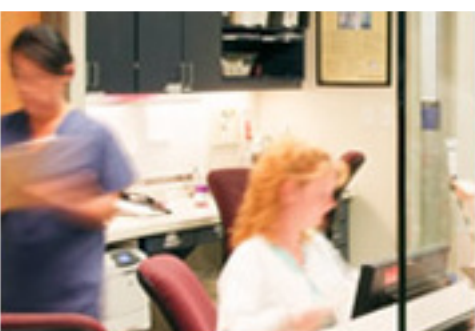


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ECi

A Newsletter for Partners and Co-Workers



Winter 2011

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From the Top: Beckoning Change...

2010 Thrills Make Way for a Fresh 2011

by Derik K. King, MD, FACEP
President of ECI

As 2011 draws near, the winds of change are blowing strongly. We're seeing change within our companies, our affiliated partners, and historic change at a national level. In 2010, our country underwent a prolonged, highly partisan process as President Obama signed the Patient Protection and Affordable Care Act, or, the ACA. In the wake of this new bill, healthcare reform continues to impact every aspect of our business. But even amidst the strong gusts of political reform, ECI and HCI remain grounded and ready to tackle these stimulating new challenges.

The challenges and uncertainties associated with healthcare reform did not stop us from making unprecedented progress in 2010. This past year, our service area extended thousands of miles west, reaching the state of Washington, and our affiliated partnerships in the eastern, southern, and midwestern states, continued to grow and succeed.

While we've known they were great for some time, several of our partners have even received recognition from *Modern Healthcare's* "Best Places to Work in Healthcare" list for 2010. Therefore, we would like to extend a warm congratulatory arm to Hays Medical Center in Hays, Kansas, which ranked 37th on this list, as well as Langlade hospital, which climbed nearly 20 spots to #54. The entire Richmond Chapter of the HCA Virginia Health System also deserves high praise for remaining strong in the *Modern Healthcare* rankings.

In 2010, we were pleased to present our partners with the PartnerPortal. This web-based tool gives Medical Directors and partner physicians a simple way to manage the scheduling, educational, and quality management aspects of their careers.

Next year, we plan to give even greater support to our affiliated partner hospitals and physicians. We will achieve this by advancing the technological, reporting, and training initiatives that we employ. All of this will promote a culture of greater transparency and accountability, ensuring that our affiliated partners receive the attention they need.

Other 2010 highlights included hosting the biggest party in our history at the 2010 ACEP Scientific Assembly. We welcomed over 2,400 attendees – over 1/3 of the ACEP attendees. At our residents' reception during the Fall ACOEP Scientific Assembly, ECI also saw record-breaking attendance.



ECI's growing sister organization, HCI, welcomed on-board a new Chief Medical Officer, Dr. Kenneth Epstein.

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By Daniel Guy, Marketing Analyst, ECI

ECI Hosts Residents' Reception

2010 ACOEP Scientific Assembly – San Francisco, California

A few weeks ago, as the Giants took home the World Series trophy, you probably heard quite a bit of San Francisco buzz. But there was another big San Fran' event that left everyone talking – the 2010 ACOEP Fall Scientific Assembly.

“After exhibiting at the ACOEP Scientific Assembly for several years, ECI has fostered a nice relationship with the organization” said Michelle Winowiecki, ECI Recruiting Consultant.

ECI has also cultivated its relationship with ACOEP by sponsoring an annual cocktail reception for the residents attending the conference. This year, the ECI Residents' Reception had its greatest success this year with over 250 guests.



“There was a big group waiting for us to open the doors, and we had to bring out more tables and chairs several times throughout the night,” recalls Winowiecki. “The line never seemed to stop growing!”

The residents received wine stoppers as party favors, and the lucky raffle winner was given a iPad. The residents enjoyed drinks, hors d'oeuvres, and the company of their peers, but the evening's highlight, by far, was ECI's trivia tournament. The residents' minds reeled as they were quizzed on San Francisco and pop culture facts. The winning team won Best Buy gift cards and the losing team won hats that looked like human brains – both prizes were a big hit.

The days of exhibiting following the reception were equally successful, yielding hundreds of valuable leads and many conversations. “This conference is a little bit longer than ACEP, but it has a slower pace, which lets us get to know the attendees stopping by the booth,” says Winowiecki. The staffing team started several promising relationships with osteopathic physicians, as well as contacts with those responsible for residency programs throughout the country. These contacts are especially important as ECI becomes more and more involved with residency programs.

Overall, the success of this event was overwhelming and extremely exciting. After the great success in Las Vegas with the VIP Blues Bash and a successful Residents' Reception in San Francisco, ECI is known for throwing parties that cannot be missed! We all look forward to the 2011 Spring ACOEP Scientific Assembly which is held in Ft. Lauderdale, Florida, April 26-30. Last year, we sponsored a basketball game, and this year, ECI will be there and will be ready to put on another great event! ■

There was a big group waiting for us to open the doors, and we had to bring out more tables and chairs several times throughout the night...

Michelle Winowiecki
ECI Recruiting Consultant

By Christina M. White, Communications Specialist, ECI

Colorado, Tennessee, Missouri, and Beyond...

2010 ECI/HCI Tradeshow Highlights & New Plans for 2011...

This year, the sales team exhibited during conferences in the Midwest, the South, and even the Rockies, promoting the presence of ECI and HCI throughout the U.S. “It was encouraging to see how our name recognition and visibility had grown this year,” says John Fretz, FACHE, Vice President of New Business Development. “Even in comparison with 2009, the names ECI and HCI were highly recognized at this year’s trade shows in Texas, North Carolina, Tennessee, and more.”

“Trade shows present a valuable opportunity to meet with current administrators to find out their needs,” says MD. “I’ve made several points of contact at the events that have, over the years, grown into key business relationships.”

Highlights of 2010 included the North Carolina Hospital Association Annual Meeting and Trade Show, July 14-16, 2010, which was held in Hilton Head, South Carolina. Because the event took place at a beachside resort, ECI and HCI gave away beach towels for the meeting’s attendees and their families. Bright orange, green, yellow, and red towels flew off our tables as trade show attendees flocked to the ECI/HCI booth. John Fretz, Vice President of New Business Development, Amber Crouch, Business Development Manager, and Christina White, Communications Specialist, walked away from this tradeshow with several promising leads and a new appreciation of North Carolina’s warm, hospitable, approach to business.

After attending the 88th Missouri Hospital Association Annual Convention and Trade Show, November 3-5, 2010. Ann Taylor, Business Development Manager says. “This is, by far, the best show we attend all year – in terms of meeting attendance, trade show traffic, and valuable contacts made.”



At the Tennessee Hospital Association 72nd Anniversary Annual Meeting, October 5-6, 2010, Tim Molyneux, Vice President of Operations, was ECI’s featured exhibitor – Molyneux is a Tennessee resident who recently returned from military service in Iraq. “It

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John Fretz
FACHE, Vice President
of New Business Development

From the Top: Beckoning Change . . . (cont.)

A prominent healthcare leader, clinician, and consultant, Dr. Epstein has taken a lead role in spearheading the exponential growth of HCI and its affiliated hospital partnerships.

2010 has been rich in its success and its challenges. We have spent this year building up the resources we need to take on a challenging political landscape without a hitch. Thanks to everyone for your hard work and dedication.

Happy New Year!

Colorado, Tennessee, Missouri, and Beyond . . . (cont.)



Downtown Nashville, TN

was great having Tim there,” says Amber Piotrowski, Business Development Manager. “The show yielded promising new relationships with hospital leaders, and those we spoke with were particularly enthused about ECI’s growing Tennessee presence.”

Due to HCI’s recent growth in Denver, ECI and HCI made arrangements to exhibit during the Colorado Hospital Association Annual Meeting, held September 15-17, 2010, in Keystone, Colorado. John Fretz and Christina White gave away cashmere scarves and spoke with several hospital leaders about ECI and HCI’s integrated programs, as well as AISI’s billing and coding services. Next year, ECI and HCI will return to this meeting, which will be held in Vail, Colorado, September 7-9, 2011, and promises high attendance.

In 2011, ECI and HCI will take part in several national healthcare events designed to reach a certain niche of professionals. As ECI continues to meet the needs of more and more urgent cares across the U.S., we plan to exhibit at the Urgent Care Association of American (UCAOA) 2011 Annual Convention in Chicago, Illinois, May 10-13, 2011. This event presents a brand-new opportunity to address the staffing and management concerns that are unique to leaders in an urgent care setting. Those interested in attending this meeting may visit www.ucaoa.org for more information.

Additionally, ECI will meet with financial administrators, including CFOs and VPs of Finance, at ANI: The Healthcare Finance Conference in Orlando, Florida. To find out more about this exciting conference, which takes place June 27-28, 2011, visit www.hfma.org/ani. ■

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By Daniel Guy, Marketing Analyst, ECI

Residency Sponsorships Build ECI's Presence

These gatherings and activities put our recruiters on a level playing field with the residents, enabling them to truly learn about these future physicians...

As ECI ramps up its presence in emergency medicine residency programs all across the country, we have begun sponsoring, attending, and planning residency events. From dinners and “Journal Club” evenings to a ballistics lab at a shooting range – these events give ECI the chance to better understand the residents and their programs. Sponsoring residency events enables ECI’s recruiters to network with the residents and get to know them more personally. While the tradeshow atmosphere can be a hectic place to have conversations, residency events offer the perfect venue for building relationships. These gatherings and activities put our recruiters on a level playing field with the residents, enabling them to truly learn about these future physicians – it’s a chance to find out the residents’ concerns and the ways ECI can help them meet these needs.

ECI has already sponsored a number of events, including the following:

- Genesys EM Residency Ballistics Lab and breakfast at shooting range - June 30th in Burton, MI
- OSF EM Residency Journal Club Sponsorship - August 25th in Peoria, IL
- Washington University EM Residency Program Resident Reception and Speaking Engagement – October 26th in St. Louis, MO
- University of Texas Southwest Journal Club Dinner - April 28th and November 17th in Dallas, TX



ECI plans to organize many more residency program events in 2011, enabling us to foster long-term relationships with the residency coordinators and directors. As we continue to increase our presence with EM Residency Programs around the country, we anticipate that the residents will remember us as they move forward in their careers. ■

By Christina M. White, Communications Specialist, ECI

Patient Boarding Solution

Tamera C. Barnes, MD, FACEP, President of VACEP Receives National Media Coverage for Creative Answers to the Patient Boarding Dilemma.

As flu season approaches and a new healthcare bill takes effect, hospitals are looking for solutions to curtail patient “boarding.”

“Boarding is when a patient comes into the emergency department and the physician determines that the patient needs to be admitted but there are no rooms in the hospital for the patient to go to,” says Tamera C. Barnes, MD, FACEP, Emergency Department Medical Director for Henrico Doctors’ Hospital in Richmond, Virginia

Dr. Barnes, who also serves as President of the Virginia College of Emergency Physicians (VACEP), recently kick-started a new state-wide initiative to decrease overcrowding in the emergency department. This initiative was a collaborative effort between Dr. Barnes, VACEP, the Virginia Department of Health (VDH), and the Virginia Hospital and Healthcare Association (VHHA).

On September 1, 2010, these organizations held a press conference to release a new guidance document offering non-traditional guidelines to decrease patient boarding. The document, which was issued by the VDH, encourages hospitals to use their space efficiently – this may mean keeping patients who are waiting on beds in hallways or in under-utilized departments. According to the VDH, these types of

procedures “improve patient safety by reducing crowded conditions, improving staff-to-patient ratios, and avoiding ambulance diversion.”

This press conference heightened Virginia’s awareness of patient boarding issues, prompting state and nationwide media coverage. Over the past few months, Dr. Barnes has been interviewed by several Richmond television news stations, as well as the Associated Press (AP).

Dr. Barnes says that this coverage has helped “open up the discussion” about patient boarding. Still, she points out that “this is just the start. Now, we are figuring out the next steps.” Dr. Barnes says that boarding is an issue that is discussed nationwide but has continued to see little progress. Dr. Barnes is proud that VACEP has taken this powerful, proactive step to address the issue.



Tamera C. Barnes, MD, FACEP
Emergency Department Medical Director
Henrico Doctors’ Hospital

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**This is just
the start.
Now, we are
figuring out
the next steps...**

**Tamera C. Barnes,
MD, FACEP,
Emergency Department
Medical Director,
Henrico Doctors’ Hospital**

Patient Boarding Solution (cont.)

What inspired Dr. Barnes to take on the issue of patient boarding in the first place? It began at an annual ED leadership summit, where Virginia healthcare leaders came together to discuss issues like ED patient flow, patient satisfaction, and documentation. This summit meeting included VDH State Health Commissioner Karen Remley, MD, MBA, FAAP. During the meeting, Dr. Remley, who is also an emergency physician, agreed that something needed to be done to combat patient boarding issues.

“All of this started because we knew we had a problem, and we happened to have an advocate for our cause in a position to help us create change,” says Dr. Barnes. She recalls that after this ED leadership summit, a series of meetings with VACEP, VDH, and VHHA stakeholders began to take place.

The VDH’s patient boarding guidelines were formulated as a result of these meetings, and the guidelines have since been distributed to hospitals throughout Virginia. Dr. Barnes expects that full implementation of these guidelines will take a year or more—however, the recent media coverage has raised awareness of this issue and lets hospitals know that it is okay to place patients in hallways.

“Before, many hospitals thought the health department would not allow this, but this document says, ‘Yes, you can do this, and we want you to do this.’” Dr. Barnes goes on to say, “Now, it is up to the hospitals to come up with some protocol to deal with overcrowding in the ED...because the state does not gather patient boarding data, hospitals must do this internally.”

Dr. Barnes points out that eventually, The Joint Commission may require that hospitals report on patient boarding statistics, so, by taking proactive measures on this today, hospitals in Virginia are staying ahead of the curve. ■



Upcoming Events

Look for the ECI/HCI Booth at these 2011 Healthcare Conferences

- Feb. 2 - 3** **THA Annual Leadership Conference**
Austin, Texas
- May 10 - 13** **UCAOA Urgent Care Convention**
Chicago, Illinois
- June 13 - 15** **OHA Annual Meeting**
Columbus, Ohio
- June 27 - 29** **HFMA Annual Meeting**
Orlando, Florida
- July 20 - 22** **NCHA Summer Membership Meeting**
Myrtle Beach, South Carolina
- Sept. 7 - 9** **CHA Annual Meeting**
Vail, Colorado
- Sept. 14 - 16** **WHA Annual Convention**
Madison, Wisconsin
- Oct. TBD** **THA Annual Convention**
TBD, Tennessee
- Nov. 9 - 11** **MHA Annual Convention**
Osage Beach, Missouri
- Dec. 1** **OHA Annual Convention**
Oklahoma City, Oklahoma

All INSIDE ECI readers are invited to submit story ideas, photographs, or news items.

PLEASE FORWARD ALL SUBMISSIONS AND FEEDBACK TO:

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