

# FACTS & FEATURES



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## careLearning Provides a Helping Hand to Clinical Rotation Programs across Arkansas



Clinical rotation programs provide a valuable opportunity for both the student and participating health care organization. Through them, students gain experiences that are crucial in forming a more competent workforce by integrating the lessons learned in the classroom to real-life scenarios. For health care organizations, the offering of clinical rotation programs serves as a source for recruitment, a service to the community and reinforcement of staff skills.

One major challenge is getting students oriented quickly and efficiently early in the semester. Using creativity in managing these challenges can enhance the success of programs by lowering the resource costs for health care organizations as well as consolidating the requirements of the students.

Last fall, many health care organizations and colleges across Arkansas came together to form a common orientation program for clinical rotation students. This collaboration suggested that students at venues across the state go through one consolidated online orientation training program approved by hosting hospitals as orientation. The students take these courses as part of their required curriculum at their respective schools and present transcripts as they report to the hospital where their clinical rotation will be performed.

careLearning was selected as the online training vendor for this consolidated orientation program and also can provide most compliance and regulatory courses needed at any given facility. In addition, many of the health care organizations created additional content in order to provide information specific to their sites. This program was rolled out to the state of Arkansas May 15, 2017. careLearning also serves Rhode Island, South Carolina and portions of Missouri in this capacity.

Outcomes in other careLearning states have shown that compared to previous methods, the consolidated orientation program has furthered student knowledge and skill. Students and health care organizations save considerable time during the general orientation process, allowing health care organizations to place students into their critical rotations more expeditiously. Since the online content is always consistent, up-to-date and convenient, everyone can be confident that the orientation requirements have been met.

To learn more about the Common Orientation for Clinical Rotation Programs (Passport) or to inquire whether your hospital is participating, contact Laura Register, Executive Director, careLearning, 866.617.3904, [register@carelearning.com](mailto:register@carelearning.com).

Please [click here](#)  
to view the video and  
to learn more about  
Arkansas  
Clinical Rotation Programs

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# Family Physicians, Psychiatrists, Top List of Most In-Demand Doctors

Phillip Miller, VP Communications, Staff Care

For the 11<sup>th</sup> consecutive year, family doctors top the list of the most highly recruited physicians in the United States, followed by psychiatrists, according to an [annual report](#) tracking physician compensation and recruiting trends.

Prepared by Merritt Hawkins, the nation's leading physician search firm and a company of AMN Healthcare, the *2017 Review of Physician and Advanced Practitioner Recruiting Incentives* tracks the 3,287 physician and advanced practitioner recruiting assignments the firm conducted from April 1, 2016 to March 31, 2017. Now in its 24<sup>th</sup> year, the report indicates that Merritt Hawkins conducted more search assignments for family doctors in the 12 months covered by the report than for any other type of physician, followed by psychiatrists, internists, obstetricians/gynecologists, and hospitalists.

"Emerging delivery models that reward quality and population health are driving demand for family doctors," said Travis Singleton, senior vice president of Merritt Hawkins. "Consumer preference for urgent care centers, retail clinics, community health centers, telehealth and other modes of convenient care is another key factor accelerating the recruitment of family doctors."

The report shows that demand for family physicians is exerting upward pressure on starting salaries. The average starting salary for family physicians is \$231,000, according to the 2017 report, up from \$198,000 in 2015, an increase of 17%. The average starting salary for psychiatrists, who also are in great demand, is \$263,000, according to the report, up from \$226,000 two years ago, while the average starting salary for general internists is \$257,000, up from \$207,000 two years ago.

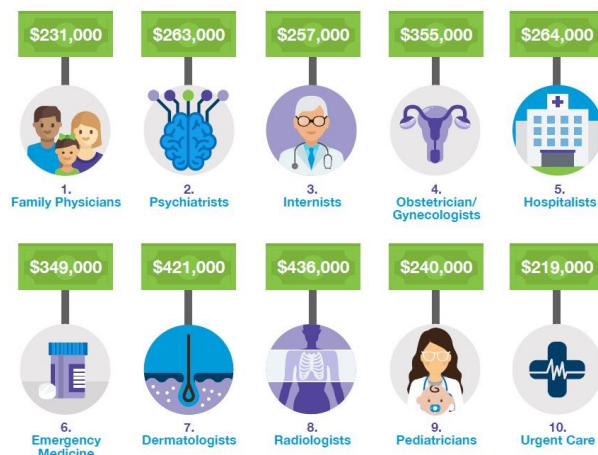
## Psychiatrist Shortage Deepens

The 2017 report indicates that Merritt Hawkins conducted more searches for psychiatrists in the last year than it has in any previous 12 months in the firm's 30-year history. This coincides with a [study in the May, 2016 issue of Health Affairs](#) indicating that for the first time more money is spent treating mental health disorders in the U.S. than any other malady, including heart disease, trauma and cancer. In addition, a March, 2017 [report from the National Council of Behavioral Health \(NCBH\)](#) indicates that a national shortage of psychiatrists is about to spiral out of control, with 77% of U.S. counties reporting a severe psychiatrist shortage.

"Psychiatrists, particularly those willing to work in inpatient settings, are becoming next to impossible to find, and mental health is increasingly handled by other types of clinicians," said Singleton.

## TOP TEN MOST IN DEMAND PHYSICIANS

Average Starting Salary



## Use of Value-Based Incentives Increasing

Merritt Hawkins's 2017 report suggests that the use of value-based physician incentives is gaining momentum. Of those Merritt Hawkins clients offering physicians a production bonus last year, 39% based the bonus in whole or in part on value-based metrics such as patient satisfaction and outcome measures, compared to 32% the previous year and 23% the year before that. However, the 2017 report indicates that less than 5% of total physician compensation is tied to quality or value-based metrics, suggesting that volume remains the primary method for measuring and rewarding physician productivity.

## Big Cities See Big Demand

The 2017 report indicates that 55% of Merritt Hawkins's recruiting assignments took place in cities of 100,000 or more people last year, the highest percentage of searches taking place in large cities since Merritt Hawkins began tracking this number. According to Singleton, this suggests that physician shortages are not confined to traditionally underserved rural areas, but have spread to large metro centers with a comparatively high ratio of physicians-per-population.

## About Merritt Hawkins

Merritt Hawkins is the largest physician search and consulting firm in the United States and is a company of AMN Healthcare (NYSE: AMN). More information about Merritt Hawkins can be accessed at [www.merrithawkins.com](http://www.merrithawkins.com).

# Combat digital eye strain



Surrounded by smartphones, tablets, TVs, and even fluorescent lights, adults and children alike are exposed to an unprecedented level of blue light in today's world. Exposure to blue light has been linked to digital eye strain.



## DID YOU KNOW?



Nearly **60%** of Americans use digital devices for **five or more hours a day**.<sup>1</sup>



The average American **13-year-old** owns three digital devices and spends **70 hours** a week on screen time.<sup>2</sup>



**80%** of VSP optometrists report the effects of blue light exposure are increasing.<sup>3</sup>

## 4 TIPS TO REDUCE YOUR EXPOSURE

### Get an eye exam.

Talk to your VSP eye doctor about your lifestyle and ask about the best options for reducing eye strain.

### Maintain your digital distance.

This is highly important for kids since the intensity of light increases the closer our eyes are to the source. **Find a comfortable viewing distance from your screen.**

### Follow the **20-20-20** rule.

Give your eyes a break every 20 minutes, and spend 20 seconds looking at something at least 20 feet away.

### Limit screen time before bed.

Turn devices off a few hours before going to bed. Also, consider lowering the brightness of your screen or downloading an app that reduces blue light on your phone or tablet as the sun goes down.

Search for **blue light** at [vspblog.com](http://vspblog.com) to learn more.

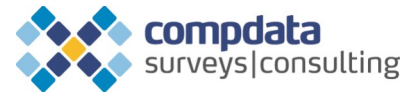
1. 2016 Digital Eye Strain Report, The Vision Council. 2. Americans and Blue Light: Results of 2016 VSP Blue Light Exposure & Awareness Survey. 3. 2016 VSP Annual Provider Survey

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JOB# 4979-16-VCCM 6/16

# Data on Physician & Mid-Level Pay Rates



Successful physician recruiting plays an integral part in providing the high-quality care offered by AHA member hospitals. Because compensation packages offered to physicians play an important role in successful recruiting, AHA offers a resource to assist with compensation planning. This July, Compdata Surveys & Consulting will once again conduct the *AHA Physician and Mid-Level Compensation Survey*.

All AHA member hospitals are asked to submit data in July. Members who provide a complete data submission receive free access to this valuable resource when results are released in October. "We encourage all member hospitals to provide data on their employed, contract and independent physicians. If all members participate each year, the data will be available for everyone when it is time for them to recruit," said Tina Creel, Vice President, AHA Services.

The survey covers 70 physician specialties and more than 20 mid-level positions. With a highly competitive labor market for jobs such as doctors, physician assistants and nurse practitioners, hospitals need

reliable information to use in creating packages that will be attractive and keep high caliber talent. For example, the survey results indicate that full-time, employed Nurse Practitioners are generally paid slightly higher in a hospital setting than if they are clinic-based. If this kind of analysis would benefit you, have your staff participate in the 2017 survey in July.

Make sure your hospital is ready to support this important initiative. Please email your organization's contact person and information to Theresa Worman, Compdata, at the email address below.

Contact Theresa Worman at Compdata Surveys & Consulting with questions about the upcoming physician survey, information about the most recent survey (results released in April), or inquiries about any of Compdata's additional services.

Theresa may be reached at 1.800.300.9570 or [TWorman@CompdataConsulting.com](mailto:TWorman@CompdataConsulting.com).

## HFMA's Upcoming Live Webinars

Learn about timely healthcare finance topics and earn CPEs. Most live webinars are free for HFMA members and \$99 for non-members, unless otherwise noted.

[View all upcoming live webinars](#)  
(hold the control key and click link)



## HFMA's On-Demand Webinars

HFMA provides webinars available one calendar year following the live webinar date and year. Most On-Demand webinars are free for HFMA members and \$99 for non-members, unless otherwise noted.

[View all On-Demand webinars](#)  
(hold the control key and click link)

## 340B Audit Best Practices Webinar

Thursday, July 20, 2017 11:00 pm – 12:00 pm CDT

**AHA Services** is excited to provide this webinar on **340B AUDIT BEST PRACTICES** through its partner, SunRx. This is a part of a series of webinars designed to provide "bites" of the apple addressing specific topics of interest in 340B, and is part of the SUNRx WEBINAR SERIES available exclusively through SUNRx business partners.

**Aaron Lott**, Executive Director of Pharmacy Services for Health Enterprises (HE), is our webinar presenter and specializes in services including Pharmacy Benefit Management (PBM) and specialty pharmacy, 340B program implementation, auditing and education as well as implementation of provider-owned retail pharmacies and centralizing pharmacy services. Aaron has extensive 340B audit experience and will be sharing current trends and drivers with regard to 340B audits that will help you position your hospital for optimal results.

Join us for this informative webinar event where we will discuss current trends and drivers in the world of 340B audits.

[Register here](#), event # 802 398 279, event password **Audit**





This August marks the 15<sup>th</sup> year for the Mid-South CAH Conference, which this year will be held August 16-18, 2017 in Nashville, Tennessee.

Nearly 150 Critical Access Hospital C-suite executives, and management teams, along with community leaders and agencies focused on rural issues will convene at this premier event to discuss health care for rural populations. There will be multiple peer networking opportunities and numerous face-to-face educational credits through the American College of Healthcare Executives, as well as continuing education for nursing, nursing home administrators and long-term care professionals.

Be sure to register for the meeting and book your room soon. The hotel registration deadline is July 19 for the special rate.

Click the one of the links below to:

Book your room: [Group rate for 15<sup>th</sup> Annual Mid-South Critical Access Hospital Conference](#)

Download a conference agenda and brochure: [Event Brochure 2017 Mid-South CAH Conference](#)

Register for the Conference: [Mid-South Event Registration](#)

Access the Conference Website: [Mid-South CAH Conference Website](#)

**The Office of Rural Health & Primary Care (ORHPC) is offering a travel stipend for the 15th Annual Mid-South CAH**

**Conference.** The ORHPC, through the Medicare Rural Hospital Flexibility Grant Program, will provide each participating Critical Access Hospital (CAH) with a travel stipend of \$1,000.00 to help defray the cost of attending the conference in Nashville, TN on August 16-18, 2017. Preference will be given to those in leadership positions or those referred by leadership. More than one attendee is eligible to participate; however, only a one stipend per hospital will be given directly to the CAHs.

Those CAHs which express an interest in participating should first e-mail Harold Clayton; a Memorandum Of Agreement (MOA) will be forwarded to you for signatures. Stipend checks will be distributed directly to the CAHs after the meeting. The deadline to respond is July 31, 2017.



CAH Mid South Conference  
Nashville, TN  
August 16 - 18

Travel stipend available  
to Critical Access Hospitals

If you have any questions or need further clarification on the stipend, please contact Harold Clayton at 501.661.2200, [Harold.Clayton@arkansas.gov](mailto:Harold.Clayton@arkansas.gov).

# Are You Giving Your Patients Access to the Lowest Prices for Their Medications?

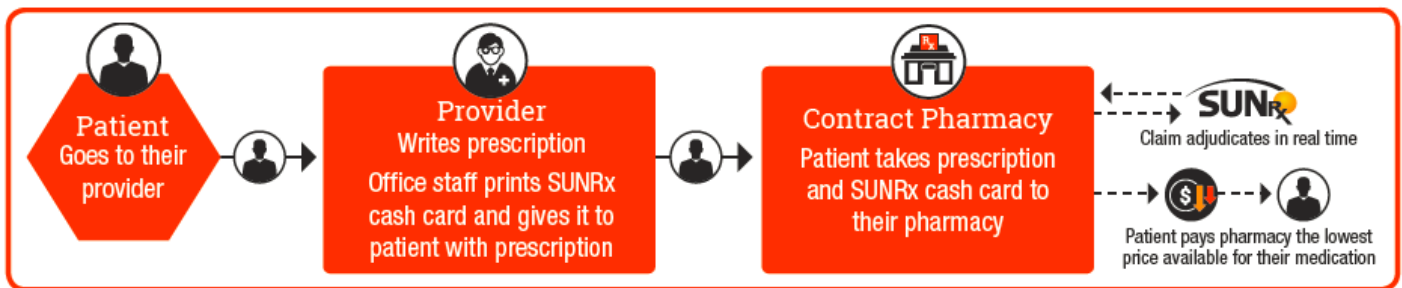


## *A cash card program helps 340B entities pass along savings to patients*

Eligible hospitals and clinics struggle to stretch their scarce resources to provide the crucial services their patients need while meeting their bottom lines. And while many patients they serve can't afford to pay for medications, it doesn't have to be this way – a 340B program administered by SUNRx can help.

SUNRx's expertise, technology, pharmacy network and cash program enable entities to take full advantage of the 340B opportunity with minimal complications or risk.

SUNRx's 340B cash card program provides a conduit for covered entities to pass along 340B savings to their patients as the program intended. Because SUNRx is a wholly-owned subsidiary of pharmacy benefit manager (PBM) MedImpact Healthcare Systems, this cash card program is unique from others. SUNRx confirms 340B patient eligibility and applies its "lower of" cost calculation to find the lowest price available for the patient. This process is accomplished in real time when your patient presents the 340B cash card along with their prescription to the contract pharmacy. The patient gets the lowest price without waiting extra time for authorization to be finalized.



SUNRx also can work with each covered entity to develop and manage copay tiers for patients. The SUNRx 340B cash card program passes savings along to patients, making them more affordable. This helps the covered entity ensure their patients fill their prescriptions, effectively helping to decrease hospital readmissions that can result when patients don't fill their prescriptions because they cannot afford them.

### About SUNRx:

SUNRx is a compliance-focused 340B administrator that helps covered entities, such as hospitals and Federally Qualified Health Centers, maximize their 340B program so they can expand access to affordable medications for low-income and uninsured patients.

For more information on the Cash card program or to learn more about the 340B Contract Pharmacy program contact Matthew Bobo, Regional Manager – SUNRx, 267.648.5888 or [mbobo@sunrx.com](mailto:mbobo@sunrx.com).

AHA SERVICES, INC.

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**AHA Workers' Compensation Self-Insured Trust**  
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**AUDIT-Trax**  
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**Sherman Moore, 501.614.1183**  
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**Denial Management Services**  
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# AHA Services Endorsed Companies Continued



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**Leslie Gold, 310.991.5340**  
**Michael Topchik, 207.939.4618**  
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- To unsubscribe, please send an email with "unsubscribe" in the subject line.
- To change your subscribed email address, please send an email with the new information.