
OHA now makes some live programs held in the OHA seminar center available via streaming video. This allows members to register for an event even if they are not able to come to the event. This video is then available for two weeks following the programs for those who could not participate on the day of the event.

Quality & Clinical Initiatives

The Oklahoma Hospital Association assists hospitals in their continuous efforts to provide safe patient care by offering education, data/information and best practices related to clinical services. One aspect of providing quality care includes improving and maximizing the health of the workforce and community. OHA offers assistance with evidenced based practices to achieve health improvement. OHA also represents hospitals on many statewide workgroups and issues that involve clinicians and patient care. OHA's quality & clinical initiatives department is staffed by LaWanna Halstead, lhalstead@okoha.com, Patrice Greenawalt, pgreenawalt@okoha.com, and Laura Maguire, lmaguire@okoha.com.

Quality and Patient Safety Initiatives

- OHA offers organized projects and initiatives to assist hospitals in implementing and monitoring evidence-based clinical practices. These projects include instruction from national experts, individual consultation from OHA clinical staff, education on patient safety science, opportunities to network and learn from other hospitals and data analysis. Clinical/technical as well as adaptive/behavioral interventions are taught and encouraged.

Health Improvement Initiatives

- Through a grant from the Tobacco Settlement Endowment Trust, the Oklahoma Hospital Association works with hospitals to develop and implement a total culture of **tobacco cessation**. Tobacco-free patients have better outcomes, resulting in improved efficiency. Tobacco-free employees are known to be more productive and use less health care resources. OHA is experienced in working with hospitals to customize evidence-based interventions related to employees, inpatients, outpatients and the environment to promote the cessation of tobacco products.
- In response to an OHA board directive to identify strategies for hospitals to improve the health of Oklahomans, OHA offers an employee health improvement/wellness resource called *WorkHealthy Hospitals*. Also funded by the Tobacco Settlement Endowment Trust and in partnership with Prevention Partners, a *WorkHealthy Hospital* can assess their performance in the areas of wellness culture, tobacco cessation, physical activities and nutrition/food environment for employees. With consultation from OHA health improvement staff and using the *WorkHealthy* resources, hospitals can develop a customized plan to improve employee wellness within their facilities.

Strategic Quality Data

- In association with the Hospital Association of New York State (HANYYS), the OHA distributes reports using data from the CMS Hospital Compare website. The reports display clinical performance data, including process, outcome and patient satisfaction measures. The measures show a hospitals' data compared to other like hospitals, the state overall and national benchmarks.
- Using CMS data, OHA also distributes estimated and actual value based purchasing, readmission and hospital acquired conditions reports.

Representation

- The actions of lawmakers, state agencies, payers, and other groups include plans that can affect clinical care in hospitals. To assist in developing appropriate expectations and interventions, OHA represents hospitals to these groups.

Rural Health

The Oklahoma Hospital Association has long appreciated that within its membership there exist operating characteristics, needs and resources that vary widely between rural and urban facilities. Over the years, the OHA has organized and structured many of its activities around these two broad categories. However, in light of ongoing trends reflecting transitions in the delivery and financing of health care, the OHA decided in the fall of 2014 to establish a formal department to better address overall rural health needs across the state. OHA's rural health department is staffed by Andy Fosmire, fosmire@okoha.com.

Council on Rural Health

- As one of five primary councils reporting to the OHA board of trustees, the OHA Council on Rural Health provides a forum for all interested CEOs to address health care issues specific to rural communities across Oklahoma. The Council on Rural Health also advises OHA on

ways to focus its resources to better assist rural hospitals in serving the health care needs of their communities.

State and Federal Policy

- Working very closely with OHA's government relations department, the National Rural Health Association, and the Rural Health Association of Oklahoma, the OHA rural health department participates in the development of, monitors and helps to address rural health policy issues at both the state and national levels, while also advising OHA members.

Liaison to State/Federal Agencies

- In conjunction with other OHA staff members, the rural health department focuses on ensuring that rural members have a voice in the development of rules and implementation of policies that have direct impact on the provision and funding of health care in rural Oklahoma.

Direct Service to Rural Members

The OHA rural health department offers the following services to rural members:

- Site visits to member hospitals to collect firsthand information on member needs;
- Connecting members to educational services available at OHA or from other venues;
- Vetting of potential new services or models that are successful in other communities or states that could be replicated in Oklahoma;
- Working with the Oklahoma State Office of Rural Health, OSU Extension, and the National Center for Rural Health Works to assist in facilitating economic impact and needs assessments for members and their communities; and
- Providing up-to-date information on rural health trends through established OHA lines of communication.

Communications

The Oklahoma Hospital Association strives to keep members up to date on issues affecting them on both the state and federal levels. The communications department uses a variety of digital and print tools to provide timely information to members and the public and to keep members aware of the many products and services available to them. The communications department is staffed by Susie Wallace, swallace@okoha.com, and Lisa Kretchmar, lisa@okoha.com.

Weekly Communications

- Each week, OHA's member-exclusive newsletter, Hotline, is published electronically to keep members informed of state and national issues affecting health care. Information includes advocacy and regulatory updates, educational opportunities, and local hospital news of interest to a statewide audience. *If you are not already receiving the weekly Hotline email, please contact swallace@okoha.com to be added.*

Website

- The Association's website, www.okoha.com, enhances communications with members and the public and promotes many programs and resources offered by OHA. Content includes information on key issues, a searchable list of Oklahoma hospitals, an easy-to-navigate meetings and workshops calendar, Hotline newsletter articles, upcoming events, legislative reports, a pictorial hospital directory, and many more resources. The website's MyOHA section offers member-exclusive resources tailored to executive functions. If you are an OHA member and do not have an individual password and ID for the OHA website, contact the OHA staff, (405) 427-9537, mia@okoha.com.

Member Alerts & Updates

- OHA Alerts and Legislative Alerts are issued to members via email when an issue requires immediate support, action or input from members. Legislative Updates are sent to members frequently during the legislative session. At the end of each legislative session, a Final Legislative Summary is developed and sent to members.

Media Relations

- Communicating with the news media is another way in which OHA serves its members. OHA takes a proactive stance with the media when a significant issue arises. Throughout the year, OHA reacts to numerous media inquiries on a variety of topics, such as Medicaid and Medicare funding, the uninsured, HIPAA regulations, quality and patient safety, infection rates in hospitals, hospital pricing, and transparency.
- The OHA communications staff offers the Guide to Hospital/News Media Relations to assist members in handling media inquiries. The guide is HIPAA-compliant and includes information on release of patient conditions to the press and others, as well as tips for building effective relationships with the media. It also includes a section about HIPAA-compliant marketing and fundraising techniques.

Publications

- The OHA communications staff produces a complete statewide hospital CEO pictorial directory annually, enhancing the ability of members to stay in close contact with one another. It includes administrator names and contact information as well as their photographs, along with other staff contacts and a host of OHA resources.
- OHA distributes its Annual Report to members each fall, offering a complete overview of association activities for that year.
- The annual OHA State Legislative Report is distributed to members following the adjournment of the legislative session to recap legislative actions affecting hospitals.
- The Trustee Quarterly is made available for hospitals to distribute to their board members via email or print version.
- The OHA produces a Resource Guide for Elected Officials, which offers a basic overview of hospitals and health care in Oklahoma for legislators and others. It is available on the OHA website under Publications.

(March 2015)