



An Independent Chapter of



American College of  
Healthcare Executives  
*for leaders who care®*

## Arkansas Health Executives Forum March 2022

### **A Message from Your AHEF 2020-2022 President**

As we launch into 2022 with the Arkansas Health Executives Forum (AHEF), there is exciting news and changes for our chapter.

First, our chapter has won two national awards:

Chapter of Distinction  
Award for Sustained Performance

These awards are a credit to our engaged membership and our board for continuing to renew and cultivate professional learning and networking opportunities for the members of AHEF.

Next, I wanted to congratulate Michael Givens on his nomination to the Board of Governors for the American College of Healthcare Executives (ACHE). Michael has been a tremendous ambassador for ACHE across the state of Arkansas and his advocacy for continued professional development through ACHE has been unmatched over the last 10 years. We are a better professional organization because of him. Congratulations and thank you, Michael, for how you continue to serve.

Finally, with my election to Regent for the state of Arkansas, Adam Head will be assuming the Presidency of AHEF. Adam has been a leader on the AHEF board for many years and held numerous offices prior to this move. Adam and the AHEF board have already begun to brainstorm about new, interesting, and innovative educational offerings to engage members of AHEF. I am excited about the future and look forward to how AHEF will thrive under his leadership.

The AHEF board and I also want to publicly express gratitude for Lyndsey Dumas who has consistently demonstrated strong leadership and work with the AHEF board over the years. Thank you, Lyndsey, for always being excellent in everything you do.

In closing, it has been my honor to be your President. "May God bless you and keep you. May He make His face shine upon you..."

Take care of yourself and of your team.

Sincerely,

Greg Crain, FACHE  
President, Baptist Health Medical Center-Little Rock  
AHEF President

## AHEF News

### Adam Head, FACHE – New AHEF President



#### **Adam Head, FACHE President and CEO, CARTI, Inc.**

Adam Head joined CARTI as president and chief executive officer in September 2017, after more than 12 years' experience in healthcare administration, including four years with the U.S. Army Medical Service Corps. In this role, Adam drives CARTI's mission for being the most advanced cancer treatment destination in the region. He oversees the organization's plans for increasing its statewide footprint and bringing world-class cancer care and expert physicians to patients in the communities where they live.

Since joining CARTI, Adam has been instrumental in guiding CARTI through a period of transformation. In this time, the organization has increased operational revenue by \$9.3 million and seen unprecedented expansion into new communities across the state, particularly in areas with limited cancer services. Under Adam's leadership, CARTI's statewide presence has increased from 12 treatment locations in 11 communities across the state to 18 locations in 16 communities. Since November 2018, CARTI has opened four additional cancer centers in Conway, Russellville, North Little Rock and El Dorado, and will open its sixth comprehensive cancer center in Pine Bluff mid-February. CARTI is also set to open the state's only surgery center exclusively dedicated to cancer-related surgical care for patients across the region. The CARTI Surgery Center is set to open Fall 2022 on CARTI's main campus in Little Rock.

In addition to the expansion of geographical locations, Adam has led the expansion of services that CARTI provides its patients. Recent specialty clinic additions include CARTI Urology, CARTI Audiology, The Breast Center at CARTI, The Cancer Genetics and Risk Management Clinic and CARTI Imaging North.

### AHEF Members and Fellows

Welcome to the AHEF new members and congratulations to the recertified Fellows from January through February 2022!

#### **New Members**

Randy Barymon  
Administrator  
St. Bernards Five Rivers, Pocahontas

David DePoyster  
VP of Strategic Partnerships  
Optum, North Little Rock

Randy T. Bosch  
Administrator  
19<sup>th</sup> Medical Group, Little Rock AFB

Charlie Graves  
Director, Clinical Asset Management  
TIMEDX, Vilonia

Cory R. Davis, MPA  
Director, Child Life & Patient Experience  
Arkansas Children's Hospital, Little Rock

Emily J. McGee, MBA, BSN, RN  
Assistant Vice President of Nursing  
St. Bernards Medical Center, Jonesboro

Frederick R. Prince  
Director of Operations  
St. Bernards Heart and Vasular,  
Brookland

Craig Wilson  
Director of Health Policy  
UAMS, Little Rock

Eric G. Spann, MD  
Medical Director  
Transforminghealth.org, LLC, Mountain  
View

### Recertified Fellows

Terry L. Amstutz, MHSA, FACHE  
CEO  
McGehee Hospital

Michael K. Givens, FACHE  
Administrator & COO  
St. Bernards Medical Center, Jonesboro

Mary Daggett, MBA, FACHE  
VP/Chief Quality Officer/ACO Exec Dir  
Jefferson Regional Medical Center,  
Pine Bluff

Kimberly J. Miller, FACHE  
Western Region President  
Baptist Health, Fort Smith

### ACHE News



Registration for the [2022 Congress on Healthcare Leadership](#), March 28-31, at the Hyatt Regency Chicago, is open.

Congress features an unparalleled selection of specialized education sessions and so much more:

- Expanded [Pre-Congress events](#).
- Short trending sessions and professional development resources at the [Solutions Center](#).
- Focused networking receptions.
- On-site [career advising](#) by appointment.

You will also gain even more value by registering for the [Virtual Leadership Symposium](#), April 11-12. Congress on Healthcare Leadership registrants receive a discounted registration for the symposium, with combined learning units from both events totaling 18+ ACHE Face-to-Face Education credits.

If you plan on attending, please let Lyndsey Dumas ([ldumas@arkhospitals.org](mailto:ldumas@arkhospitals.org)) know. There are a couple of AHEF board members attending and would love to catch up and buy you a cup of coffee!

## **Career Development Sessions at Congress**

A new feature at this year's [2022 Congress on Healthcare Leadership](#) will be the Ignite Stage, which will be located in the [Solutions Center](#). The Career Resource Center experts, Executive Search Firm and Executive Coach collaborators, patient safety partners and Health Administration Press authors will serve as featured faculty. They will be delivering multiple micro sessions, networking opportunities and panel discussions on a variety of topics that are geared toward audiences at all career levels. The Ignite Stage will be active daily throughout Congress with focused, career-related presentations, networking and open Q&A to engage all participants.

In addition, the Career Resource Center will be hosting an open access exhibit booth to support dialogue, conversations and appointments for Resume Review and Career Advising sessions. Open office hours and numerous complimentary resources and tools will also be available.

## **Students and Host Sites: Register for the 2022 Summer Enrichment Program**

We would like to let you know you can register for the American Hospital Association's Institute for Diversity and Health Equity's [2022 Summer Enrichment Program](#). The Summer Enrichment Program grows and strengthens the pipeline of healthcare leaders from underrepresented groups, and places diverse graduate students pursuing advanced degrees in healthcare administration or a related field in 10-week, paid internships across the country. The Institute's staff is working with organizations to match SEP students with host sites starting in February. Internships generally take place from June through August.

ACHE and the Institute are co-promoting the SEP to increase the number of students who participate in the program each year and, accordingly, increase the number of host sites. Just as students benefit from experiential learning, healthcare organizations that register to become host sites gain access to the healthcare leaders of tomorrow—former SEP interns are now CEOs and administrators of hospitals and healthcare organizations nationwide.

Help strengthen equity and inclusion in healthcare organizations—[learn more and register today](#).

## **Meet ACHE's 2022 Premier Corporate Partners**

This year, we are extremely proud and deeply appreciative to have seven of the industry's leading companies as our [2022 Premier Corporate Partners](#):

- Cardinal Health
- Cerner Corporation
- Change Healthcare
- Exact Sciences
- Intuitive
- LeanTaaS
- Quest Diagnostics

ACHE's Premier Corporate Partners play a vital role in supporting our mission of advancing healthcare leadership and the field of healthcare management excellence.

These relationships help ACHE support our educational programs and national events, such as the Congress on Healthcare Leadership, and they offer [complimentary resources](#) to members, such as on-demand content, white papers and articles, to help address critical issues in your organization. In return, we offer our partners exclusive opportunities to engage with ACHE members to advance their key initiatives.

We hope you'll join us in offering a warm welcome to each of our 2022 Premier Corporate Partners. We look forward to their partnership and support in the year ahead.

## Articles of Interest

### Tailored Technology

When I arrived at NYC Health + Hospitals/Queens nearly one year ago to assume the position of CEO, the smart TVs available to all patients were one of the first things that caught my attention. A sophisticated system like this, I thought, tells people who come here for their healthcare that we are a hospital of choice, with top technology for improving patient experience. The fact that we can customize this equipment to communicate the exact information we want is nothing short of remarkable. I soon learned that what started as an upgrade of our hospital's TV service evolved into something much more comprehensive.

### **An Individualized Approach**

The advent of these smart TVs in patient rooms ushered in the dawning of telehealth at NYC Health + Hospitals/Queens, allowing the hospital to expand its educational abilities and tailor them to each patient according to their individual needs. This interactive healthcare system now exists in the Queens Cancer Center and in several departments throughout the hospital, including perioperative, labor and delivery, mother and baby, the regular medical-surgical unit, and the extended observation unit.

When NYC Health + Hospitals/Queens began its TV-replacement journey, it had been using an analog, low-definition satellite TV feed and distributing it to old, CRT-style ("tube") televisions in patient rooms. The quality was poor, unreliable and a source of complaints from patients and their families. Today, the hospital has a network of about 250 high-definition smart TVs integrated to communicate over the facility's existing coaxial cable infrastructure. The new TVs run patient-engagement software from one of the hospital's vendor partners, creating a hotel-style environment for patients. The hospital can now offer patients important educational information while continually enhancing the patient experience through new technology.

The vendor also has programmed an intuitive, tiled home screen on each of the TVs that gives users access to TV content; hospital information, such as pharmacy hours; a set of programmable preferences; and a catalog of patient education. These smart TVs interface with the hospital's admission, discharge and transfer system to identify who is in each room. They communicate back and forth with nurses' station computers, enabling staff to assign appropriate content to each patient and monitor

whether they watch it. The system features a library of more than 500 videos in English and Spanish, as well as with closed captions.

One of the highlights of this new TV system is its flexibility in allowing NYC Health + Hospitals/Queens to produce its own videos catering to patients. In the past, information would be given to patients as they were leaving the hospital. With the new interactive system, staff can start educating patients much earlier. We can assign videos based on their prognosis, including content that helps reinforce prescribed treatment or medications. There are even videos to help anxious patients relax.

### **Improved Care**

NYC Health + Hospitals/Queens' nursing staff members have embraced the interactive system, recognizing its ability to assist with delivering improved care to more patients. The hospital's HCAHPS satisfaction scores have already begun to advance since the smart TVs were implemented in fall 2020, with early indications demonstrating that patients use and enjoy the new system, and nurses know that people are getting the health education they need. For instance, the organization had its highest score in the past two years on six of the 10 inpatient questions/domains. Ultimately, nurses can spend more time treating patients and less time reviewing the important information now offered through the system.

NYC Health + Hospitals/Queens has already begun making further improvements to the smart TV system. Plans are underway to integrate it with the hospital's EHR to allow nurses to select and assign patient videos directly from the patient's electronic record, making the process faster and more convenient for the nursing staff.

### **Merging Technology With a Human Touch**

In its ongoing quest to become a truly person-centered healthcare facility, NYC Health + Hospitals/Queens recently has embarked on a journey to become Planetree-certified. A patient founded the Planetree healthcare model in 1978 as a way of restoring a greater sense of compassion and partnership in the caregiving process. The organization is committed to enhancing healthcare from the patient's perspective. Delivering person-centered care involves caring for patients beyond their condition and tailoring the hospital's service to suit patients' individual needs. It's about respecting them and their individual priorities and collaborating with them to determine the best course of action in their treatment.

To achieve Planetree certification, NYC Health + Hospitals/Queens will strive to marry new technology with the human touch in everything it does. The system will work to engage staff to become patient advocates: to put themselves in the patient's shoes and employ more empathy and sensitivity in all they do.

— Adapted from "[Tailored Technology](#)," *Healthcare Executive*, Neil J. Moore, FACHE, CEO, NYC Health + Hospitals/Queens

### **How Digital Health Lays the Groundwork for Future Healthcare Strategy**

Baptist Health is one of many health systems using digital health to improve its ICU services and connect care providers throughout the Arkansas-based 11-hospital



network, improving care at the bedside and enabling small, rural hospitals to reduce transfers and care for more patients. Executives say the platform, which has been in use for roughly 14 years, allows them to coordinate care from the main hospitals in Little Rock and give outlying hospitals with fewer resources the support they need.

As the healthcare industry moves toward the concept of hospitalizing the sickest patients, it's turning the concept of remote patient monitoring around. Telemedicine platforms and digital health tools are being deployed within the hospital setting to capture more patient data and send it directly to who most needs it, no matter where that care team member is located. That may be the nurse down the hall at a central station who's keeping track of all the patients in a specific area, or the hospitalist in Little Rock assigned to watch patients in a small hospital a few hundred miles away.

While technology was trained on caring for infected patients and reducing the chances of exposure for care teams, forward-thinking health systems were eyeing strategies that took them beyond the pandemic, where digital health would be used inside the hospital to refine and direct care to where it would be most needed.

That requires a different way of thinking, and one that is challenging health system leaders to recognize that tomorrow's hospital will be considerably different. It will involve more integration, as services are coordinated through digital health channels, and an understanding of how nurses and doctors can be redeployed to improve care management.

For now, the health system is focusing on the inpatient network. This includes coordinating care with the smaller, more remote hospitals in their network, where ICUs are either small or nonexistent and a patient transfer to a larger hospital might take dozens of phone calls. Linking to the larger hospitals in and around Little Rock enables those small hospitals to expand their ICU capabilities, even create ICU beds where they didn't have any, and care for more patients, keeping them closer to home and their families instead of shipping them off somewhere distant.

In some cases, Baptist Health is using telemedicine carts to manage care, and many rooms are being equipped with tablets that synch with the health system's Epic EHR, allowing not only providers to connect with the patient record but giving patients a means of connecting with friends and family, or for those who need interpreters.

The platform has also allowed Baptist Health to expand the reach of its specialists, giving those smaller hospitals access to pulmonologists, infectious disease and wound care experts, and lactation consultants with more services on the way.

Health systems need to reimagine how care is delivered, expanding the platform to cover patients no matter where they need that care, and offering services that interact with the communities they serve. The hospital may sit at the geographical center of that platform, but it will no longer be where everyone goes to get care.

—Adapted from “[How Digital Health Lays the Groundwork for Future Healthcare Strategy](#),” *HealthLeaders*, by Eric Wicklund, Feb. 1, 2022.