

CareForum 2022

The WellSky® Conference

Achieving operational effectiveness: Ways to improve patient care, reduce turnover, and maximize revenue

James Cox

CEO, Arkansas Continued Care Hospital

Dr. Jeffery Copeland

CMO, Arkansas Continued Care Hospital

April Myers

SVP of Post-Acute Services, Community Hospital Corporation

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Today's speakers



James Cox
CEO
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Dr. Jeffery Copeland
CMO
Arkansas Continued
Care Hospital



April Myers
SVP of Post-Acute
Services
Community Hospital
Corporation

Agenda

- **Building and Maintaining Relationships at Key Levels**
 - How to build trust and multi-directional accountability
- **Using Stakeholder Feedback**
 - How to invite, process, and implement meaningful input
- **Medical Staff Engagement**
 - How to empower your clinical experts
- **Driving Measurable Results**
 - How to maximize outcomes in all areas of performance via healthy relationships

Building and Maintaining Corporate Office, Hospital Administration, and Medical Staff Relationships

Building and Maintaining Key Relationships

How to build trust and multi-directional accountability

Balancing corporate, administrative and provider interests

- Common areas of conflict
 - Power, control, and spheres of influence
 - One size does not always fit all
- Self-awareness and vulnerability
 - Skill recognition, learning opportunities and mutual respect and accountability
 - Focus on the end result and best outcome for stakeholders



Using Stakeholder Feedback to Drive Change and Growth

Using Stakeholder Feedback

How to invite, process, and implement meaningful input

Support and accountability to meet stakeholder needs

- Pathways to growth
 - Referral sources, patient/families, board members, employees and the community
 - Data and feedback is the right place to start a conversation
- Leveraging trust to create a safe place
 - Seeking difficult feedback on purpose
 - Mutual support and accountability



Medical Staff Engagement, Development, and Effectiveness

Medical Staff Engagement

How to empower your clinical leaders

Equipping and encouraging our experts

- Clinician opportunities
 - Providers need to be heard and understood by administration
 - Strong physician leadership is critical (CMO, Medical Directors, etc.)
- Merging administrative functions
 - Policy, regulation and “red-tape” understanding and compliance
 - Appropriate use of metrics and enforcement



Driving Measurable Results through Value Alignment and Trust

Driving Measurable Results

How to maximize outcomes in all areas of performance via healthy relationships

What critical areas are most impacted and how?

- KPIs
 - Patient Outcomes
 - Value alignment and resource allocation
 - Reducing Turnover
 - Culture and consistency for our teams
 - Maximizing Revenue and Margins
 - Finances tend to follow



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Thank you.

Contact us:

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