



Jim Stremick, MPT (right), is a physical therapist at Prime Care Services Hawaii, Inc., a home health care agency

# FY 2018 MEMBER VALUE



# President's Message



This past May, just two months ago, I completed my first full year as the President and CEO of the Healthcare Association of Hawaii (HAH). It has been a rewarding year filled with meeting new people, and learning about and responding to the needs of our members.

We detail many of our accomplishments from this past year on the pages of this Member Value document. The accomplishments include launching the Laulima Data Alliance, successfully achieving many of our advocacy priorities at the state legislature, working with state regulatory bodies and community partners to address community mental health needs and the needs of medically complex patients, conducting a statewide flu prevention campaign during the worst flu season in a decade, working with our national affiliates and our congressional delegation, and providing medical assistance to Kauai residents in the aftermath of severe flooding on the north shore of that island.

Most rewarding, has been working with you, our HAH members, on these many initiatives. Your knowledge, experience, insights, and passion for providing the best care to our Hawaii residents and visitors has been abundantly evident as we have worked together in meetings with state and federal lawmakers, community partners, and industry experts.

I look forward to working with you in the year ahead as we continue to address issues that affect us all. Our work in advocacy, reimbursement, workforce development, quality, education, communication, and emergency preparedness initiatives will continue. Uncertainties regarding the viability of the Affordable Care Act remain to be addressed, our state fiscal picture continues to fluctuate, and our members continue to be challenged by a tight labor market, regulatory burdens, and meeting the needs of an aging population.

As I travel and meet with leaders across the country, I am reminded frequently of how fortunate we are to live and work in Hawaii, to have the natural beauty of these islands, to have clean air and water, to have the benefits of the Prepaid Healthcare Act, and to have a healthcare delivery system focused on caring for all who live in or visit these islands.

I thank you for your support and for your input and guidance, and I remain committed to working with each of you to ensure we have strong and caring healthcare organizations across the continuum, providing quality affordable care for all.

Mahalo,

A handwritten signature in black ink that reads "Hilton R. Raethel". The signature is written in a cursive, flowing style.

Hilton R. Raethel, M.P.H., M.H.A.

President & CEO

Healthcare Association of Hawaii

# Laulima Data Alliance

In February 2017 HAH established Laulima Data Alliance, a nonprofit wholly-owned 501 (c) (3) subsidiary with two employees. Laulima was organized to collect, analyze, and disseminate statewide health information in support of efforts to continuously improve the quality and cost efficiency of healthcare services provided to the people of Hawaii, while also safeguarding confidential individual patient and healthcare provider information.

The Laulima Data Collection Program enables Hawaii hospitals to efficiently submit, edit and validate their data.

The Laulima Data Reporting Program provides hospitals with ready access to statewide, regional and hospital-specific information to support decision making and policies for healthcare leaders, policymakers, researchers and community partners.

Laulima contracts with the Iowa Hospital Association to host an internet-based inpatient and outpatient data collection and data reporting program.

The Iowa Hospital Association also provides this service to other state hospital associations such as Colorado, Kentucky, Iowa, Mississippi, Oregon and South Dakota.



Haley Hsieh, MHA  
Executive Director



Tang Song  
Data Analyst



## State Legislation



HAH has broadened its definition of advocacy activities over the past year, by not only engaging in state and federal legislative advocacy, but also by increasing efforts in regulatory and community advocacy. HAH has always engaged in different types of advocacy, but by formalizing these new areas of focus we have been able to achieve many successes this past year.

HAH's priority bills that passed the 2017 legislative session include:

- Surrogate decision makers acting as authorized representatives under Medicaid.
- Expanded protections for assault against healthcare workers.

Measures that HAH opposed on behalf of its members include:

- Onerous penalties if a patient chooses to be transferred to an unlicensed care home.
- Mandating that a patient be accepted by a long term care facility from a hospital if the patient was transferred from that facility.
- Ensuring that the definition of "confidential personal information" does not include medical record numbers.

HAH also supported the passage of other important healthcare legislation:

- Allowing physicians to be licensed by endorsement from other state medical boards, which is intended to improve access to care.
- Kupuna Caregivers program.
- Funding for dialysis center licensing.

# National Legislation



During the 2018 fiscal year, HAH worked with Hawaii’s congressional delegation on a number of important priorities, including protecting access to care through the Medicaid program and ensuring the integrity of the 340B drug program. These will be ongoing issues and we continue to dialogue with each office on how each of these issues affect Hawaii providers.

The Association served as a conduit providing crucial information that our congressional delegation needed to protect healthcare in Hawaii, along with infographics and briefs that explained the negative consequences of proposals that sought to repeal and replace the Affordable Care Act.

HAH also advocated for Hawaii-specific issues such as ensuring protection for the Prepaid Healthcare Act.



# Quality



Garden Isle Rehabilitation & Healthcare Center

Maunalani Nursing & Rehabilitation Center

Palolo Chinese Home



## American Health Care Association (AHCA) Quality Initiative Recognition Program

Nine Hawaii nursing homes were honored in the 2017 AHCA Quality Initiative Recognition Program in 2018: Avalon Care Center, Hale Anuenue Restorative Care Center, Hale Ho`ola Hamakua, Hale Makua – Kahului, Hilo Medical Center, Hi`olani Care Center at Kahala Nui, Kauai Care Center, Liliha Healthcare Center, and Wahiawa General Hospital.



## American Health Care Association (AHCA) National Quality Awards

Three Hawaii nursing facilities received the 2018 National Bronze Quality Award – Commitment to Quality Award: Garden Isle Rehabilitation and Healthcare Center, Maunalani Nursing and Rehabilitation Center, and Palolo Chinese Home.

Two facilities received the 2018 Silver Award – Achievement in Quality: Hi`olani Care Center at Kahala Nui and Aloha Nursing and Rehabilitation Centre. They are the first nursing facilities in Hawaii to receive the Silver Award.

## The National Partnership to Improve Dementia Care in Nursing Homes

Hawaii's nursing homes sustain their #1 rank in the nation for appropriately low antipsychotic medication use for long-stay nursing home residents. Hawaii has had a 45.2% decrease over the past six years.

## Hawaii Ranks #1 as the State with the Highest Proportion of "A" Grade Hospitals

The Leapfrog Group announced the Spring 2018 Leapfrog Hospital Safety Grade Update, which ranks all 50 states based on the number of "A" hospitals compared to the total number of graded hospitals. Hawaii jumped two spots to become the top ranking state in the nation, with the highest proportion of "A"-rated hospitals, at 72.73%.

## Baldrige Award

Adventist Health Castle is the first organization in the state of Hawaii to receive the prestigious Baldrige Award, and the 21st hospital in the country since the inception of this program in 1987 to ever have received this Award. The award is named after Malcolm Baldrige, the 26th U.S. Secretary of Commerce and was established by Congress to enhance the competitiveness and performance of U.S. businesses. The goal is nationwide advancements in quality and innovation.



# HIIN

## Hospital Improvement Innovation Network



2018 is the second year of the current national Hospital Improvement Innovation Network (HIIN) program in which twenty-two Hawaii hospitals are partnering with HAH and Premier Inc., along with community partners, including the Hawaii Department of Health, State Office of Primary Care and Rural Health, and Mountain Pacific Quality Health, which together form the Hawaii Affinity Team.

The overall HIIN goals are to reduce patient harm, adverse events and reduce hospital readmissions. Hawaii hospitals in the Premier HIIN network, benchmark, and share best practices with more than 450 other hospitals across the nation. Hospital participation is voluntary.

Premier, Inc. is one of only 16 organizations awarded a contract by the Centers for Medicare and Medicaid (CMS) to do this national patient safety and quality improvement work.

### **Premier (HIIN) Award for Excellence in Patient Safety Across the Board**

This award acknowledges West Kauai Medical Center's exceptional performance and participation in the Premier HIIN. To be eligible for the award, hospitals had to be in the 90th percentile for performance across HIIN topics and meet 6 of 10 participation criteria.



# HHEM

## Hawaii Healthcare Emergency Management

This was another big year for the HAH Emergency Services Coalition, which changed its name to the Hawaii Healthcare Emergency Management (HHEM) Coalition, and also changed its logo.

The goal of the HHEM Coalition is to sustain and maintain critical healthcare system services statewide during and after a major emergency or disaster through strong coordination, collaboration and leveraging of statewide healthcare resources and information sharing.

Current HHEM Coalition members include hospitals, dialysis centers, long term care facilities, federally qualified community health centers, home health and hospice companies, the Blood Bank of Hawaii, ambulatory surgical care centers, assisted living facilities, pharmaceutical providers, clinical laboratories, durable medical equipment providers, and air and ground ambulance providers.

During the 2018 fiscal year HHEM:

- Engaged in emergency planning and program development.
- Provided training for Coalition members.
- Conducted disaster exercises that enabled Coalition members to test and evaluate their emergency preparedness plans.

- Coordinated assistance from mainland state partners to assist Hawaii hospitals experiencing a shortage of intravenous supplies, shipping more than 485 cases of normal saline, 15 cases of dextrose (D5W), and 50 cases of sterile water.
- Provided medical assistance across Hawaii during disasters that included the Kauai floods, during which the medical team treated more than 342 patients, assisted more than 50 residents with obtaining their prescription medications, provided more than 50 tetanus shots, and constructed and distributed 200 wound care kits.
- Provided assistance during the eruption of Kilauea on Hawaii Island, working with the Hawaii Department of Health, County emergency officials, and Coalition members to maintain situational awareness, detect dangerous hydrogen sulfide, distribute antidote to Ka`u Hospital, Hilo Medical Center and EMS, evaluate the medical care and triage capability within the Pahoia shelters, and develop strategies to sustain and alleviate surge in EMS calls and hospital visits.
- Conducted community activities such as staffing an advanced life support first aid station at the 2017 Honolulu Marathon.





# Events & Education



HAH offered free or reduced-rate educational opportunities for members in the 2018 fiscal year, along with signature events offering opportunities for networking, sharing best practices and receiving updates from national healthcare leaders. HAH also revamped and enhanced its education offerings by redeploying staff and offering more continuing education units to participants.

- AHCA ROP: The 3 R's: How to Succeed with Regulatory, Reimbursement and Reporting Changes Impacting SNFs, ALFs and ARCHs
- Brain Health and Risk Factors for Dementia
- Clinical Provider Practice Tools: Best Practices for Optimizing Dementia Care
- CMS Regional Administrator Meeting
- Delirium: Prevention, Diagnosis & Management
- Early Detection of Dementia Webinar
- F-Tag Review Series:
  - Accidents & Bed Rails
  - Comprehensive Care Plans
  - Food Safety
  - Infection Control & Antibiotic Stewardship
  - Pharmacy Services
  - Quality of Life & Quality of Care
- Geriatric Depression and Dementia Webinar
- HAH Advocacy Day
- HAH Annual Meeting
- HAH Annual Awards and Scholarship Gala
- Hawaii's Prescription Drug Monitoring Program - It's the Law
- Infection Control Measures in Community-Based Care
- Influenza Vaccination, Surveillance & Reporting

- Intellectual and Developmental Disabilities and Dementia
- Joint Commission Education
- LTC Requirements of Participation
- Non-Pharmacological Strategies for Addressing Behavior and Psychological Symptoms of Dementia
- Palliative Care for Persons with Advanced Dementia
- Pharmacological Management of Dementia-Related Behaviors Webinar
- Teepa Snow: A Positive Approach to Dementia Care



# Leading Change



## HAH Member Committees:

- Acute Care Leadership (hospital executives)
- Acute Care Quality Committee
- Assisted Living Facility/Adult Residential Care Home Committee (ALF and ARCH executives)
- Awards and Scholarship Committee
- Board of Directors and Executive Committee
- Chief Financial Officer Committee (hospital CFOs)
- Community Health Needs Assessment Advisory Group
- Education Committee
- Finance Committee
- Government Relations Committee
- Hawaii Affinity Team
- Home Care and Hospice Leadership (home health, hospice, home infusion/pharmacy executives)
- Long Term Care Leadership (skilled nursing facility executives)
- Membership Committee
- Neighbor Island Committee
- PAC Committee
- Post-Acute Care Quality Committee
- Public Information Officer Working Group
- Sepsis Best Practices Group

## HAH Initiatives

- Hawaii Healthcare Workforce Initiative
- Medically Complex Patients Workgroup

# Flu Campaign



This year, during the worst flu season in a decade, HAH created a statewide flu prevention campaign to reduce unnecessary hospital emergency room usage for flu care. The #SpreadAlohaNotFlu campaign garnered high-profile news stories across media platforms, brought together community and government partners in spreading flu prevention messaging, and featured an ad campaign with local comedian Frank De Lima.



# Public Relations



HAH works to elevate the positive image of Hawaii's healthcare systems, correct media misperceptions, and highlight achievements of member facilities.

This past year, HAH successfully placed stories and/or op-eds on key topics of importance to the Association. These included a bill to address healthcare worker assault (HAH's top priority during the legislative session) and profiles of President and CEO Hilton Raethel.



### HAH Update (weekly e-newsletter)

- 1,300 subscribers
- Open rate 25% (Industry average open rate 17%)

## Star Advertiser

### Cut violence against health workers

By Hilton Raethel | April 15, 2018 | Updated April 15, 2018 12:05am



PIXABAY  
Health-care workers are vulnerable because they perform their jobs in hospitals, nursing homes and other care settings that can be accessed by the public.

## Hawai'i Public Radio



# Hawaii Healthcare Heroes



In keeping with the goals in our Strategic Plan—to elevate the Association’s profile and increase public confidence in and knowledge about healthcare—HAH launched Hawaii Healthcare Heroes in 2014.

We believe this is the only patient-nominated awards program in the nation. In the fourth year of the program, five heroes from Oahu and Kauai were profiled in the media, honored at the annual Awards and Scholarship Gala, and recognized on the floor of the Hawaii legislature in both the House and Senate chambers.

- More than \$215,280 in leveraged publicity (TV, print, radio)
- Stories ran or aired in MidWeek, The Garden Isle, KGMB-TV, KHNL-TV, and the iHeart Media radio stations

**HAWAII HEALTHCARE HEROES**

**The Push Continues For Affordable, High-quality Health Care**

**MEET THE 2017 Hawai'i Healthcare Heroes**



**KAISER PERMANENTE thrive**

**Mary Ann Barnes**  
President, Kaiser Permanente

# HAH Representing You



HAH represents the Hawaii healthcare industry on more than 20 state and national leadership groups.

## Hawaii

Academic Progression in Nursing Employer and Conjoint Councils  
American Organization of Nurse Executives (AONE) Hawaii  
Association for Professionals in Infection Control and Epidemiology (APIC) Hawaii Chapter  
Department of Health Antimicrobial Stewardship Collaborative  
Department of Health Healthcare-Associated Infections Advisory and Steering Committees  
Hawaii Maternal and Infant Health Collaborative  
Hawaii Performance Improvement Collaborative, State Office of Primary and Rural Health  
Hawaii Stroke Coalition  
Healthcare Financial Management Association (HFMA)  
Honolulu Community Coalition  
JABSOM Advisory Council of Hospital CEOs  
Kauai Community Partners  
Mountain-Pacific Quality Health Foundation Board  
Public Relations Society of America (PRSA)  
State of Hawaii Division Network Adequacy and Balance Billing Task Force  
State of Hawaii Preventive Health and Health Services Block Grant Advisory Committee

## National

AA Homecare

- State Leaders Council

Advancing Excellence in Nursing Homes Campaign

American Health Care Association/National Center for Assisted Living (AHCA/NCAL)

- Affiliate Policy Task Force
- Affiliate State Health Care Association Executives
- Credentialing Committee
- Quality Committee
- Society of Long Term Care Communicators

American Hospital Association (AHA)

- Allied Association Quality Committee
- Allied Association Telehealth Group
- Allied Public Relations Executives
- Regional Policy Board 9
- State Hospital Association Executive Forum

Council of State Home Care Associations

National Association for Healthcare Quality

National Association of Home Care and Hospice (NAHC)

- Forum of State Associations
- Nominating Committee

Premier, Inc. Hospital Improvement and Innovation Network (HIIN)

# Return on Investment

HAH leveraged more than **\$98 million** in direct monetary benefit for members this year.

**\$80 million** in net benefit resulting from additional federal funding through the hospital sustainability program.

**\$13.4 million** in net benefit resulting from additional federal funding through the nursing facility sustainability program.

**\$4.1 million** in state and federal matching funds for an inflationary adjustment for skilled nursing facilities.

**\$290,853** statewide for quality improvement through the Centers for Medicare and Medicaid (CMS) Hospital Improvement Innovation Network (HIIN).

**\$523,255** in travel cost savings for Joint Commission, Teepa Snow, Long Term Care Requirements of Participation and other in-state education.

**\$27,500** in healthcare scholarships.

## Farrington Health Academy

HAH is a founding supporter of the Academy, which trains students for careers in the healthcare fields.





The leading voice of healthcare since 1939

## Official State Affiliate of the Following National Organizations



COUNCIL of STATE  
**HOME CARE**  
ASSOCIATIONS

