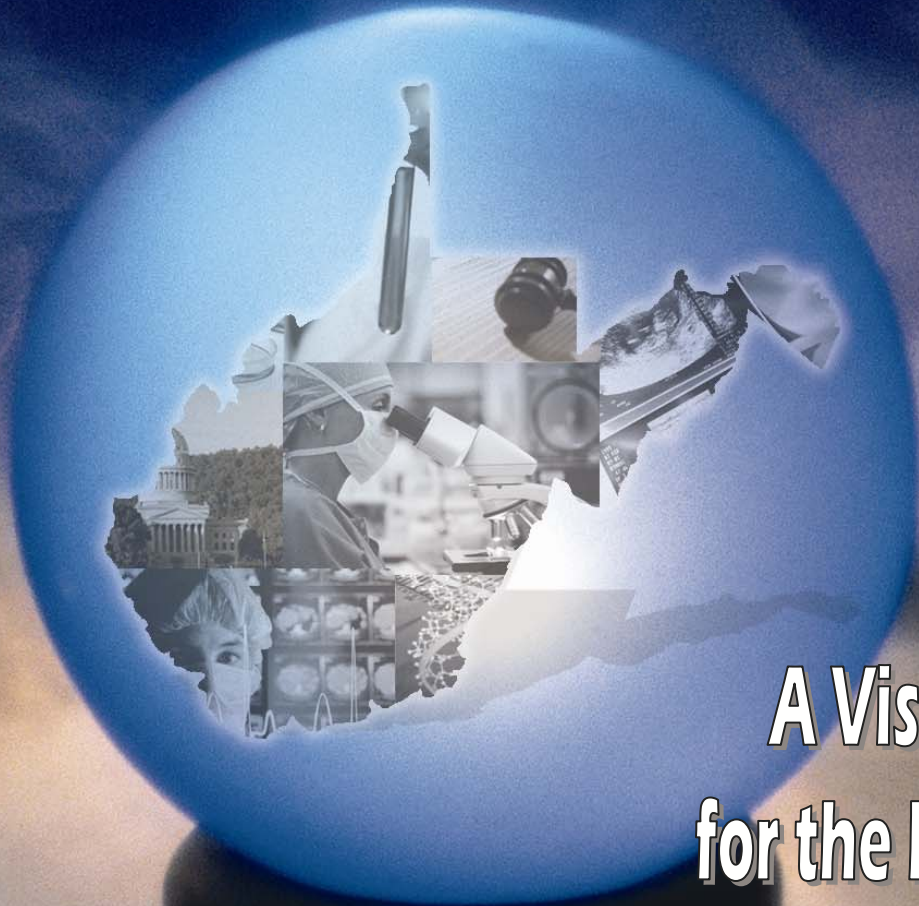


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 **WEST VIRGINIA
HOSPITAL ASSOCIATION**

82nd Annual Meeting
The Greenbrier



**A Vision
for the Future**

WVHA 82nd Annual Meeting — *A Vision for the Future*

Hospital leaders, trustees, physicians and volunteers from around the state gathered at The Greenbrier September 26-28, 2007, to attend the WVHA's Annual Meeting. This year's meeting, *A Vision for the Future*, celebrated 82 years of Association service to West Virginia and also marked the first year under the leadership of WVHA President and CEO Joe Letnaunchyn (right).

"We look forward to showing you the ever-changing face of healthcare, reflected in this year's theme — *A Vision for the Future*," Letnaunchyn said.



ART OF VISION. The keynote presentation was made by speaker and artist Eric Wahl of the Wahl Group on *The Art of Vision*, a program specifically designed to help healthcare organizations utilize unconventional wisdom and build a vision for their future. During the session, held on Wednesday, Eric used his artistic talent to inspire re-thinking of commonly held assumptions and increase creativity, productivity, and, ultimately, profitability.

“Medicaid; hospital accountability; improving our emergency departments; healthcare workforce; and tobacco control are only a few of the issues that will provide us an opportunity in the next year to ‘tell our hospital story,’” said WVHA Board of Trustees Outgoing Chairman Dan Lauffer, CEO, St. Francis Hospital, in his remarks. “We must continue to look to the Association for guidance in uniting us with one voice.”



Lauffer also called on healthcare leaders statewide to pick up a copy of *Redefining Health Care*, written by Michael E. Porter, PhD, and Elizabeth Olmsted Teisberg, PhD. The authors received the 2007 *James A. Hamilton Book of the Year Award* by the American College of Healthcare Executives.



Joe Letnaunchyn looks on as Lauffer proudly displays his gift of appreciation from the WVHA for his service as Board of Trustees Chairman: a tiled art piece featuring the Rose of Luther.

“At this point last year,” said Lauffer, “we were beginning a journey into the future with a new President and CEO at the helm of the Association.

“I know by now each of you have met Joe and have gotten to know him as an honorable leader with a great amount of integ-

riety. Over the past year, his leadership and many years of experience in legislative advocacy served us well on many levels. I can safely say that we look forward to many more years of his leadership as we navigate through the rough political waters ahead — all in unified fashion.”

HOSPAC recognized four exemplary hospitals and their leaders at the 2007 WVHA Annual Meeting.

HOSPAC Board Chair Karen Bowling (with Dan Lauffer) presented the awards to member hospitals that have shown exceptional participation and leadership throughout the 2007 HOSPAC campaign.



HOSPAC Board Chair Karen Bowling gives Mike Sellards, CEO, St. Mary's Medical Center, the *Largest Overall Total* Award. This year's HOSPAC award recipients are:

- Raleigh General Hospital as *Over the Top Award — Large Hospital*;
- Roane General Hospital as *Over-the-Top Award — Small Hospital*;
- Monongalia General Hospital as *Largest Number of Individuals Contributing*; and
- St. Mary's Medical Center as *Largest Overall Total*.

LINKING QUALITY AND PERFORMANCE: SEVEN LEVERAGE POINTS FOR LEADERS.

Following the keynote presentation and WVHA business meeting was speaker Michael D. Pugh, President and CEO of Verisma Systems, Inc. Pugh discussed seven leverage points for leaders in linking quality and performance. This area remains a top priority for the Association through the activities of the West Virginia Center for Patient Safety. Pugh discussed lessons learned from high performing organizations and leadership efforts that can help accelerate the rate of change and improvement in healthcare organizations.



Dan Lauffer shakes hands with WVHA Board of Trustees Chairman Al Lawson (right), JD, FACHE, CEO, Pleasant Valley Hospital, as Joe Letnaunchyn presides.

"I know that as I hand over the reigns to our new Chairperson, Al Lawson, the year ahead will produce the same unified response not only on key issues such as *Certificate of Need*, but on a host of others that the Association advocates on our behalf," said Lauffer.



Left to right: Sponsors Chuck Jones, Executive Director, BRIM; Bob O'Neil, Spilman, Thomas & Battle, PLLC; and Nick Casey, Lewis, Glasser, Casey & Rollins, PLLC, at the Chairman's Reception.



WVHA Annual Meeting Sponsor Rick Slater, Dixon Hughes, PLLC (middle), at the Chairman's Reception.



WVHA Board of Trustees Chairman Al Lawson introduces Larry Walker, CEO of The Walker Company, on Thursday after the ACHE/Trustee Breakfast.

Lawson will lead the WVHA Board of Trustees in the coming year as the Association works with hospitals and the Legislature on various issues to strengthen and improve health-care in West Virginia.

BUILDING BONDS: PATHWAYS TO BETTER BOARD/CEO RELATIONSHIPS. The annual ACHE and Trustee breakfast featured Larry Walker, CEO of The Walker Company, who discussed ways to build board/CEO relationships where the best skills and resources of each are used to develop synergistic leadership that inspires confidence and drives high performance. The session focused on the roles and responsibilities of hospital trustees, and was highlighted by the introduction of the Association's voluntary trustee certification program.



Currently under development, the program is designed to assure core competencies of hospital board members in this era of greater public accountability.



THE INTERSECTING WORLD OF HOSPITALS AND PHYSICIANS: UNDERSTANDING PHYSICIAN REALITY AND CULTURE. Immediately following Larry Walker was Dr. Joseph Bujak, who discussed the intersecting world of hospitals and physicians and identified strategies for partnering for mutual success. This topic remains especially relevant given the continued public and policy-making dialogue on *Certificate of Need* issues related to CT services. Dr. Bujak pointed out that the worlds of healthcare organizations and physicians are distinctly different and that understanding these distinctions will result in successful strategies for both.



WVHA President and CEO Joe Letnaunchyn thanks the Corporate Sponsors of Thursday night's entertainment, The Capitol Steps. Corporate Sponsors from left to right: Jim Thomas, Jackson & Kelly, PLLC; Greg Gibbs, Arnett & Foster, PLLC; and Noel Knobloch, Senior Vice President, Amerinet, Inc.

Although not all current members of The Capitol Steps are former Capitol Hill staffers, taken together the performers have worked in a total of 18 Congressional offices and represent 62 years of collective House and Senate staff experience. In addition to traveling around the country for performances, The



Capitol Steps perform every Friday and Saturday year-round in Washington, DC, at the Ronald Regan Building. They have recorded 27 albums; the most recent is *Springtime for Liberals*.



Thursday evening featured an after dinner dessert reception with entertainment provided by The Capitol Steps, a troupe of Congressional staffers turned comedians who travel the country satirizing the very people and places that once employed them. The group has been featured on NBC, ABC, PBS, 20/20, Entertainment Tonight and other media outlets. They can be heard four times a year on National Public Radio stations during their *Politics Takes a Holiday* radio specials.



On Friday morning, the first two sessions of the *State Issues Forum* centered on provider payment issues. Presentations were given by PEIA's Executive Director Ted Cheatham (above) and new Medicaid Director Marsha Morris (below). Both state officials discussed the future direction and issues related to their respective government programs. A particular emphasis centered on provider payment and operational issues — a focus of many audience member questions.





The second *State Issues Forum* concentrated on various positions and opinions related to *Certificate of Need*.

Panelists included seated from left to right: Sonia D. Chambers, Chair, West Virginia Health Care Authority; Evan Jenkins, West Virginia State Senate and Executive Director of the West Virginia State Medical Association; Ohio Hospital Association Senior Vice President and CFO John Callendar; and Dan Lauffer.

Recently, the benefits of *Certificate of Need* (CON) regulation have been the subject of debate in West Virginia, as well as in several other states. The debate has, in part, been spurred by the growth of specialty providers, including surgical centers, specialty hospitals, and diagnostic imaging centers.

Proponents of regulation believe that CON is necessary to control costs, preserve access and promote quality, while opponents contend that market competition and the laws of supply and demand are more effective.

The session concluded with a brief question and answer segment, officiated by Jim Thomas of Jackson & Kelly, PLLC, highlighting the differences in philosophy of CON between the hospital and physician communities.



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