Recipients of the Arkansas Hospital Association’s 2007 Diamond Awards have been selected. The competition, co-sponsored by the Arkansas Society for Healthcare Marketing and Public Relations, is designed to recognize excellence in hospital public relations and marketing. Diamond, Excellence and Judges’ Merit Awards were possible in three divisions (hospitals with 0-99 beds, hospitals with 100-249 beds and hospitals with 250 or more beds) in twelve categories. The competition drew 184 entries – a record number since the competition began in 1995.

The top awards, Diamond, will be presented during the Arkansas Hospital Association’s 77th Annual Meeting and Trade Show at the Peabody Hotel in Little Rock. The Awards Dinner will be Thursday evening, October 11, 2007. The two other awards, Certificate of Excellence and Judges’ Merit, will be mailed to recipients following the annual meeting.

Judging for each entry was based on goals and objectives, audience to whom directed, reasons for choosing the format, frequency and quantity, portions that were created internally/externally, results/evaluation and total budget.

The award-winning hospitals are:

Arkansas Children’s Hospital, Little Rock
Arkansas Heart Hospital, Little Rock
Arkansas Methodist Med. Ctr., Paragould
Baptist Health Medical Center – LR
Baxter Reg. Med. Center, Mountain Home
CARTI, Little Rock
Conway Regional Health System
Jefferson Reg. Med. Center, Pine Bluff
Medical Center of S. Arkansas, El Dorado
North Arkansas Reg. Med. Center, Harrison
St. Bernard’s Medical Center, Jonesboro
St. Edward Mercy Med. Ctr., Fort Smith
St. Joseph’s Mercy Health Ctr., Hot Springs
St. Vincent Health System, Little Rock
Stuttgart Regional Medical Center
UAMS Medical Center, Little Rock
White County Medical Center, Searcy
White River Health System, Batesville

Congratulations to all the 2007 Diamond Award Winners!

Elisa White, who has served as outside legal counsel for the Arkansas Hospital Association (AHA) since July 2005, became the newest member of the AHA executive team July 16, when she joined the association as its vice president and general counsel. As the new in-house legal counsel, White, formerly a partner in the Little Rock office of the Kutak Rock law firm, will advise the AHA board and membership on legal issues that may potentially affect all or certain subgroups of the state’s hospitals.

White will be directly involved with matters related to compliance; fraud and abuse; Medicare, Medicaid and third party reimbursement; licensure; managed care; medical staff and patient care issues; state and federal regulations; quality and patient safety, as well as other concerns. A former teacher, she graduated from Arkansas State University with
bachelor’s and master’s degrees, and holds a Juris Doctorate from the University of Arkansas at Little Rock School of Law. She lives in Little Rock with her husband, David.

The University of Arkansas for Medical Sciences (UAMS) plans to establish the state’s eighth Area Health Education Center (AHEC) through a one-of-a-kind collaborative arrangement that will utilize the resources of two separate community colleges and hospitals located in those same communities. The new AHEC North Central will operate in conjunction with the University of Arkansas Community College at Batesville and Arkansas State University Mountain Home. In addition to the local higher education facilities, White River Medical Center in Batesville and Baxter Regional Medical Center in Mountain Home will play key roles in the AHEC.

The AHEC will serve 10 counties in north central Arkansas: Baxter, Fulton, Sharp, Independence, Stone, Cleburne, Van Buren, Searcy, Marion and Izard. Charles O. Cranford, D.D.S., vice chancellor for regional programs and executive director of the AHEC Program, said that the addition will serve the dual purpose of expanding UAMS’s services into an underserved part of the state, while increasing the number of healthcare providers and improve the quality of healthcare, especially in small and rural communities.

The Arkansas Legislature earlier this year approved two years of funding for the new AHEC totaling $2.6 million. The two colleges will provide space for the AHEC in new buildings being constructed on each campus. Until those facilities are completed, the AHEC will occupy temporary space as programs are selected and put in place. The local hospitals will be the clinical training grounds for rotations of UAMS students of medicine, pharmacy, nursing and other healthcare professions. UAMS currently operates AHECs in El Dorado, Fayetteville/Springdale, Fort Smith, Helena/West Memphis, Jonesboro, Pine Bluff and Texarkana.

August 1 is the deadline for nominations of individuals to be considered for four awards presented each year during the Arkansas Hospital Association’s Annual Meeting Awards Dinner. This year’s dinner will be held on the night of Thursday, October 11. The awards include the A. Allen Weintraub Memorial Award, Distinguished Service Award, C. E. Melville Young Administrator of the Year award and ACHE Regent’s Award.

Complete information about the awards was previously distributed. Nominations, accompanied by appropriate documentation, must arrive at AHA headquarters no later than 4:30 p.m., Wednesday, August 1, 2007. Please call Beth Ingram at (501) 224-7878 or you may e-mail her at bingram@arkhospitals.org with questions about the awards or award process. Don’t delay in submitting your nominations before the deadline!

The summer issue of Arkansas Trustee, a quarterly publication produced by the Arkansas Hospital Association and the Arkansas Association of Hospital Trustees (AAHT), is now available. The issue focuses on three topics of great importance to hospitals and governing boards. They are: Communicating Value - Using Your Community Benefit Report to Maximize Understanding, Loyalty and Support; What Boards Need to Know About Facility Planning and Capital Acquisition; and One Stop Shopping: A Look at Trends in Retail Based Clinics. Each CEO and trustee member of the AAHT receives a copy of the quarterly newsletter as well as additional publications, when available, throughout the year. Copies of
the newsletter are also mailed to the CEO of hospitals which are not AAHT members, but those CEOs are ineligible for the “value added” pieces. This quarter, two additional publications are enclosed with the newsletter. One focuses on the community-centered board and the other on governance accountabilities in the quest for quality. For information about joining the Arkansas Association of Hospital Trustees, please contact Beth Ingram at bingram@arkhospitals.org or (501) 224-7878.

careLearning Users Group
careLearning, the Internet-based learning and learner management system for healthcare providers, which is sponsored in Arkansas by AHA Services, Inc., a subsidiary of the Arkansas Hospital Association (AHA), will hold a careLearning Users Group Meeting for the state’s participating hospitals on Thursday, August 9. The meeting will be held at the Arkansas Hospital Association headquarters, 419 Natural Resources Drive in Little Rock. The purpose of the meeting is to allow local users to exchange information about careLearning and share experiences so that program needs and concerns may be identified and addressed. Laura Register, director of operations for careLearning for the West Virginia Hospital Association, will serve as the facilitator for the meeting.

A program brochure was previously distributed to AHA members. For more information, contact Liz Carder at lcarder@ahaservicesinc.com.

Medicare Gainsharing Demo
Hospitals located in rural areas of the country have an opportunity to apply to participate in the Medicare Hospital Gainsharing Demonstration being implemented by the Centers for Medicare & Medicaid Services (CMS). The project, authorized under section 5007 of the Deficit Reduction Act (DRA) of 2005, was established to test and evaluate methodologies and arrangements between hospitals and physicians designed to govern the utilization of inpatient hospital resources and physician work. Its purpose is to improve the quality and efficiency of care provided to Medicare beneficiaries and to develop improved operational and financial hospital performance with the sharing of remuneration payments between hospitals and physicians in six projects. Each project will include one hospital.

Applications will be considered timely if received on or before 5 p.m., eastern standard time on September 4, 2007. For more information, hospitals should contact Lisa Waters at (410) 786-6615 or GAINSHARING@cms.hhs.gov. Obtain complete solicitation, application and supporting information on the CMS Web site at http://www.cms.hhs.gov/DemoProjectsEvalRpts/downloads/2006_DRA_5007_Medicare_Hospital_Gainsharing_Demonstration.pdf.

CDC Infection Prevention Guidelines
The newest revision to Centers for Disease Control and Prevention’s guidelines for preventing the spread of infection in healthcare settings are now available at http://www.cdc.gov/ncidod/dhqp/gl_isolation.html. The document updates and expands guidelines issued for hospitals in 1996 to include new issues such as SARS and avian flu and healthcare settings other than hospitals. Part I of the guidelines reviews the scientific literature that supports the recommended prevention and control practices. Part II updates information on the basic principles of hand hygiene, barrier precautions, safe work practices and isolation practices, with new emphasis on administrative involvement in developing and supporting infection control programs. It also addresses surveillance of healthcare-associated infections. Part III provides guidance for applying precautions developed by CDC and the Healthcare Infection Control Practices Advisory Committee in various healthcare settings.
The federal Food and Drug Administration (FDA) has issued a notice to healthcare professionals about several clusters of patients who experienced chills, fever and body aches shortly after receiving propofol for sedation or general anesthesia. Multiple vials and several lots of propofol used in patients who experienced these symptoms were tested and there was no evidence that the propofol vials or prefilled syringes used were contaminated with bacteria or endotoxins.

Propofol is an intravenous sedative-hypnotic agent for use in the induction and maintenance of anesthesia or sedation. To minimize the potential for bacterial contamination, propofol vials and prefilled syringes should be used within six hours of opening, and one vial should be used for one patient only. Patients who develop fever, chills, body aches or other symptoms of acute febrile reactions shortly after receiving propofol should be evaluated for bacterial sepsis. Healthcare professionals who administer propofol for sedation or general anesthesia should carefully follow the recommendations for handling and use in the product's full prescribing information.


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**The AHA Calendar**

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<th>Date</th>
<th>Event</th>
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<td>July 2007</td>
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<tr>
<td>17</td>
<td>Legal Issues in Outpatient Surgery Webinar</td>
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<tr>
<td>24</td>
<td>Best Practice in Medical Staff Alignment (Online Governance Education Programs)</td>
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<tr>
<td>24</td>
<td>Developing Others: The Leaders Coaching Role – TELNET/Webinar Course #2320 (Healthful Work Environment)</td>
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<td>24</td>
<td>When Your Workers Don’t Work: Managing Absenteeism While Complying with the ADA and FMLA – Webinar #2321</td>
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<td>26</td>
<td>ASDVS (Volunteers) Meeting, AHA Headquarters, Little Rock</td>
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<td>26-27</td>
<td>Arkansas Statewide Preparedness Conference, The Peabody Hotel, Little Rock</td>
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<tr>
<td>27</td>
<td>AONE (Nurse Executives) Summer Conference, Hampton Inn &amp; Suites, Little Rock</td>
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<td>August 2007</td>
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<td>2</td>
<td>Emergency Department: Aversion to Diversion Webinar #T2323</td>
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<td>7</td>
<td>Finding Our Voice: Speaking up, Speaking Out, Getting Heard? TELNET/Webinar Course #2324</td>
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**Newsnotes About Arkansas Folks**

Russell D. Harrington, Jr., president of Baptist Health, has announced that Greg Stubblefield has been named administrator of Baptist Health Medical Center – Arkadelphia. He has served in an interim capacity for the past few months, following the death of longtime administrator Dan Gathright. Stubblefield has been affiliated with Baptist Health since his administrative residency in 2002.

Scott Landrum has been named CEO at Rebsamen Medical Center in Jacksonville, after serving in an interim capacity since February. “Scott has progressive ideas for the future growth of Rebsamen and we are excited to work with him,” said Mack McAlister, chairman of the hospital board. A Kentucky native, Landrum brings over 30 years of healthcare experience and was most recently CEO of Campbell Health System in Weatherford, Kentucky.

Judith Wooten, COO of Arkansas Hospice in Little Rock, achieved Fellow status with the American College of Healthcare Executives in June.