Learning to embrace and manage change...
What are the drivers in your facility that cause change and are you prepared for them?

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Change Comes From Every Direction!!

Agenda
Designed to be interactive and encourages participation!

Introductions
The Impact of a Mosquito Bite - West Nile
Achieving Success Through Adversity and Maintaining a Positive Attitude
Making a Difference
The Healthcare System Works
Business Model Strategy That Parallel
Q & A

Change what you can...manage what you can’t
Walk Away Goals

- An individual’s perspective on what good can come from developing a life-altering event
- Adversity can be a driver for positive change
- Adversity provides insight to resources available
- Achieve a positive outcome when illness has impacted so many aspects of your life
- Recognize we all have different reactions when faced with adversity
- How healthcare business management processes parallel

Resilience-A Personal Journey

- Take care of yourself
- Establish & maintain connections
- Avoid viewing problems as impossible
- Accept changes as part of life
- Progress towards your goal
- Take clear actions
- Maintain a positive outlook
- Keep things in perspective and avoid “catastrophizing”
- Nurture a positive outlook of yourself
- Engage in opportunities of self-discovery

Change what you can…manage what you can’t.
Change

Learning to embrace and manage change

- What are the drivers in your facility that cause change and are you prepared for them?

On July 22nd 2012 I had no idea I would have a new address at Baylor Hospital for 4 months and now be categorized as 100% disabled

Change what you can...manage what you can't

Change

- Change is challenging......consciously or unexpected
  - Recognizing adversity as change is critical to positive thinking
- Change can come from a surprise hitting us hard, or can sneak up on us
- Change fuels the full spectrum of emotions including; sadness, anger, frustration...and, fortunately, HOPE!!
- Change is more acceptable when outcomes can be controlled
- Change is typically not acceptable when predictability is removed
- Change of attitude through adversity requires a compelling event forcing a look at the big picture
- Change how we view business obstacles helps positive transformation

If you don't think every day is a good day, just try missing one. ~Cavett Robert
Change

- Change how we view obstacles helps positive outcome
- Change is challenging... consciously or unexpectedly
- Change fuels the full spectrum of emotions including HOPE!!
- Change can be a surprise with a wallop attached
- Change is preferred when outcomes can be controlled
- Change typically not acceptable when predictability is removed
- Change of attitude usually requires a compelling event
- Change what you can... manage what you can't

Timeline

- July 18, 2012 forgot how to get home from Houston
- July 19 flu like symptoms
- July 20 broke out in full body rash
- July 21 evening began stumbling & cognitive issues
- July 22 admitted ED/ICU fever, decreased cognitive status, upper extremity tremors, severe headache & backache
  - Neuroinvasive West Nile
  - Rocky Mountain Spotted fever
  - Meningitis
  - Encephalitis
  - Guillain Barre
  - Complete foot drop & nerve damage to right lower extremity
- Remained in ICU approximately 2 weeks & 1 week on medical hospital floor
- August - Admitted to Baylor inpatient rehab for one month with intense Speech, PT, OT, Neuro
- Upper extremity tremors w/severe neuropathies
- September began progression of left hand/arm weakness
- September continued outpatient neuro rehab
  - Cognitive status improved back to normal
  - PT strength improved utilizing walker & wheelchair
- November/December 2012
  - Severe atrophy of left forearm & hand
  - Carpal tunnel syndrome from using walker
- Additional diagnosis
  - Chronic inflammatory demyelinating polyneuropathy (CIDP)
  - Mononeuritis multiplex
- Status
  - Lost use of right leg
  - Atrophy of left arm
  - Ulnar palsy
  - Right hand, wrist, shoulder and forearm continued atrophy along with left lower leg atrophy
  - Axonal and demyelination
- Current intervention
  - Monthly Chemo to suppress immune system
- Prognosis
  - Still Fighting The Fight!!

It's not what they take away from you that counts.
It's what you do with what you have left. ~Hubert Humphrey

Change what you can... manage what you can't
On April 26th 2003, Aron was hiking through Blue John Canyon in Eastern Utah. While he was descending a slot canyon, a suspended boulder he was climbing down became dislodged, crushing his right hand and pinning it against the canyon wall. Ralston had not informed anybody of his hiking plans, so no one knew and therefore would not be searching for him. He survived the accident by amputating his own right hand with a dull multi-tool, freeing himself from boulder. He was trapped there for five days and seven hours (Movie -127 Hours). After he freed himself, he had to rappel down a 65 feet sheer cliff face to reach safety.

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Change what you can... manage what you can't.

It Won't Happen To Me... Sound Familiar?

That was just the beginning of a long road that my family, friends and I continue to be challenged with. Nobody is truly ready, expects, or plans for adversity. Are you prepared for unexpected change?

A positive attitude may not solve all your problems, but it will annoy enough people to make it worth the effort. ~Herm Albright

Change what you can... manage what you can't.
Fast Facts On West Nile

Let’s take a closer look...

*Change what you can…manage what you can’t*

By now, all have heard 2012 was a hell of a year for West Nile. The disease spread to every one of the lower 48 states except for Maine. Nationally, 4,249 cases and 168 deaths were reported by October. Texas had 1,520 cases and 54 deaths. This was unusually high. 2011 had 712 cases total nationally.

By now, all have heard 2012 was a hell of a year for West Nile.
The Symptoms
I Had Them All……

• Of those who contract West Nile, one in 150 people will develop a serious illness
  – Recognizing the symptoms is an absolute must
  – People over 50, children, and those with compromised immune systems are at a higher risk for severe symptoms
• Symptoms can develop in 2 to 14 days after being bitten and include;
  – Severe Headaches, High Fever, Nausea/Vomiting, Disorientation, Chills, Muscle Aches, Pain, Stiffness In The Neck, Body Rash
• The less serious symptoms include:
  – Nausea/Vomiting, Rash All Over
• Those who become ill may develop West Nile encephalitis, an inflammation of the brain
• The less serious symptoms will last about two to three days. The more serious can last for several weeks
• There is no treatment for West Nile Virus (only supportive care)
• After getting sick, recovery can take a long time, but most people do improve

West Nile Virus Activity by State – 2013
Facts & Data

- First discovered in 1937 in the West Nile district of Uganda
- Mild feverish illness
- Severe illness, like meningitis or encephalitis, was rare
- Wide distribution in Asia, Eastern Europe, Africa

West Nile Virus Transmission Cycle

In nature, West Nile virus cycles between mosquitoes (especially Culex species) and birds. Some infected birds can develop high levels of the virus in their bloodstream and mosquitoes can become infected by biting these infected birds. After about a week, infected mosquitoes can pass the virus to move birds when they bite.

Mosquitoes with West Nile virus also bite and infect people, horses and other mammals. However, humans, horses and other mammals are dead end hosts. This means that they do not develop high levels of virus in their bloodstream, and cannot pass the virus on to other biting mosquitoes.
Two forms of the disease

- **West Nile fever**
  - Most common form
  - Resembles influenza
  - Most infections resolve in 2 to 6 days
  - Persistent fatigue can occur
- **West Nile Neuroinvasive Disease**
  - Occurs rarely
  - Progression of West Nile fever
  - Can be severe and life-threatening
    - Three syndromes
      - Encephalitis
      - Meningitis
      - Acute flaccid paralysis
    - Persistent neurological dysfunction **MAY** occur

Despite the fact that it is fairly easy to avoid contracting West Nile fever, few people take the simple steps needed to protect themselves.
The key to raising awareness is to share information. We must:
- Focus on reducing the mosquito population
- Acknowledge the serious impact of West Nile and share information and support the survivors and families

Facts & Data

Prevent The Bite – Back To The Basics!

- Use mosquito repellent
  - DEET
  - Permethrin
  - Cedar

- Wear long sleeves & pants

- Avoiding getting bitten is the only prevention

- Although, currently there is no treatment, people are working very hard to develop one

- Emphasize protection at times of high activity (dawn/dusk) or stay indoors

- Protect your property
  - Use/fix screens
  - Air-conditioning
  - Empty water

Change what you can... manage what you can’t
Healthcare System Business Processes Parallel with Adversity & Change

Change what you can…manage what you can’t

Processes Parallel with Adversity & Change

- Parallel through a common thread of Revenue Cycle and Technology
- Parallel via: adversity on applying technology and information through “School of Hard Knocks”
- Parallel through being open to new ideas…implementing “Financial Treatment” tools that may provide a dramatic or even slightly improved result
- Change in one’s perspective and attitude
- Have realistic expectations
- What seems impossible, can be possible…And, is!!
Unfortunately for Texas – bigger isn’t always better…#1 in Uninsured Over 26%

Change what you can…manage what you can’t.

Where Cost Interferes with Care
Percentage of people surveyed who say they couldn’t see a doctor in the past 12 months due to cost

- 6.5%–10.8%
- 11.1%–13.1%
- 13.3%–13.7%
- 16.8%–20.9%

7.6% of Hawaiians reported difficulty seeing a doctor due to cost. The state suffers from one of the worst doctor shortages.

People who didn’t see a doctor because of expense also live in states with the lowest number of primary-care physicians per resident, according to the Association of American Medical Colleges. Mississippi (160), Texas (176), Alabama (179), and Oklahoma (179).

In Mississippi, 1 in 5 people haven’t been to a doctor because of money.

The region where people reported more health-care affordability is also where there is a less acute doctor shortage: the Northeast.

Data: StateHealthFacts, figures are weighted to reflect population characteristics.
Creative Use of Change To Consider...

Change what you can...manage what you can't.
Change & Opportunity Comes From All Directions

- Patient Intake & Scheduling
  - Patient Acct
  - Medical Records
  - Clinical Apps
  - Payors
  - Financial Facilities
  - CRA's

Examples of Best Practices Through “Change”

- Litigation Matching & Recovery Services
  - Designed to identify, perfect, and collect money due to facilities when someone owing money has filed a personal injury lawsuit

- Biometric Identification Utilizing Palm Vein Recognition Technology
  - Links a patient to their unique medical record. Uses the subcutaneous vascular architecture in the palm of a hand
Summary

In today's environment, outside assistance is commonly used to effectively address revenue cycle issues.

Healthcare continues to be faced with enormous problems & bottlenecks concerning records management, patient billing, third party billing & more.

Provide proven solutions by introducing and/or re-introducing service providers along with their value.
Resilience & Flexibility

Let yourself experience strong emotions

Stepping forward & taking action

Spending time with loved ones to gain support & encouragement

Relying on others & yourself

Resilience is an on-going process

Here's a little mathematical formula that might help answer these questions:

If:

ABCDEFHJKLMNPQRSTUWXYZ

Is represented as:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26.

H-A-R-D-W-O-R-K

8+1+18+4+23+15+18+11 = 98%

K-N-O-W-L-E-D-G-E

11+14+15+23+12+5+4+7+5 = 96%

A-T-T-I-T-U-D-E

1+20+20+9+20+21+4+5 = 100%

Nothing is 100% In Life...This Gets Close

Change what you can...manage what you can't.
Sometimes we choose our careers, and at other times our careers choose us. We all make plans for our lives and then something happens along the way causing us to take a new direction.