

Greater Delta Alliance for Health
Hospitals of Southeast Arkansas

ARKANSAS DELTA HEALTH OUTLOOK

A QUARTERLY NEWSLETTER

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THE GDAH YEAR IN REVIEW

The GDAH partners work diligently throughout the year to fulfill its stated commitment: ...to continue to meet the growing need for localized healthcare and to gain access to new healthcare resources and points of services for the community by providing more services, employment, education opportunities and a better healthcare system in the Arkansas Delta.

In 2015 these goals were met with extraordinary success due to the determination, hard work and the effective use of resources by a passionate team of GDAH educators and staff and engaged hospital administrators and healthcare providers. Owing to generous funding and participating community and state partners, a variety of innovative programs reached over 7,400 people in more than a dozen counties in Southeast Arkansas and throughout the state, providing them with free access to insurance and Medicare enrollment, prescription assistance, breast healthcare, HIV testing, diabetes self-management, and continuing education for local providers. The backbone of many GDAH programs are its Patient Assistance Counselors (PACs). Trained to offer multiple services, they work in GDAH

hospitals, partnering clinics and travel to various locations throughout the service area. In 2015, as part of the Delta Patient Assistance Services Prescription Assistance program, PACs enrolled 3,523 applicants in plans provided by pharmaceutical companies. With 1,624 prescriptions filled, participants were saved over \$1.5 million in total medication costs.

Last year ten PACs received their three-year certification in the Diabetes Empowerment Education Program (DEEP). Employing the DEEP curriculum, they conducted ninety-nine Diabetes Self-Management Education classes and through hand-on activities and support discussions schooled 152 people on how to improve their lives by learning how to control their disease.

The GDAH is a recognized Certified Assistance Counselor (CAC) organization with five CACs trained to assist residents with health insurance enrollment. Over the course of thirty community events 1,150 participants were enrolled in the Healthcare Marketplace, Private Option, Medicare Part D, Medicare Supplement or Medicare Savings Programs.

By offering accredited, free continuing education via

tele health and on-site trainings, the Health Education for Local Providers (HELP) program played a vital role in fulfilling the GDAH commitment. HELP's Learn on Demand (LOD) assisted 323 healthcare workers to earn 820 CEU credits in a multitude of available training models, from chronic disease to stroke education. The LOD membership is paid by the GDAH and ensures that healthcare providers in the southeast Arkansas Delta region receive required and up-to-date training and certification.

In 2015, HELP expanded its reach with the acquisition of the most advanced birthing simulator in the state.

"Victoria" traveled to nine counties to provide comprehensive and free on-site OB simulation training for rural health hospital teams. While saving thousands of dollars for participating hospitals, 147 providers earned 441 CEU's and were prepared for emergency delivery situations, including postpartum hemorrhage, breech presentation and other OB complications.

The New Year saw the expansion of a truly life-saving service to women when the GDAH's Access Project Pink and Jefferson Regional Medi-

cal Center's Reach Every Woman programs combined to form a unified force to assist with increased utilization of mammography and early breast cancer detection. With services extended to twenty-four counties, a record total of 563 clinical breast exams, screening and diagnostic mammograms, ultrasounds and biopsies were provided to over 450 women in Southeast and Central Arkansas.

GDAH staff attended seventy-one Community Health Events held in 2015, all offering free screenings, educational materials and essential resources and information to the public. In addition, the Community Outreach Programs' HIV Project sponsored thirteen events across the state, with informative presentations and confidential HIV testing available. Last year 1,864 Arkansans took part, with 216 individuals being tested for the disease. The GDAH thanks everyone who made fulfilling our commitment possible and helped to accomplish our fundamental goal: Working together to ensure access to quality health care services and to promote healthy lifestyles throughout Southeast Arkansas and the Arkansas Delta Region. (See Pg. 9 for 2015 GDAH program data, sponsors and partners).

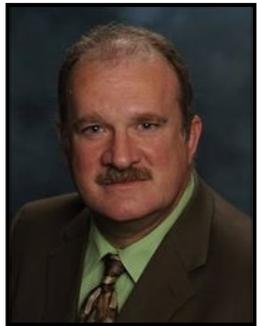
TAMMY RIEVES & KEVIN STOREY: NEW CEO'S FOR A NEW YEAR



Tammy Rieves, DCMC CEO

Dallas County Medical Center
201 North Clifton Street
Fordyce, AR 71742
870-352-6300

www.dallascountymedicalcenter.com



Kevin Storey, BH-S CEO

Baptist Health - Stuttgart
1703 North Buerkle Street
Stuttgart, AR 72160
870-673-3511

www.baptisthealth.com

The New Year brings hope for positive change and success in people's lives, both personally and professionally. These goals are equally sought by the GDAH, its member hospitals and the teams of talented and dedicated administrators and healthcare providers.

Now leading the charge in pursuit of these goals for Dallas County Medical Center and Baptist Health-Stuttgart are two new CEO's: Tammy Rieves and Kevin Storey. Both are native Arkansans. Both have extensive experience in hospital operations, financial management, physician and staff recruitment and community outreach. And most importantly, both are committed to improving rural healthcare and services in the Arkansas Delta.

Originally from DeWitt, Rieves received her Nursing Degree from UA/Helena. After seven years as an RN, she shifted her focus to administration and has worked the last ten years as Director of Clinical Affairs and as CEO

of hospitals in Louisiana and Little Rock.

When asked about her new position at DCMC Rieves said "the best part of my job is [being interactive] and meeting new people, whether in the community or in the hospital."

Storey graduated from ASU in Jonesboro and received his MBA from the University of Phoenix. Over the course of 30 years in healthcare, he held positions in Newport, Little Rock and Clarksville, AR, working his way up through the ranks until he became an administrator. Before joining Baptist Health-Stuttgart in November, Storey served as CEO of Golden Plains Community Hospital in Borger, Texas. While there he was a member of the Borger High School Career and Technical Advisory Council. He also served on the Hutchinson County Leadership Advisory Board which encompassed 4H activities, County Extension Services and other community efforts for children.

Storey relates relocating to Stuttgart as "returning home. My family and I are very honored to be here and look forward to being a part of the community."

This senior healthcare executive, with a record of achievement in management and improving rural healthcare facilities, will undoubtedly be a dynamic force in realizing the future goals of both Baptist Health-Stuttgart and the GDAH.

Rieves, who has the long-term goal of building a new hospital, said that despite the often difficult challenges she may face in recruiting and hiring healthcare professionals in the Arkansas Delta, "As a nurse I wanted to make a difference in patients' lives, and as an Administrator I can continue making the difference in the whole aspect of healthcare for the community I serve." The GDAH is honored to welcome these accomplished individuals and wish them both great success in their new jobs in 2016 and many, many years to come.

LAURA DEVALL JOINS CMMC

The GDAH would like to welcome Laura Devall as the new Chief Nursing Officer at Chicot Memorial Medical Center. She returned to her home town of Lake Village after 16 years as an RN at Baptist Health - North Little Rock. Eight of those years was spent as the manager of a 17-bed ICU and an 11-bed observation unit. Laura received her nursing degree in

1999 from Baptist School of Nursing in Little Rock. She returned to school in 2013, earning her MSN (Leadership and Management) in Nursing from Walden University. Laura said, "I have always wanted to move back to Lake Village. After I received my MSN, it was a great opportunity to apply for the CNO position. With the support of my husband and children,

I am excited to be back and in this role at Chicot Memorial."

She added, "I look forward to being able to help the hospital continue to grow and be successful. It has been great to have the support of not only the leadership of the hospital but the community as well." The GDAH wishes Laura all the best and look forward to working with her in the future.



Laura Devall, Chief Nursing Officer at Chicot Memorial Medical Center

BLUE & YOU GRANT PROVIDES EXPANDED TRAINING OPPORTUNITIES

The Greater Delta Alliance for Health was recently awarded a grant for \$127,632 from the Blue & You Foundation for a Healthier Arkansas. Presenting the check to GDAH board members was Executive Director Patrick O'Sullivan. "We are excited that the GDAH is continuing to address the need for rural healthcare providers to receive qualified, on-site training," he said. "Our foundation is very pleased to continue our partnership with this unique organization." The grant will provide the GDAH's Arkansas Delta Health Education for Local Providers (HELP) project with funds to expand its on-site simulation training for rural health hospital teams for OB emergency situations and will also offer Neonatal Resuscitation Program (NRP) certification training to hospital delivery teams, pre-hospital providers, inter-facility transport providers, and emergency department staff in the Arkansas Delta. Both training programs are provided free to healthcare workers at 14 participating hospitals and ambulance services in twelve counties. "Guaranteeing the quality

care and safety for women and newborns by providing comprehensive on-site OB simulation trainings are essential where even routine deliveries may become life-threatening emergencies," said GDAH Executive Director Mellie Bridewell. While work hour restrictions and time in the OR become increasingly more expensive, there is a greater need for simulation training to help assure the best clinical outcomes for patients. "The Blue & You grant will provide that by allowing the program to continue and expand," Bridewell added. According to HELP Coordinator Debbie Rush Tiner, 147 healthcare providers received the free, on-site OB training in 2015, saving thousands of dollars for hospitals. "The training afforded by the HELP project broadened their experience without patient risk and improved their confidence and skills when emergencies do arise," said Tiner. The Neonatal Resuscitation Program (NRP) certification training is designed to provide the essential knowledge and skills to all healthcare providers who are involved in the

delivery of newborns, when the first few moments of life can be the most critical. Effective emergency training can help prevent neonatal death, particularly for emergency responders faced with delivering newborns outside of a hospital setting. In the mostly low-income, rural communities the GDAH serves, ambulance teams often deal with extended transport times which can easily put them in the situation of delivering a baby in need of neonatal resuscitation. By increasing the number of healthcare workers and emergency responders that are NRP-certified, an estimated 20% of newborn deaths can be prevented. "The NRP training is really important because there are many hospitals that do not provide it," said Tiner. "The HELP program will make it available to any healthcare worker in Southeast Arkansas and assure they receive the necessary skills to save lives." Participating hospitals include all Greater Delta Alliance for Health partners: Ashley County Medical Center, Crossett; Baptist Health-Stuttgart, Bradley County Medical Center, Warren;

Chicot Memorial Medical Center, Lake Village; Dallas County Medical Center, Fordyce; Delta Memorial Hospital, Dumas; DeWitt Hospital & Nursing Home; Drew Memorial Hospital, Monticello; Jefferson Regional Medical Center, Pine Bluff and McGehee Hospital. Other Arkansas Delta hospitals participating include Helena Regional Medical Center, Cross County Medical Center, Wynne; Ouachita County Medical Center, Camden, and Forrest City Medical Center. Ambulance services participating in the project for free NRP certification include hospital and community ambulance services in Arkansas, Ashley, Bradley, Chicot, Dallas, Desha, Drew, Jefferson, and Lincoln counties. For more information on scheduling classes and training, contact Debbie Rush Tiner at 870-723-0390 or Email drush@mainlinehealth.net.



Our vision is to achieve a healthier Arkansas population, where our citizens have timely access to useful information and needed health-care services that enable them to lead healthier lives.

Blue & You Foundation Executive Director Patrick Sullivan (second from left) presents the \$127,632 grant check to GDAH Board Chairman and Bradley County Medical Center CEO Rex Jones. Also pictured are Mellie Bridewell, GDAH Executive Director (left) and David Mantz, GDAH Treasurer and Chicot Memorial Medical Center CEO.



"The Blue & You Foundation has not only been incredibly generous to the GDAH over the last five years, but also has offered a level of support that is truly amazing. We wish to extend our sincere thanks and heartfelt gratitude for allowing us the opportunity to provide programs that work to improve the health of all Southeast Arkansas residents."

*- Mellie Bridewell
Executive Director, GDAH*

JRMC

A NEW DIRECTION FOR URGENT HEALTHCARE



JRMC CEO Walter Johnson, center left, cuts ribbon with Pine Bluff Chamber of Commerce Red Coats at the January 4 grand opening of the Urgent Care Center.



The main entrance to the Urgent Care Center.

Urgent Care Center JRMC

4201 South Mulberry Street
Pine Bluff, AR 71603
(870) 541-8660
www.jrmc.org

Always seeking to provide new healthcare options for the community, Jefferson Regional Medical Center (JRMC) has opened a walk-in clinic with extended hours for those who have serious, but non-emergency health care needs.

The JRMC Urgent Care Center, located at 4201 S. Mulberry Street, opened on Monday, January 4. A ribbon cutting ceremony was held that afternoon with JRMC CEO Walter Johnson doing the honors along with members of the Pine Bluff Chamber of Commerce Red Coats.

The Center is located across the street from the JRMC Emergency Department. Services will be available with no appointment necessary seven-days-a-week, from 9 a.m. to 9 p.m. It specializes in care for those with minor illnesses and injuries such as flu, fever, earaches, strep throat, nausea and vomiting, insect bites, and minor injuries such as lacerations and simple fractures. Those who have more serious conditions, especially

those that could be life threatening, should still visit the emergency department.

The facility itself has been completely renovated and includes 13 exam rooms, along with radiology and lab services. Physicians, nurses and support staff will be on duty at all times. If the patient has signed up for JRMC's J-chart, test results from their Urgent Care Center visit will be available online.

Most insurance will be accepted, including Medicare and Medicaid, and no one will be turned away because of inability to pay. If an individual is insured, no payment will be required at the time of treatment, and the patient will be billed for deductibles/co-pays. A photo ID card and Social Security number will be required along with any insurance cards.

Nationwide, the number of urgent care clinics has grown substantially over the last 20 years. This rapid expansion is due, in part, to increasing congestion in most emergency departments, which cre-

ates longer wait times, as well as patient demand for more accessible care. JRMC is no exception. As the only Level 3 Trauma Center in South Arkansas, it is one of the busiest emergency departments in the state.

"JRMC sees approximately 50,000 people each year," said Lance Cobb, Administrative Director of Emergency Services. "We've determined that at least 40 percent of those patients do not need true emergency services."

In addition to serious injuries, JRMC's ED cares for individuals who either don't have a family physician, or in need of care after hours when their doctor isn't available, with 60% of doctors not offering extended hours.

"By making an urgent care center available, individuals have more options for care, and wait times should be shorter in both locations," said Cobb. JRMC serves 280,000 residents in eleven counties in Southeast Arkansas and now offers a new direction for their health needs.

ROLLING IN THE DEEP

The GDAH's Diabetes Educators are back and on a roll in 2016! With five Self-Management Education classes scheduled over the next two months - and more to come - Lead Trainer Heather Perry and her team of certified DEEP (Diabetes Empowerment Education Program) Peer Educators, are ready to work toward reaching a record number of

individuals with the goal of altering the progression of this deadly disease.

The free, weekly six-week course is offered through the Delta Patient Assistance Services program, and in 2015 ninety-nine classes were held with 152 participants learning the basics of diabetes, coping with the



disease, nutrition, exercise and more. The course is "very hands on and a lot of fun," said Perry. "We use games and activities designed to make understanding and controlling the disease easier and a little less intimidating."

Classes are now underway in Crossett, with other classes scheduled for Dallas County

Medical Center in Fordyce, McGehee Hospital and for the first time, El Dorado. Educators include Perry, Janet Pack, Vermar King and Lesley Grice. All current and upcoming class dates, times, locations, contact information and downloadable flyers can be found at gdaharkansas.com or by calling Heather Perry at (870) 820-1167.

REX JONES NAMED GDAH CHAIRMAN

He grew up in a small Arkansas town where his senior graduating class totaled seven. From those modest beginnings, he moved on to Henderson State University in Arkadelphia where he received his BS in biology and was an active member of the ROTC. His life took a decidedly important turn when he joined the U.S. Army and began his career in the medical field. Years later that noteworthy choice, and his ensuing career in health care management, has positioned Rex Jones to be the ideal man to head the GDAH as its newly-elected Chairman of the Board. "Our leadership is in great hands with Rex Jones, CEO of Bradley County Medical Center," said Executive Director Mellie Bridewell. The Army played a crucial role in honing both Jones' leadership and medical skills. "I received training as an environmental health and preventive medicine technician and a respiratory therapist," said Jones. As an enlisted member of the Medical Corps for six years,

Jones soon advanced his career and by 1991 had become a commissioned officer, serving in the AG (Adjutant General's) Corps and the Gulf War's Desert Storm campaign. His service earned him the Bronze Star Medal for "Heroic or Meritorious Achievement" while serving in a combat zone and two Army Commendation Medals. After retiring from the military Jones began his career in executive leadership positions in both For-Profit and Not-For-Profit hospitals in Kansas and Oklahoma, earning his MBA from the University of Phoenix along the way. Jones was elected NE Region Chair for the Oklahoma Hospital Association, was appointed to positions on the Councils of Rural Health and Education and elected Charter President of the Okmulgee County Wellness Coalition, a successful community health alliance. "I have always been committed to community health and wellness," he said. Jones has been successful in assisting hospitals return to

financial viability and as CEO of Okmulgee Memorial Hospital in Oklahoma he recorded four straight years of profit after fifteen years of negative margins. Since stepping in as CEO of BCMC in September 2013, he has reduced the loss in operations from \$2.3 million to \$900,000 and is working diligently to cut that figure even more. But Jones said it's equally important to "never lose focus on the mission of providing care to all members of the community." That compassionate attitude extends to staff members, one of whom said, "He is always there to listen with genuine concern and offers great advice when needed. He is involved with the employees, has made great changes for BCMC and is a big supporter of our community projects." Jones' support for the community and its healthcare will continue in his role as Chairman of the GDAH. We are privileged and honored to have Rex Jones leading the way as we continue our work to provide a better healthcare system in the Arkansas Delta.



Rex Jones, GDAH Chairman and Bradley County Medical Center CEO



Jones and his Desert Storm commanding officer, U.S. Army Colonel Don Kennedy, attend ROTC banquet at their alma mater, HSU.

PAC'S EXPAND THEIR SERVICE AREAS

Patient Assistance Counselors Sheila Briscoe and Vermar King will be providing GDAH services in additional locations in 2016. Briscoe will continue at Delta Health Services in Dumas every Tuesday, Wednesday and Friday from 9 a.m. to 3 p.m. and be available at Chicot Memorial Medical Center in Lake Village on Mondays and Thursdays from 8 a.m. to 3 p.m.

This is the first time a PAC will be working out of CMMC, an important expansion for the GDAH programs. King will add Drew Memorial Hospital to her roster, working Monday and Wednesday from 8 a.m. to 3 p.m. and be in residence at McGehee Community Clinic between 8 a.m. and 4:30 p.m. on Tuesday, Thursday and Friday. Heather Perry will now be

available at Bradley County Medical Center on Monday, Wednesday and Thursday from 8 a.m. to 4 p.m. PAC services include Medicare enrollment, prescription assistance (except at CMMC), patient navigation and providing additional health resources and GDAH program information. All PAC contact information can be found on our website.



PAC'S Heather Perry, left, & Sheila Briscoe, below.



PAC Vermar King, right.



ASHLEY COUNTY MEDICAL CENTER



Dr. Felicia Brown



Dr. James D. Rankin, above, and with HRHC staff at his Retirement Celebration, below.



Below: The renovated Digital Mammography Suite was featured during the January 17 open house tour and Radiology Department staff provided demos of the new equipment.



The GDAH is honored to count Ashley County Medical Center (ACMC) as a member of our organization's 10-hospital network. Led by CEO Phillip Gilmore and an outstanding staff of healthcare providers, ACMC is one of the finest and best-equipped Rural Critical Access hospitals in the U.S. Originally built by the Crossett Lumber Co. in 1908, the present facility opened its doors in 1998. ACMC has been supported by a quarter of a cent sales tax for the last seven years. This tax has been instrumental in supporting essential building maintenance and equipment needs. A special election will be held February 9 to extend this vital funding, allowing ACMC to continue to offer excellent care to the community. The GDAH lends its full support to this important issue and looks forward to reporting a positive outcome.

ACMC provides healthcare through multiple clinic services, including Hamburg Rural Health Clinic (HRHC), which welcomed Dr. Felicia Brown to its staff this month. A 1998 graduate of UAMS, Brown completed her residency at Family Medicine of St. Louis, winning the Award for Excellence from the St. Louis Regional Health Commission in 2011. Prior to her joining HRHC, Brown worked for Mainline Health Systems and was honored with the NAACP-Drew County Distinguished Provider Award in 2012. The GDAH welcomes this gifted

physician to the ACMC family of providers. As one outstanding doctor joins HRHC, Dr. James D. Rankin, the clinic's family practice physician, is retiring after 51 years. He also served as ADH County Health Officer for 46 years. On January 14 a reception was held to celebrate his many years of dedicated service to Ashley County. Thank you, Dr. Rankin... and best of luck to you, sir!

Over the last several years, ACMC has been recognized for many achievements including the 2014 American Hospital Association-Leadership Award in advancing community health and the 2014 and 2015 Patient Satisfaction Award of Distinction by Fazzi Associates for Family Home Health. The new year has been no exception, landing ACMC the January 2016 Studer Group Healthcare Organization of the Month Award for "exemplifying the true essence of service and caring for others." Chosen out of 180 rural hospitals, selection was based on inpatient satisfaction and improved employee engagement.

The October 2015 newsletter featured ACMC's new Aspire Cristalle, one of the most advanced digital mammography systems designed to assist in early breast cancer detection and only one of two in operation in the state. Now, with a complete renovation of the Radiology Department, ACMC is once again at the leading edge of digital tech-

nology with the acquisition of the Carestream DRX-Excel Plus Fluoroscopy, the first of its kind in the United States. Offering affordable versatility for smaller hospitals, the DRX-Excel combines both fluoroscopy and general radiology capabilities in a single system. Like the Aspire Cristalle, the Excel Plus provides excellent image quality at a radiation level between 50- and 80-percent lower than traditional X-rays.

"Radiation is a lifetime accumulation," said Radiologist Technician Stephanie Hollis. "So it's important that you get as little as possible because you carry it with you your entire life."

Designed for a wide range of exams, the Excel Plus speeds diagnosis and treatment of patients while delivering improved efficiency and ease of use for healthcare providers. A January 17 open house treated visitors to a full tour of the department, the upgraded mammography suite and demonstrations of the Excel Plus state-of-the-art abilities, including the +90/-30-degree tilting table to enable all exam types (below). Congratulations to ACMC for continuing to expand its services and provide first-rate healthcare to the community.



DREW MEMORIAL WINS COUNTY-WIDE SUPPORT

In a special election held December 8, Drew Memorial Hospital (DMH) CEO Scott Barrilleaux and County Judge Robert Akin (pictured above right) watched as the live results came in. By the end of the evening 58% of Drew County residents who turned out to vote had checked “yes” in support of a quarter-cent sales tax to fund an expansion of the non-profit hospital. It was a campaign hard fought—and won. In an open letter to the Drew County community, Barrilleaux said the special election “served as a wonderful reminder of our community’s pride in our county-owned hospital.” He added, “This is a testament to the value our residents place on our organization and its mission.” Leading up to the election, a voter forum was led by Barrilleaux and DMH surgeons Drs. Michelle Pittman and John Jerius. The November presentation covered the proposed \$31 million expansion plan and outlined the need for the tax to help fund the pro-

ject. The presentation was well received by those who attended and the December 8 election bore that out. Intended to meet the community’s health care needs and position the hospital as a regional health care provider, the 57,000 square-foot expansion will house a new surgery center, outpatient clinic, birthing center (labor, delivery and recovery), nursery, a renovated entrance with a new public lobby, information desk and larger waiting areas, an energy plant to house the new heating and cooling units and additional parking spaces. The cost also includes new equipment, furnishing and remodeling the existing labor and delivery unit into a laboratory to accommodate a higher volume of testing. One of the major improvements will be the surgery center. Originally designed primarily for inpatient surgeries, about 90-percent performed at the hospital are now done on an out-patient basis. According to Dr.

Jerius, “Unfortunately, what we’ve seen is we really don’t have the facilities to take care of that.”

With the expansion of the surgery center, the hospital will be able to better accommodate its current services, allow visiting outpatient specialists to perform on site outpatient surgery regularly, and for patients not to have to travel greater distances for specific procedures. Barrilleaux said the hospital has been in discussions with several area hospitals about moving some of their services, such as obstetrics or surgery. “I think this is a great opportunity for Monticello to be a regional health care provider,” he said. Dr. Pittman added, “Why not make this a center for really good care and provide it to all of Southeast Arkansas?” Plans to break ground are scheduled for spring or summer of this year, with the entire project completed in about 18 months.



“I am grateful to the voters who have made it clear you know our expansion plans are intended to make the area’s quality of life improve, without increasing taxes. It is heartening to know that by and large, we agree that a stronger hospital means a stronger community.”

*- Scott Barrilleaux, CEO
Drew Memorial Hospital*



Architectural rendering of the new hospital entrance which will lead to a larger public lobby, information desk, waiting area and expanded gift shop.

AND THE AWARD GOES TO...

Chicot Memorial Medical Center’s commitment to patient satisfaction was rewarded when the hospital’s home health department received the HHCAHPS Patient Satisfaction Award of Distinction. Based on the results of the 2014 Home Health Consumer Assessment of Healthcare Providers and Systems (HHCAHPS) survey, the award is presented to home

health organizations that have demonstrated superior performance in patient satisfaction during 2014. According to HHCAHPS Director Gina L. Mazza, “This level of success is commendable and deserving of recognition.” The HHCAHPS Quality Initiative was launched in 2002 to insure quality health care for all Americans through accountability and public disclo-

sure. The survey is conducted at nursing homes, hospitals and home health care agencies and is designed to create incentives for agencies to improve their quality of care. The GDAH extends its congratulations to the many talented, caring and professional members of CMMC’s home health department who earned this high honor for their outstanding work.



Members of CMMC Home Health team include, back row from left: Florine Toney & Brandy Palsa. Front row from left: Angelina Spurlock, Yolanda Barrett & Lajuan Scales. Brava Ladies!

PAC'S EXPAND TRAINING TO ENROLL ARKANSANS



Bruce Donaldson, Producer Specialist with Arkansas Health Insurance Marketplace, presents a PowerPoint program at the Outreach & Enrollment Network Training meeting attended by GDAH PAC's.



Participants are trained how to use the Enroll America Get Covered Connector tool at the December 10 meeting in Little Rock.

The GDAH Patient Assistance Counselors (PACs) are continually striving to expand their knowledge and training to provide quality healthcare services to residents throughout Southeast Arkansas and the Delta Region.

With that goal in mind, Outreach Coordinator Lynn Hawkins and PACs Sheila Briscoe, Heather Perry, Vermar King, Janet Pack and Gayla Burris attended a Community Health Centers of Arkansas (CHCA)-sponsored Outreach and Enrollment Network Training meeting on December 10 at the Criminal Justice Institute in Little Rock.

In addition to learning about the latest updates and tools available for health insurance enrollment, Hawkins said, "This meeting displays one of the aspects of the GDAH and CHCA's partnership. The CHCA always includes our PACs in these trainings free of charge."

Twenty-eight participants, including CHCA Assistants and presenters, took part in the

Enroll America's Get Covered Connector Academy Training Overview. The nation's leading health care enrollment coalition, Enroll America is an independent non-profit, non-partisan organization that works with more than 4,600 partners across the nation. Its mission is to maximize the number of Americans who enroll in and retain health coverage under the Affordable Care Act. The training class included Arkansas' goals for Outreach and Enrollment Period 3, the development, distribution and collection of contact cards, the responsibility of cultural sensitivity when working with consumers, best practices and how to effectively use the Enroll America Get Covered Connector (GCC) tool. Connecting consumers to in-person application assistance is central to both the GDAH's Delta Patient Assistance Services Program and Enroll America's purpose. The GCC allows assisters and community outreach partners to man-

age schedules in one system, to show consumers how to search by ZIP code to find local, free application help, and receive appointment notifications.

Additional updates were presented by Thomas Herndon, Training Coordinator for the Arkansas Insurance Department, Sarah Pierce, Health Care Policy Fellow with the Arkansas Advocates for Children and Families, Bruce Donaldson, Producer Specialist with Arkansas Health Insurance Marketplace and Robert Williams, the Assistant Director of County Operations of the Arkansas Department of Human Services. The invaluable partnership between the GDAH and CHCA ensures that GDAH staff receive 100% access to shared resources, technical assistance and training to positively impact the expansion of affordable, quality, comprehensive healthcare services in and among Arkansas communities. For more information contact Lynn Hawkins at (501) 517-0063.

THANKS TO OUR CONTRIBUTORS

The GDAH would like to thank the following for their generous assistance and contributions to this publication. We recognize the value of their time and appreciate their efforts on our behalf.

GDAH Year in Review: Mellie Bridewell, Executive Director, Lynn Caldwell Hawkins, Outreach Coordinator & Heather Perry, PAC, GDAH.

Tammy Rieves & Kevin Storey: Tammy Rieves, CEO & Tammy Dixon, Administrative Assistant/Human Resources. DCMC; Kevin Storey, CEO, BHMC-Stuttgart.

Laura Devall: Laura Devall, CNO & AnnClaire Hayes, Marketing, CMMC.

Blue & You Grant: Mellie Bridewell, Executive Director & Debbie Tiner, HELP Coordinator, GDAH.

A New Direction for Urgent Healthcare: Glenn Crain & Lisa Rowland, Communications/Public Relations, JRMC.

Rex Jones Named GDAH Chairman: Rex Jones, CEO, BCMC.

ACMC News: Linda Hatch, Financial Assistant, ACMC.

Drew Memorial Wins Support: Scott Barrilleaux,

CEO & Ember Davis, Marketing, DMH; Patty Wooten, SEARK Today.

And the Award Goes To: AnnClaire Hayes, Marketing & Yolanda Barrett, Home Health, CMMC.

PAC Expand Training: Lynn Caldwell Hawkins, Outreach Coordinator, GDAH.

GDAH PROGRAM DATA 2015

GREATER DELTA ALLIANCE FOR HEALTH PROGRAM DATA 2015		TOTAL
HELP Learn on Demand <i>Participants</i>	33	323
HELP Learn on Demand <i>CEU Credits</i>	10	820
OB Simulation Trainings <i>Participants</i>	9	147
OB Simulation Trainings <i>Credits Earned</i>	27	441
Diabetes Self-Management <i>Participants</i>	9	152
Diabetes Self-Management <i>Number of Classes</i>	12	99
Prescription Assistance <i>Participants</i>	548	3523
Prescription Assistance <i>\$ Saved</i>	82,241	1,548,927
Prescription Assistance <i>Number of Prescriptions</i>	185	1624
Insurance Enrollment <i>Participants</i>	12	1021
Medicare Enrollment <i>Participants</i>	--	129
Enrollment Events <i>Number of Events</i>	4	30
Access Project Pink <i>Number of Mammograms Approved</i>	4	315
Access Project Pink <i>Number of Diagnostics/Ultrasounds</i>	7	205
Access Project Pink <i>Number of Biopsies Approved</i>	1	26
Access Project Pink <i>Number of Breast Exams Approved</i>	1	17
HIV Project <i>Number of Events</i>	1	13
HIV Project <i>Participants</i>	266	1864
HIV Project <i>Number Tested</i>	7	198
Community Health Events <i>Number of Events</i>	7	71
Arkansas County	33	120
Ashley County	29	145
Bradley County	15	15
Chicot County	17	45
Dallas County	9	--
Desha County	19	--
Drew County	25	--
Jefferson County	47	--
Phillips County	2	--
Quachita County	40	--
St. Francis	7	--
Other AR Delta counties	120	288
Other AR counties	--	--

SPECIAL THANKS TO OUR SPONSORS & PARTNERS

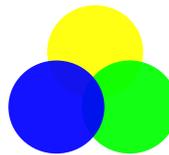
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Greater Delta Alliance for Health
Hospitals of Southeast Arkansas



“Working together to ensure access to quality healthcare services and to promote healthy lifestyles throughout Southeast Arkansas and the Arkansas Delta Region.”



OUR COMMITMENT

The Greater Delta Alliance for Health (GDAH) partners will continue to meet the growing need for localized health resources in the region. The GDAH will utilize its unique partnership to gain access to new healthcare resources and points of services for the community by providing more services, employment, education opportunities and a better healthcare system in the Arkansas Delta.

WE'RE ON THE WEB!

www.gdaharkansas.com

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CONGRATULATIONS TO...

...**Leticia Hence, RN**, the December Daisy Award winner at Jefferson Regional Medical Center. Created in 1999 to honor the memory of J. Patrick Barnes, the Daisy Award for Extraordinary Nurses recognizes exemplary service and the enormous difference nurses make in patients' lives. Upon receiving her Daisy pin and a hand-carved sculpture called "The Healer's Touch," the patient who nominated Leticia for the award said, "She inspired me with her professionalism, had wonderful people skills and showed integrity in her work. Her concern for me allowed me to look at things in a positive way with my health, to stay strong and keep my head up." Great work, Leticia!



...**Shelly Martin, RN**, (right)

who returned to work at Ashely County Medical Center in December after passing her state boards. Her APMC 'family' posted on Facebook, "We are so happy and proud of you...and are by your side every step of the way!"



...**Kattie Trotter, RN-OB**, for being recognized as the longest-serving, continuous

employee at Drew Memorial Hospital - that's 34 years of dedication and hard work! CEO Scott Barrilleaux presented Kattie (above) and other DMH staff

with Service Award certificates for reaching landmark years of loyalty at the hospital's annual Christmas Party held December 11. The staff also celebrated the passing of the quarter-cent sales tax for the hospital's expansion AND winning 2nd place/business division in the Monticello Chamber of Commerce Christmas Parade with their creative float "Jingle Bell Rock!" There were indeed Happy Holidays at DMH!

