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Marketing/Business Development - their contributions to Liberty’s Success



From Left to Right: Trish Piontek, Rick Robinson, Elise Hannon, Jerry Jennings, and Chris Hood. Not Pictured: Chris Baglio and Mike Hanna

We often think of our Marketing and Business Development colleagues as those folks who work so hard responding to Requests for Proposals (RFPs) or Requests for Information (RFIs). But this talented group actually coordinates and creates many key functions that are pivotal to all of our successes. Not only is this team of word smiths pivotal to these new business processes, but they also contribute to branding strategies that have given

Liberty the competitive edge that we really need now in the healthcare market. Branding is one of the most important aspects in business development. Branding must be accurate and highlight how Liberty makes and keeps promises to our customers. Just some of the many aspects of Liberty’s branding differentiation are:

- All of Liberty’s marketing materials are reviewed every 2 years by the Joint Commission HCSS Certification reviewer and must accurately tell the story of who we are, and portray our commitment to honestly portraying ourselves to our customers.
- Annual Program Summaries have a new look that is modified each

year.

- Liberty’s marketing materials have received rave reviews from program managers and customers alike.
 - All refreshed standard operating procedures are edited to ensure that grammar is impeccable.
 - A more modern look to our website has assisted Liberty in its employee engagement efforts.
- Marketing and Business Development lends their attention to detail, fresh new communication styles, and modern messaging to reposition Liberty in this highly competitive market.

Joint Commission Spotlight – Antimicrobial Stewardship



The Joint Commission has announced a new Medication Management (MM) standard — MM.09.01.01 — that addresses antimicrobial stewardship for hospitals, critical access hospitals, and nursing care centers, effective Jan. 1, 2017. The elements of performance (EPs) address, in part, leaders establishing antimicrobial stewardship as an organizational priority; educating staff and licensed independent practitioners involved with ordering, dispensing, administering, and monitoring antimicrobial resistance and stewardship practices; educating patients and families on appropriate use of medications, including antibiotics; creating a multidisciplinary, antimicrobial stewardship team; and developing an antimicrobial stewardship program.

****Our 2016 Joint Commission HCSS Certification made an unannounced survey review on Friday August 26, 2016 and we had no opportunities for improvement and a full 2-year re-certification****

“The price of success is hard work, dedication on the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand.”

- Vince Lombardi

“Success is not final, failure is not fatal, it is the courage to continue that counts.”

– Winston Churchill

Key Performance – Vision and Mission Statements

Judith A. Shields, RN, MSN, SSGB, SSLB, SSBB, MCBB
Lean Six Sigma, Master Black Belt, Six Sigma

Liberty’s vision and mission statements establish direction for our key performance initiatives. These focused statements outline performance expectations. Through vision and mission development, Liberty’s executive leadership shares a single, sharply focused plan for our company. Liberty’s mission provides the excitement and motivation we need to achieve high performance results. This annual systematic review of our direction drives Liberty’s performance initiatives and strengthens our resolve to achieve results that move us toward our vision.

Review the vision & mission statements on Employee Self Service (ESS): Each individual program needs to understand Liberty’s goals and strategies to get a picture of what success will look like. The broad expectations of the strategic plan lay the ground work for your tactics to improve business results.

Examine your role in achieving Liberty’s goal outlined in the 2016 vision statement: As you review your key performance indicators, ask yourself, “Do any of these indicators support Liberty’s vision?”. Review the vision statement as a work group and provide feedback as to how your individual program is assisting with Liberty’s vision.

Examine your role in achieving Liberty’s mission statement: Discuss with your work group how your performance

programs are facilitating Liberty’s mission and how you might refresh some key performance indicators to support the mission statement.

2016 Strategic Goals:

Create a High Performance Culture: Which of your performance initiatives encourage high performance and which initiatives might be outdated or are in need of refreshment in order for you to achieve excellence in your specialty area?

Obtain New Business: This strategy shall take a great deal of creativity and “thinking outside the box”, but so does reaching clinical and administrative outcomes. Dig deep inside both your clinical and administrative creativity and discuss how to bring fresh business ideas to the corporation.

Grow Existing Business: Really listen to your customer’s needs even if they currently seem impossible to achieve. Your customer’s goals should be your goals even if it takes time to develop a strategy to achieve the goals. Make this a year of fierce focus on what your customer goals are and how you and your work groups

can strategize to accomplish those goals. Partnership through goal achievement is a very satisfying journey even if it is difficult.

Increase Efficiency and Effectiveness: This is really the central strategy that supports all of the previous strategies. Openly discuss how you can do things faster, but with better outcomes. It sounds like a crazy challenge, but I ask you to try it. It is really a central premise of excellence and performance. Reducing time in every aspect of a process is vital, but you must reduce the time while you improve the outcome. This cannot be accomplished without work group discussions. Will you be the one who starts the dialogue? – How can we complete our processes faster and yet improve results, outcomes, and performance? - This concept is theoretically sound, so I say just try it, and then just do it!



Medical Corner: Olympians Use Analytics to Achieve the Impossible

Judith Ann Shields, RN, MSN, CHCQM , Diplomate, FAIHQ - Vice President, Performance

“Excellence is never an accident. It is always the result of high intention, sincere effort, and intelligent execution; it represents the wise choice of many alternative choices, not chance, determines your destiny.”

-Aristotle (384-322 BC).

As I watched the Olympics over these last many days, I could not help but think, “How do you become the best at what you do?” I listened intently to all of the childhood stories from our international athletes and one thing stuck out; even as children, they knew their “stats”. It was the one key element that each story had. Even when very young, they recognized the importance of knowing and understanding both their own data and the data of their competitors. These athletes tracked their timing stats from the beginning. They tracked how long it took to run a mile, swim two miles, return a serve, and throw a javelin. Regardless of the sport, time control was the first step.

One of our key strategies is to create a culture of excellence. However, that is easier said than done as only the Olympics can show you. To achieve excellence, you first must know where you are now. One of the best ways to

evaluate performance is with data. You can start gathering your own data, such as how long it takes you to accomplish a task without any error. Then set a goal or a benchmark on what you would like that time to be within six months. You will then need to measure yourself against a standard that you would like to reach or a colleague has reached that you admire and believe is excellent. Keep measuring the data against that ideal benchmark and take note what interfered with your time and how many errors you made accomplishing your goal. Never give up and pay close attention to little tiny improvements in your data. Some athletes at the Olympics won by seconds. Watch your missteps in your process. One slip in a process could cost you the gold! A culture of excellence requires you to have fun with the stats and with those who are already excellent. Imitate the best, but always have fun.



Performance Corner: Best Practice Review

Liberty Healthcare Corporation and Liberty of Oklahoma Corporation: California SVP Conditional Release Program, Illinois Conditional Release Program, Oklahoma Robert M. Greer Center – “How to motivate clinicians to evaluate the client experience.”

Hugh Sage, Ph.D., Alan M. Stillman, MSS, Steve Bryant, BA

The Liberty QualityCare® Client Satisfaction Survey is designed to provide an annual measurement of outcomes for all of our programs. A small work group of advanced clinicians and administrators from the California SVP Conditional Release Program, the Illinois Conditional Release Program, and the Oklahoma Robert M. Greer Center created this client experience survey tool to be an early indicator of program performance problems in relationship to our clients. This client experience tool was alpha tested from 2005 through 2006 and beta tested from 2007 through 2008.

Our three (3) programs comprise approximately 23% of Liberty’s business and therefore our sample size was sufficient for such testing. For these executive leaders of key programs, this client experience survey tool provides invaluable feedback concerning treatment goals and access to program services, as well as insight into the client’s ability to maintain general health through activity and movement. Clients are able to add comments and questions on each annual survey, which brings the client outlook into the satisfaction process in a very real and bold way. Supported by our leadership, we were able to combine the data-driven nature of clinical outcomes with

input from those who receive the treatment to make improvements in our programs? We encourage other program leaders to review our tool, but we want to warn you that when you begin this journey of asking satisfaction questions, you must be willing to hear and read these responses that reflect the client’s experience with your program. Satisfaction responses are anchored to the client’s perception of the quality of services provided and the client’s feelings of safety. We encourage every Liberty leader to gather client satisfaction data and direct feedback from your clients so that your program strategies and goal-setting include this vital experience data.

An Overview of the Programs



Oklahoma Robert M. Greer Center has been managed and operated by the Liberty of Oklahoma Corporation (Liberty) since February 01, 2000. The program is located in Enid, Oklahoma and exclusively serves adults diagnosed as intellectually disabled and mentally ill. Its primary mission is to stabilize each client’s mental illness and reintegrate him/her into a less restrictive community residential setting. **If you have any questions about the program or this article, please contact Dr. Hugh Sage at hughs@LibertyHealth.com**



California SVP Conditional Release Program has been managed by Liberty Healthcare Corporation since 2003 and provides a specialized program of intensive community supervision and treatment to persons adjudicated as Sexually Violent Predators (SVPs) and placed in the community by California courts. Through intensive, specialized supervision and sex offender specific treatment, as well as through the use of an enhanced “Containment Model”, Liberty protects community safety by helping offenders develop the self-responsibility and prosocial values necessary for safe reintegration into community life. **If you have any questions about the program or this article, please contact Alan M. Stillman at astillman@LibertyHealth.com** .



Illinois Conditional Release Program has been managed by Liberty Healthcare Corporation for the Illinois Department of Human Services (DHS) since 2002 and helps to protect public safety by providing a comprehensive range of specialized community-based supervision, sex offense-specific treatment services, and related services, as well as programing for civilly committed Sexually Violent Persons (SVPs) who have been judicially ordered to serve a term of conditional release in an Illinois community. **If you have any questions about the program or this article, please contact Steve Bryant at sbryant@LibertyHealth.com** .

Healthcare Business Corner

2016 R.A.I.S.E. Program First Quarter Award Recipient

Winner: Eileen Nyce, Registered Nurse, Ohio Fulton County Health Center

Presenter: Aaron Harmon, RN, BA, Program Director, Ohio Fulton County Health Center



Eileen Nyce at Ohio Fulton County Health Center- FulCare Behavioral Health is recognized for her consistent attention to detail. She has truly elevated our success in customer service by supporting the program attributes in the following ways:

- **Responsive** – Eileen utilized her attention to detail and persistence to facilitate a favorable alteration to a patient’s treatment plan.
- **Anticipatory** – Eileen was recognized for her assessment skills and tenacity in monitoring and reporting patient care problems.
- **Immediate** – On Thursday, December 17, 2016, in the course of her regular duty, Eileen identified a minor change in a patient’s status which signified risk to their health and wellness.
- **Service** – Since this minor change in this patient’s condition was not related to the current hospitalization, this change was not observed by other clinicians and was initially dismissed by the hospitalist as being inconsequential. But Eileen’s observation was not an anomaly, but part of a larger trend that required attention. The hospitalist recognized Eileen’s major service to the patient.
- **Exceeds Expectations** – Eileen was personally recognized by this hospitalist for her exceptional performance in the service to her patient.

Eileen demonstrates the “R.A.I.S.E.” qualities that represent the character, values, and integrity of Liberty’s customer service.

Liberty’s Centralized Quality Services Work Group

If you have any questions or additional comments about the centralized Quality Services Work Group, please contact your direct supervisor so they can forward your comments or concerns directly to us.

- Adam Deming, Executive Director, INSOMM Program
- Camille Tanner, Vice President, Human Resources Administrative Support and Benefits Management
- Debi Snyder, Payroll Manager
- Hugh Sage, Executive Director, OK Greer
- Ian Castronuovo, Vice President, Recruitment
- Ken Carabello, Vice President, Operations
- Judith Ann Shields, Vice President, Performance Corporate Compliance /Privacy Officer
- Kevin Rice, Executive Director, CA ROC Program
- Shirley Greenlee, Controller, Accounting/IT/Payroll
- Sue Nayda, Senior Vice President/Chief Operating Officer
- Trish Piontek, Director, Marketing

**Liberty QualityCare®
Liberty Healthcare
Corporation**

401 E. City Avenue
Suite 820
Bala Cynwyd, PA 19004

PHONE:
610-668-8800

TOLL FREE:
800-331-7122

FAX:
610-668-7689

E-MAIL:
judith.shields@libertyhealth.com

Visit us at:

www.libertyhealthcare.com

Medical Peer Review Work Group

The Medical Peer Review Work Group has two openings for a board certified physician in internal medicine and/or family practice and forensic psychiatry which we hope will be filled as soon as possible. Please notify your supervisor if you have a recommendation.

The following are members of our Medical Peer Review Work Group:

- Dr. James Michael Pontius, OK Greer, Family Medicine, BC, QA – Chairperson
- Gretchen Gibbs, RN, MSN, FNP, Family Nurse Practitioner, Corporate, Director of Clinical Services
- Dr. Charlie Sproule, Vice President of Operations – Administrative Member
- Co-Chairperson: Judith A. Shields, RN, MSN, CNA, BC, CPHQ, CHCQM, BC, CHCQM, BC, Diplomate, FAHQ, CPCS, SSG, SBB, MCSS, FABQURP, Vice President, Performance

The American Heart Association has updated the CPR guidelines to include a new rate of chest compressions. The new rate includes 100 to 120 compressions per minute compared to the previous rate of at least 100 compressions.

Important Information

Any Liberty Healthcare employed or physician subcontracted staff member that has concerns about the safety or quality of care provided by Liberty Healthcare should:

- Contact his/her supervisor
- Call the Employee Help Line at 1-800-653-7174
- Contact the Corporate Compliance/Privacy Officer:
Judith Shields, RN, MSN
Phone: 610-668-8800 ext. 193
Email: judith.shields@libertyhealth.com
- Contact The Joint Commission Health Care Staffing Services (HCSS)
Website: <http://www.jointcommission.org/aboutus/contactus>
Phone: 1-800-994-6610



Liberty Healthcare Corporation

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