



# InFlight

Winter 2019

A QUARTERLY MAGAZINE  
FOR FRIENDS OF HEALTHNET  
AEROMEDICAL SERVICES, INC.



**2018** Year In Review



HealthNet  
Aeromedical Services



# On the Cover

Our Morgantown, WV based EC-145 aircraft prepares for lift-off at dusk.



# Customer Profile



**P**aul B. Hall Regional Medical Center is a 72-bed acute-care hospital located in Paintsville, KY with certified staff specialists in surgery, neurology, internal medicine, ophthalmology, psychiatry, cardiology, radiology, urology, pulmonology, gastroenterology and oncology. The hospital has been awarded Joint Commission Top Performer distinction four years in a row.

The facility is the heir to a medical legacy which began when Paintsville Hospital opened its doors in 1920. The need for upgrades led to the opening of the current facility in 1983, which was renamed in honor of long-time hospital chief of staff Dr. Paul B. Hall.

Available around the clock and focused on caring for hearts every day of the year, Paul B. Hall Regional Medical Center received Chest Pain Center Accreditation in consideration of the comprehensive assessment demonstrating satisfactory achievements for full chest pain care. Paul B. Hall Regional Medical Center was also the recipient of the Get With The Guidelines®–Heart Failure Gold Quality Achievement Award in 2018 for implementing specific quality improvement measures outlined by the American Heart Association/American College of Cardiology Foundation’s secondary prevention guidelines for patients with heart failure.

Because of the commitment to create a culture of patient safety and for the high quality, safe, reliable care and services to the patients they serve, Paul B. Hall Regional Medical Center was recognized with the 2018 Premier Hospital Improvement Innovation Network Excellence in Patient Safety Across the Board Award.

HealthNet Aeromedical Services appreciates the deep commitment to quality care Paul B. Hall Medical Center has made in the Big Sandy Region for decades and values the trust they put in our clinicians to provide that same level of patient care. \*



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# ESCAPE 2019

Emergency Services Conference at Pipestem

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Tuesday, February 19, 2019 -  
Sunday, February 27, 2019

Pipestem Resort  
State Park  
Pipestem, WV

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# A Message From Our President/CEO

Each month we receive heartfelt cards, letters and messages from patients who've been cared for by our team members. At some of the most challenging moments of these patient's lives, the men and women of HealthNet Aeromedical Services were there for them – and they remember. They remember a caring hand on their shoulder while in the aircraft. They remember a positive word shared with a family member prior to departure. They remember the quiet confidence and skill that these flight team members possess.

Those who serve with this storied organization are among the best in the business. For many, joining this elite group is the culmination of a lifelong dream and the pinnacle of a career. In a literal sense, they are entrusted with people's lives. Given the vast responsibility they hold, it is incumbent on the organization's leaders to do our part to maintain our position as an employer of choice. We're doing just that.

Each year during the fourth quarter our team members complete a confidential survey sharing their thoughts and opinions regarding employment with HealthNet Aeromedical Services. Then, following tabulation by an independent third-party, we share the detailed results with them. During meetings at each base site team members see survey results not only for their individual base, but for our entire system.

The results of our most recent survey are in and once again, they are remarkably positive. Across the system, total satisfaction among team members is rated at 91%. That is a very

strong number, one that most organizations simply can't achieve. Here, we truly care about those serving with us and work to build structure into our processes so that the support they receive is not only in salary and benefits, but in a strong safety culture, challenging continuing education programs, transparency in operational planning and simply keeping people informed as to our goals and progress towards them.

Obtaining detailed feedback is critical and the written comment portion of the survey helps to frame our future. From those ideas we can find opportunities to further enhance service delivery to patients and satisfaction among team members. It truly matters.

I am deeply appreciative of the sacrifices of those who care for our patients daily. Knowing that they're well satisfied with the organization as a whole is so important and surveys such as this one provides verification that we're doing the right things at the right time. Simultaneously, we recognize that we couldn't serve patients without you. You are the person who requests our services first – trusting our teams to deliver the very best to your community. On behalf of our Board of Directors and entire team, thank you for your continued confidence in us. \*

**Clinton V. Burley**  
HealthNet Aeromedical Services, Inc.  
President/CEO

# HEALTHNET AEROMEDICAL SERVICES 2018 YEAR IN REVIEW

**30.3** times  
around the world



In 2018 HealthNet Aeromedical Services aircraft flew **754,860** miles. That's enough to circle the equator **30.3** times!

**5,470** hours in flight = **227** days in the air

**Community Outreach** - 100+ public and educational events attended, including school visits, community celebrations and landing zone trainings.

## Program Milestones:

### First ECMO Transport

Our Morgantown, WV based flight team and the WVU Medicine ECMO Air Response Transport Team successfully completed their first ECMO (Extra-Corporeal Membrane Oxygenation) transport. We remain the only program in West Virginia capable of utilizing this portable life-support machine for patients with life-threatening heart/and or breathing problems.

### CAMTS Reaccreditation

Full, three-year reaccreditation awarded from the Commission on Accreditation of Medical Transport Systems.



## EDUCATION



2018 West Virginia Office of EMS (WVOEMS) Education Institute Training Center of the Year



**265** total courses delivered

**164** internal courses

**101** external/community courses



**2960** students served



**1590** hours of WVOEMS approved education delivered



# WVU Medicine Sees Changes, Growth, Collaboration

By Angela Jones-Knopf  
 Manager of Media Relations, Marketing and Communications  
 WVU Medicine

**W**VU Medicine has experienced new growth in 2018 through the addition of new system hospitals, the construction of a new tower dedicated to WVU Medicine Children's, and a partnership with Mon Health EMS. These changes have expanded the system's presence and reach in the state.

Three hospitals – Summersville Regional Medical Center, Jackson General Hospital in Ripley, and Wetzel County Hospital in New Martinsville – entered into management agreements with WVU Hospitals over the summer, and one hospital – Braxton County Memorial Hospital in Gassaway – signed a letter of intent in August to join the West Virginia University Health System.

At J.W. Ruby Memorial Hospital, the WVU Medicine flagship in Morgantown, expansion came in the form of breaking ground for the new WVU Medicine Children's tower.

The 155-bed, eight-story facility is scheduled to be completed in 2020. The tower will include:

- Diagnostic imaging and a laboratory
- Operating rooms, cardiac catheterization, and endoscopy facilities
- A 25-bed Pediatric Intensive Care Unit (PICU) and sedation unit
- A 61-bed Neonatal Intensive Care Unit (NICU)
- A 39-bed pediatric acute care unit
- A 30-bed obstetrical unit with potential for expansion
- A medical office building, including pediatric subspecialty and Maternal-Fetal Medicine clinics
- A pediatric emergency department

All of the inpatient rooms will be private, except for 11 NICU rooms for twins. The tower will also include inpatient and outpatient pharmacy facilities and a cafeteria.

Most recently, in an effort to improve emergency response times across Monongalia County, WVU Medicine signed an agreement to merge ambulance services with neighboring Mon EMS. According to the agreement, HealthTeam Critical Care Transport operations in the county will be transferred to Mon EMS. After the two entities are combined, Mon EMS will be jointly managed and operated by Mon Health System and WVU Hospitals. ■





# Cabell Huntington Hospital and St. Mary's Medical Center Finalize Acquisition

By Shawn Jordan, MBA, ABC  
Production & Media Relations Manager  
Cabell Huntington Hospital

In May 2018, Cabell Huntington Hospital (CHH) completed the final steps of financing and paperwork for the consummation of the transaction with Pallottine Health Services, Inc., to acquire St. Mary's Medical Center (SMMC). This was the final step in the lengthy process that began in 2014.

"It was a historic day that we will reflect on for decades," said Kevin Yingling, RPh, MD, chairman, CHH Board of Directors. "Throughout the nearly four-year quest, members of the medical community, business community and community at-large have maintained the vision of creating a medical system that benefits the community by improving quality, access and affordability. On behalf of the Cabell Huntington Hospital Board of Directors, thank you for your unwavering support. We are committed to working with these separate organizations to build a regional system that will exceed your expectations."

"We now have the opportunity to work together and share best practices in quality and patient experience that will move care in this region to the next level for patients," said Kevin Fowler, president and chief executive officer, CHH. "We look forward to continuing as independent entities, yet challenging each other to improve specialized services, implementing new technologies and defining the future health care for this region and beyond."

"The driving force behind the transaction is to deliver access to the highest quality care in the most cost effective and efficient manner to our community," said Monte Ward, CHH senior vice president and

chief acquisition and financial officer. "Reducing healthcare costs while improving the specialized services offered at both facilities are essential to long-term sustainability in this new health care environment. By complementing our unique strengths, we can reinvest dollars locally and bolster the region's economic vitality."

With the closing of the transaction, the process has begun to create a comprehensive healthcare system for the region. The first step in that process was naming Gary White to serve as Interim CEO of the system. In that role, Mr. White is responsible for the operational and strategic planning of the two hospitals as they each become an integral part of the system. In doing so, he's laying the groundwork for the permanent system CEO.

"Both St. Mary's Medical Center and Cabell Huntington Hospital will maintain individual identities with a business model that aligns the organizations to become a regional healthcare leader," said White. "Each nationally-recognized organization will continue to operate as a separate, fully functioning facility, while working together to provide the best technology, processes and expertise."

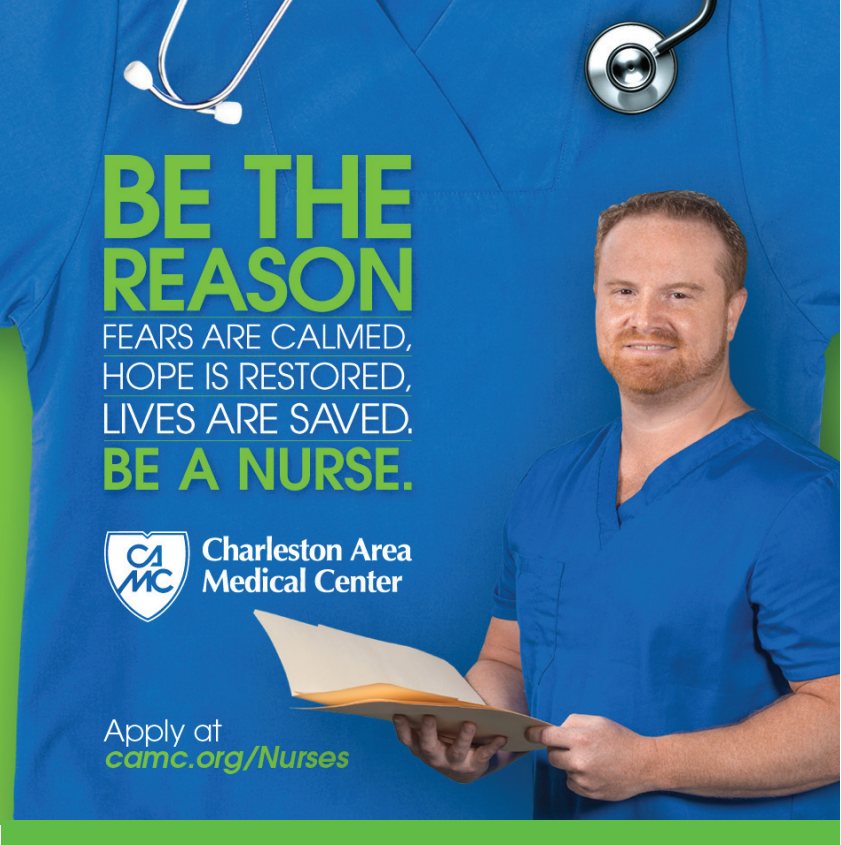
Now that the transaction is complete, CHH and SMMC are carrying out the plans that were outlined four years ago. They include adopting uniform best practices and common protocols, developing centers of excellence, integrating electronic medical records, avoiding costly equipment duplication, recruiting highly trained physician specialists, and coordinating and implementing wellness and population health measures. ■



**“The driving force behind the transaction is to deliver access to the highest quality care in the most cost effective and efficient manner to our community.”**

**– Monte Ward**

CHH Senior Vice President and Chief Acquisition and Financial Officer  
and member of the HealthNet Aeromedical Services Board of Directors



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REASON**  
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Medical Center

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[camc.org/Nurses](http://camc.org/Nurses)

# CAMC Finds New Ways to Combat Nursing Shortage

By Dale Witte  
Marketing & Public Affairs  
Charleston Area Medical Center

**A**cross the country, hospitals are facing an unprecedented nursing shortage, and Charleston Area Medical Center (CAMC) is no exception. According to the American Association of Colleges of Nursing, this shortage is the result of many factors, including low enrollment in nursing schools, a large segment of the nursing workforce nearing retirement, an increased need for more nurses to care for an aging population and high turnover rates affecting access to health care and job satisfaction.

To combat this crisis, CAMC assembled a team of representatives from professional nursing, nurse managers, human resources, marketing and the CAMC Foundation to develop a series of initiatives to identify opportunities for improvement.

“We had to figure out what we could offer to ensure that nurses would want to be part of the CAMC team and stay in our community,” said Anita Ferguson, Recruitment and Workforce Development Manager. “We needed to simultaneously strengthen both our recruitment and retention efforts, and we spoke directly with our nurses and involved them in the process to develop a strategic plan.”

In 2016, CAMC invested more than \$2.5 million in the adjusted pay structure for all registered nurses in the inpatient setting. Policy changes in staffing, per diem and weekender contracts and reinstatement were also made to improve job satisfaction.

CAMC also launched a multimedia marketing campaign entitled “Be the Reason.”

“Our market research showed that the campaign made an impact,” said Julia Noland, Marketing Strategist. “Results showed increased positive perceptions of our nursing care and staff friendliness in both our primary and secondary service areas.”

In July 2017, the CAMC Foundation board of directors approved a multimillion-dollar initiative to support a series of programs that provide financial and education assistance to employees, dependents and nursing students that include student RN tuition assistance, employee

tuition assistance, employee dependent tuition assistance for clinical careers, employee loan forgiveness and new graduate loan forgiveness.

In 2016, CAMC had more than 300 vacant nurse positions. Today that number has been cut in half – in a highly competitive market for nurses.

“As the largest health care provider in southern West Virginia, we feel an obligation to provide quality health care for our community by educating and employing qualified nurses,” said Dave Ramsey, CEO. “We also saw this as an opportunity to stimulate economic development in our state by providing educational opportunities and ensuring steady employment for nurses after graduation.”

The campaign will continue for the next few years, with evolving strategies and messaging aimed at both experienced nurses and students.

Visit CAMC’s special webpage for nursing: [www.camc.org/nurses](http://www.camc.org/nurses). The page includes everything you need to know about becoming a nurse at CAMC including openings, education and tuition assistance and loan forgiveness. ■

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– Dave Ramsey  
CAMC CEO



Charleston Area  
Medical Center

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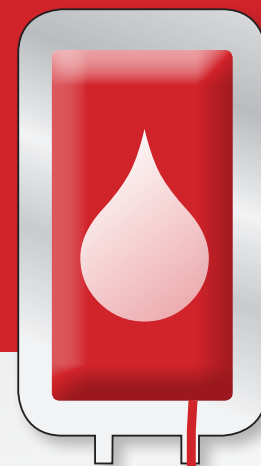
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# Thank you for donating!



*We appreciate the  
generous donors who  
attended our blood drives in 2018.*

**82 units** were collected, with the potential of  
saving **246 lives!** These vital donations allow  
our program to carry blood and plasma  
on every flight, every time.



American  
Red Cross



HealthNet  
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VIRGINIA BLOOD  
Services