



**PRIVILEGED
INFORMATION**
VOLUME 21, Issue 4
Winter 2010 / 11
(November - January)

Mark Your Calendars:

Western Chapter Meeting

Date: February 25, 2011

Time: Noon

Place: Cascade Valley Hospital/Arlington

Topic: Clinical Performance Improvement Network

Eastern Chapter Meeting

Date: March 11, 2011

Time: Noon

Place: Spokane

Topic: Best Practices for Privileging

2011 WAMSS Conference

Date: May 10 - 13, 2011 (Pre-conf. training TBD)

Place: Tulalip Casino, Marysville WA

Next WAMSS Board Meeting

Date: February 3, 2011

Time: 9 – 10 am

Place: Virtual

PRESIDENT'S REPORT

By: Ronda Bowen, CPMSM, CPCS, CPHQ

I've been postponing this writing in anticipation of Jefferson Healthcare's DOH survey report, which still has not arrived. I will send an e-blast once it's received. By sharing our survey experiences, we can assist each other in proactively identifying areas that may need closer review or improvement.

Speaking of improvement, I would like to recommend a few books that I find extremely helpful and practical for professional and personal reading. An evening or two with *The Checklist Manifesto*, Atul Gawande, MD, might change how you look at your work. Well, maybe not; medical staff services professionals certainly use checklists to keep things organized and on task! Straight from the book jacket: "He explains how checklists have made possible some of the most difficult things people do – from flying airplanes to building sky scrapers of mind-boggling sophistication. And drawing on his own experience, he shows how applying this idea to the immensely various and complex world of surgery produced a ninety second checklist that reduced deaths and complications by more than one-third in eight hospitals around the world – at virtually no cost and for almost any kind of operation." Our surgical and

executive committee members have all read their copies and are motivated to develop more checklists. In light of recent budget crises, the ability to continue making improvements with "virtually no cost" tools, is appealing to everyone. Checklists are a great foundation.

I don't know if something is in the air, but disruptive behavior seems to come in waves. What I often hear from medical staff is their lack of training in dealing with behavior and not just behavior, but difficult situations that come up and how to talk about them. We will certainly look at resources to provide more training but a common starting place will come from reading and implementing strategies from *Crucial Conversations, Tools for Talking When Stakes are High*, Kerry Patterson, Joseph Grenny, Ron McMillan and Al Switzler. By reading the book and using the tools, I've been successful at several difficult conversations recently. However, I realize I will need to continually review the information and practice.

Don't these chapters sound exciting? *The Power of Dialogue, How to Stay Focused on What You Really Want, How to Notice When Safety is at Risk, How to Make It Safe to Talk about Almost Anything, How to Stay in Dialogue When You're Angry, Scared, or Hurt, How to Speak Persuasively, Not Abrasively, How to Listen When Others Blow Up or Clam Up, How to Turn Crucial Conversations into Action and Results, How to Turn Ideas Into Habits*. There is something for everyone on how to communicate better.

Finally, a very personal story... I am sincerely hoping that most of you don't relate to this. It's "she's just-a" just a secretary, not a nurse, not a doctor, not educated enough, fill in the blank. My self esteem issues... Just last week I was at a MEC meeting taking minutes and trying to participate in a conversation about ongoing provider feedback reports for the ED, which I've been working on. One of our physician leaders commented on how they had developed a provider feedback report for the clinics at a Lean Event and offered it to our ED Director as a model. My heart started racing and I immediately felt like my knowledge, work and input was being disregarded, that I was incompetent, and I had to interject how I already had done the research and feedback report. The doctor had a puzzled look on his face, by what I'm sure, was my tone of defensiveness. I thought about it all day and on my way home and had an ah-hah. It wasn't about him thinking I was "just-a," it was my subconscious response about my internal messages



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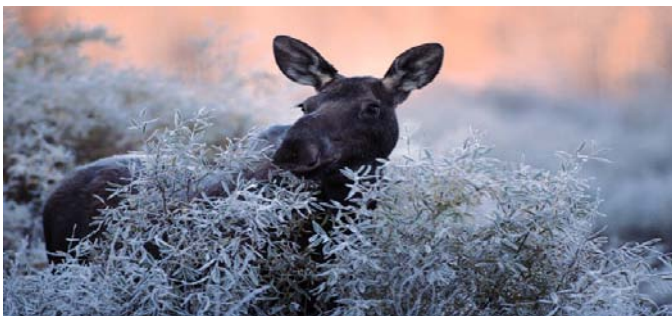
about myself that have played for years (which I know are not true on the conscious level). He was just offering assistance to the ED Director – not trying to make me feel insignificant.

The good news; we can rewire our brains. I saw that one of our hospitalists was reading the book *Mindsight: The New Science of Personal Transformation* by David Seigel, MD; I read the back cover and ordered the book. I couldn't put it down. This is a wonderful resource for understanding the areas of the brain, how it works and how we can change some of those engrained responses/wiring by various mental exercises. I'm looking forward to a new mind map and the ability to respond more appropriately.

On the State front: We continue to work with OHP on questions and concerns about the implementation of SB5346 and process and progress. Thank you to Kate Brown for coordinating our correspondence regarding your questions and feedback.

Our conference is quickly approaching! Thanks to Michelle Hacker and the Conference Planning Committee for an excellent job. The board is pleased to offer a **reduced fee** for attendance this year, making the education and networking opportunities more affordable for all. Be sure to check out the WAMSS' scholarships.

I am looking forward to seeing you in May!



EASTERN CHAPTER REPORT

By: Carol Mangum, CPCS/CPMSM - EWAMSS President

Happy New Year from what was the beautiful snowy Wenatchee Valley and thanks to almost 55 degree

weather is brown again! That being said the beautiful blue sky is worth it all.

The Eastern Chapter met November 12th. A big thank you to Lisa Velotta at Wenatchee Valley Medical Center for providing treats for our meeting and Kati Reed for hosting the meeting. Teresa Davis from One Health Port attended our meeting and gave a great update on the status of things and things to come. Please watch for emails from Kate Brown as we are working to have one point of contact for the latest information from One Health Port.

Our next meeting is March 11th in Spokane. We are having an education piece regarding best practices for privileging. Our annual conference is a little over 4 months away. Be sure to log on to the WAMSS website to see what topics interest you and register for the conference. I saw this quote that has been sticking with me and I wanted to share "*The challenge is not to get better at managing time, which is finite, but rather about managing your energy which can systematically increase and regularly renew*".

I wish you renewed energy in 2011.

WESTERN CHAPTER REPORT

By: Jason Burden, CPCS, WWAMSS President

Our most recent Western Chapter meeting was held in November at Valley Medical Center in Renton. Greg Montgomery of Miller Nash spoke about the challenges of physician employment & credentialing, as well as closed specialties. 1.5 CEU's were awarded by NAMSS.

The next Western Chapter meeting will be held on Friday, February 25, 2011 from noon to 2 pm at Cascade Valley Hospital in Arlington. Lance Heineccius of WSMA will present on the recently launched Clinical Performance Improvement Network. It is anticipated that 1.5 CEU's will be awarded by NAMSS for this event as well.

As always, please feel free to contact me at jason.burden@nwseas.org if you have any feedback to share related to the chapter meetings.



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**Spring 2011 WAMSS/CONFERENCE
PLANNING COMMITTEE** By: Michelle Hacker,
CPMSM, CPCS-Chair, & President Elect

The WAMSS conference plans are in full swing! The conference will be held May 10-13 at the Tulalip Resort & Casino, including the CPCS/CPMSM Exam Prep sessions on Tuesday, May 10. **The best news is that the WAMSS Board agreed to reduce the conference enrollment fee by nearly \$100!** The cost for this year's conference for WAMSS members is **\$250!** We are also offering 4 conference scholarships.

Fellow WAMSS members, we have quite a variety of topics to interest you. The conference has sessions on topics that affect YOU on a daily basis, including changes with JCAHO, One Health Port, Core/Specialty Privileging and The Data Banks. Of course the conference wouldn't be complete without the popular session of "Hot Topics" for Hospitals, Managed Care and Clinics, offered on Friday morning.

Don't miss Thursday evening's entertainment for a live runway fashion show presented by the Art Institute of Seattle's School of Fashion Marketing. It's also your chance to really dress up and strut your stuff for the Best Dressed competition! I'll be right up there with everyone showing off the latest (and cutest) outfits for my soon-to-be newborn! Please review the brochure and send your registrations into Barbi Donovan. Ideas, comments, questions...michellehacker@ymh.org. See you there!

BYLAWS COMMITTEE
Kim Kenning, CPMSM/CPCS

(No report available at this time)

COMMUNICATIONS COMMITTEE
By: Irene Torres, CPMSM/CPCS

E-Blast Report: Terry Halama has been very busy with e-blasts! In 2009 331 e-Blasts went out. In 2010, that number climbed to 450! 2011 is already well on its way to be the new record breaker! Thanks very much Terry!

PI Report: Kate Brown asks if everyone had an opportunity to see the OAMSS (Oregon) Newsletter a few months back? It was filled with useful information and wonderful pictures. She suspects some of our

members have the talent to produce a Privileged-Information newsletter like that. She wonders, "Who are you and where are you hiding? Step up, share your talent. Join the WAMSS Communications TEAM! We need you!"

WAMSS-Talk: Because of little to no utilization of the talk line, WAMSS-Talk, Donna Zulauf recommends asking the Board and/or membership if this service should be discontinued. We'd like your feedback on this.

Webpage: Webmaster, Kate Cross, has been away from her desk since November. For personal email (no spam), Kate can be reached at: kcemha@gmail.com



Sometimes it feels like we are one tiny soul surrounded each day, by both obstacles and mountains that are impossible to get through or climb, but as members of WAMSS we have always have each other



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EDUCATION COMMITTEE

By: Stacey Opdahl, CPCS/CPMSM

Lending Library

The WAMSS Lending Library is looking for donations.

If you have credentialing books, or resources and you would like to donate them to the WAMSS Lending Library please Stacey Opdahl at Seattle Children's Hospital, phone (206) 987-5219 or stacey.opdahl@seattlechildrens.org.

Current materials include:

- NAMSS CPCS Professional Development Course Workbooks
- NAMSS CPMSM Professional Development Course Workbook
- Verify and Comply

Recently Certified

Congratulations to our members certified during the October 2010 Exam!

CPCS

- Tami Soderberg
- Kim Stewart
- Amber Woolley

CPMSM

- Elsa Kassa
- Colleen McDonald
- Kristie Moore
- Rita Rakestraw

CONGRATULATIONS!



Education broadens not only the life of those who've had the courage to go further in their professional life, but ultimately, the lives of every one they touch. Thank you!

MEMBERSHIP COMMITTEE

By: Kati Reed, CPCS/CPMSM, Immediate Past President WAMSS

Rollin.. Rollin...Rollin...those forms keep Rollin in! Thank you to those of you who have already sent in your renewal membership form and dues for 2011. We are well past halfway on our return renewals with large piles coming back daily. It is exciting to see so many filtering in.

I know with the economy and tight budgets that it can take a lot to make WAMSS a priority and we appreciate you doing just that. If you have a new Medical Staff member in your office be sure to share with them our webpage and encourage their joining as well. If you have misplaced your renewal form or have any questions about the process do not hesitate to contact me directly at Katherine.reed@cwhs.com.

Please also join me in welcoming our new members! Kay Anyan, Director of Medical Staff Services, Yakima Valley Memorial Hospital, Yakima
Jamie DeMinck, Credentialing Specialist, Community Medical Center, Missoula, MT
Rita Murphy, CPCS, Credentialing Specialist, Yakima Valley Farm Workers Clinic, Yakima
Beth Smith, Director, Physician Services, Sound Physicians, Tacoma

NOMINATING COMMITTEE

By: Kati Reed, CPCS/CPMSM, Immediate Past President WAMSS

Opportunities to contribute to WAMSS are soon to arrive!

This year WAMSS is looking for folks interested in helping lead our state association. Two Board positions are up for nomination and vote! Both Board positions are voting members, if you are interested in or know of someone you believe would be a great nominee please email me and I will follow up with them.
Position 1-Treasurer: The Treasurer shall be custodian of the funds of the Association and will keep a record of payment of dues, render an annual budget and



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financial statement, present quarterly reports to the Board of Directors, and perform other duties as may be necessary to coordinate and advance the Association's objectives. A full description can be found on the webpage.

Position 2-President-Elect: The President Elect shall have primary responsibility for the State Annual Conference, shall Chair the Program committee as appointed by the President and shall present updates relative to conference plans, program speakers, accommodations, etc., on a quarterly basis to the WAMSS Board. The President Elect shall perform other duties as directed and/or authorized by the Board of Directors. This office of WAMSS must hold membership in NAMSS and must be either CPCS or CPMSM certified. A full description can be found on the webpage.

Please call or email with your interest or your recommended colleague nominee information.
Kati Reed Katherine.reed@cwhs.com 509-664-3472

SCHOLARSHIP COMMITTEE

By: Colleen McDonald, CPMSM/CPCS

Our annual conference is around the corner as well as NAMSS certification deadlines. Scholarships are available! Please review the list of scholarships below. The colored, underlined text is a link to the forms. You can also access at our WAMSS website. We look forward to receiving your scholarship applications!

WAMSS Annual Meeting Scholarship

Application deadline: Friday, April 1st

PURPOSE: To provide financial assistance to **four** people per year in the amount not to exceed **\$750 each**. This scholarship is to be used to offset annual meeting expenses such as room, registration, transportation and meals.

Eligibility Criteria:

Involvement in the profession of medical staff services for at least 1 year prior to application.
Current membership in WAMSS.
Not currently a member of the WAMSS Board or WAMSS Scholarship Committee.
The applicant must have not received WAMSS registration scholarship funding within the past three years.

WAMSS Certification Scholarship:

See application and testing deadlines below

PURPOSE: To provide financial assistance to at least

three WAMSS members per year seeking NAMSS certification. Scholarships in the amount of **\$300** per person are to be awarded. The scholarship money is to be used at the discretion of the recipient(s) for expenses relating to certification.

Eligibility Criteria:

Involvement in the profession of medical staff services for at least one year prior to application.
Current Active member of WAMSS.
Currently seeking certification in the field of medical staff services. **Must be actively studying for the exam, either by being involved in a Study Group or using Study Guide Material.**

WAMSS Judy Kleckner Scholarship for Advanced Studies

Application deadline: Friday, March 4

PURPOSE: To provide financial assistance to **two** WAMSS members per year in an amount not to exceed **\$500**.

Eligibility Criteria:

Certification as a Certified Professional in Medical Services Management or a Certified Provider Credentialing Specialist.
Involvement in the profession of medical staff services.
Current membership in WAMSS
Not currently a member of the WAMSS Board or WAMSS Scholarship Committee.
Current or planned participation in a formal accredited educational program, which will foster personal and professional growth and will enhance knowledge and competence in the field of medical staff services.

The WAMSS scholarship application deadline for Spring Testing is Monday, January 17.

Spring Testing Period -Application Deadline: Friday, January 21

Testing Period - Saturday, March 19 - Saturday, April 9, 2011

The WAMSS scholarship application deadline for Summer Testing is Friday, March 25.

Summer Testing Period -Application Deadline: Saturday, April 16

Testing Period - Saturday, June 18 - Saturday, July 9, 2011

The WAMSS scholarship application deadline for Fall Testing is Friday, July 15.

Fall Testing Period-Application Deadline: Saturday, August 6

Testing Period - Saturday, October 8 - Saturday, October 29, 2011

STRATEGIC PLANNING COMMITTEE



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by **Cindy Seidman, Chair**

Nothing to report at this time