

AMG - Integrated Healthcare Management

# Committed to Excellence



***Our Mission is to Heal***  
*We put patient care first at all times.*

***Our Purpose***  
*To operate cost effective post-acute facilities with excellent patient care.*

***Ever Expanding***  
*Over 1800 employees and 19 facilities, but it's only a start.*

***Our People Are Special***  
*We invest in and reward loyalty, knowledge, performance and a desire for growth.*



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Corporate Newsletter-2016

# Message From The COO

**AMG**

Integrated Healthcare Management

Gene Smith

As I write this, it is Cinco de Mayo, which is also the second birthday of my colt, Cinco. He is now in training as to how to behave like a horse that you would want to ride and is making great progress. Learning this behavior is vastly different than what he's been used to over the past two years. This is not unlike what we at AMG have experienced during the first part of this year in our transition to the new LTACH reimbursement system, which is fundamentally different than what we've been operating under for over two decades.

These changes have necessitated us to look closely at how we manage our hospitals. To be successful, we will need to change some of the ways we operate, the types of patients we will be able to treat, the way we staff for this different patient population and the level of communication that we must provide to our referral sources, our physicians and our clinical staffs. We are prepared for these challenges and committed to thriving in this new environment. To that end, we will all need to assess different approaches to our business and clinical models, which is never easy.

The new payment system is effective on the start of your hospital's Medicare fiscal year for 2016. We have different fiscal years for different hospitals, with some starting in January, some in June and the rest in September. All of our hospitals will be affected by September of this year. All I ask is that we work together and make the adjustments we'll need to make to continue serving our patient population.

On a lighter note, we have opened a brand new, 25 bed physical rehabilitation hospital in Covington, LA. This is one of our prettier hospitals and I encourage you to view the virtual tour on the website. My congratulations to Jay Ivy and his talented staff in getting this hospital open, operating, JCAHO certified and CMS licensed.

Our new LTACH in Athens, AL has completed its demonstration period and is now a licensed LTACH. Congratulations to Mike Maxwell and his team on this accomplishment. We have a wonderful, and talented, compliment of staff that will be on board and a great group of physicians on board now and we are adding to that number.

One of our oldest hospitals, Feliciana, has moved into a new hospital on the campus of Lane Regional Medical Center in Zachary, LA. This is a beautiful facility with four high-tech, high observation rooms to complement its 16 beds. Michael Sanders and his team have done a splendid job getting this hospital open and have recently moved into the new digs. Additional staff is being added to treat the more intense patient population we are expecting in the new location.

Thank you again for being a part of our team and for what you do to treat the patients, families and doctors we serve. I look forward to seeing you on my visits to your hospital.

Gene Smith  
Chief Operating Officer  
AMG



## ***FROM THE NEWSROOM OF QUALITY CONTROL***

AMG's Louisiana facilities have partnered with the CMS QIN-QIO (Quality Innovation Network Quality Improvement Organization) to participate in a two-year "Quality Improvement in Long-Term Acute Care Hospitals" Project.

The Quality Improvement in Long-Term Acute Care Hospitals Project has convened a learning and action network (LAN) of participating LTACHs interested in improving care while reducing infection. Quality Insights will provide LAN participants with:

- Best practices from current and past Quality Improvement Organization program HAI projects
- Proven educational tools and resources
- Evidence-based guidelines

Quality Insights (Louisiana QIN-QIO) and the participating providers will improve the quality of healthcare provided to Medicare beneficiaries by reducing the rates of HAIs (Healthcare Associated Infections). The initial phase of the project targeted 12-15 LTACHs in Louisiana. Following anticipated successful implementation, Quality Insights will spread best practices and lessons learned to LTACHs in the other states we serve – Delaware, New Jersey, Pennsylvania and West Virginia.

The project's educational approach will include webinars and other focused training based on a needs assessment from root cause analysis findings. Where root cause analysis demonstrates an opportunity for improvement, Quality Insights will take a three-pronged approach addressing hand hygiene, isolation precautions and ventilator-associated pneumonia.

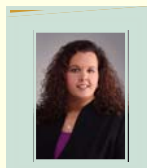
To track success, Quality Insights will monitor participants' Standardized Infection Ratios for the following areas:

- Central Line-Associated Bloodstream Infection (CLABSI)
- Catheter-Associated Urinary Tract Infection (CAUTI)
- Clostridium difficile Infections (CDI)
- Methicillin-resistant Staphylococcus aureus (MRSA)
- Ventilator-Associated Event (VAE)

The quality improvement activities, technical assistance, LANs, and educational materials will focus on enabling patients and their families to participate in treatment and communicate with healthcare professionals. Project tools and materials will include components that encourage active patient and family involvement in preventing HAIs and reinforcing healthy practices after discharge.

As a result of providers following evidence-based practices to prevent healthcare-acquired infections, as well as engaging patients and families in proper hand hygiene education and creating a culture empowering patients to "speak up" on hand hygiene, patients in our LTACHs will benefit from a reduction in HAIs, which will save lives and healthcare dollars.

Jennifer Wallace, RN  
Corporate Director of Quality  
AMG



## ***FROM THE NEWSROOM OF CUSTOMER EXPERIENCE***

Why is Customer Experience important in healthcare?

It's important that we remember that our patients' and families, - **our Customers** have a choice about where they choose to go for healthcare. Patients are now consumers of healthcare. For hospitals and health systems, patient satisfaction is an increasingly important source of competitive advantage.



Competition drives performance. In healthcare, the primary driver is CARE, solid clinical outcomes. Clinical outcomes are considered far more important than service. However, you can have a successful clinical outcome while still delivering a **fabulous** customer experience!

Some key behaviors that deliver that experience are basic manners, such as:

- Immediately acknowledge someone and ask what you can do for them.
- Escorting family or patients to their destination. Hospitals are confusing to get around in especially when you're a new patient. Don't point, take them to where they need to go.
- Good phone etiquette- "Good Morning (Afternoon), AMG (full hospital name) this is Jane; how can I direct your call?" Asking permission to place the caller on hold. Before ending a call ask, "is there anything else I can do for you today?"
- Good communication that uses the principles of AIDET.
  - A**- Acknowledge – the patient by name
  - I**-Introduce- introduce yourself, tell them who you are
  - D**-Duration- keep in touch for waiting times, for procedure, medication, MD rounds etc.
  - E**-Explanation- what you are doing, how procedures work, who to contact for assistance
  - T**-Thank you- "it's been a pleasure taking care of you", "thank you for letting us care for your mother", "thank you for choosing AMG"

**“you never get a second chance to make a first impression”**

**-will rogers**

Jodi Smith, RN  
Corporate Director,  
Case Management & Customer  
Experience  
AMG



## ***FROM THE NEWS ROOM OF CORPORATE HOSPITAL DEVELOPMENT***

AMG's Corporate Hospital Development (CHD) team welcomes the opportunity to jump into the company news letter. This is our first foray, in recent history, into the news letter and we look forward to keeping you all up to date on the Development Team's efforts.

When the Corporate Hospital Development team was created back in January of 2010 AMG operated 9 hospitals sites in only 2 states. Today, AMG operates 18 hospital sites in 8 states across the country, 16 LTACH's and 2 IRF's. The CHD team is based in Lafayette, and maintains census responsibility across our network of hospitals. Our mission is to work with and support the 44 Clinical and/or Community Liaisons, we call "CL's" who are based in all of our hospitals. That team consists of Lee Bierhorst, Marty Pitre, Derwin Pitre, and me. (The Pitre boys are not related, but act like brothers.)

What the CHD Team and the CL's do is often referred to in a number of different ways: Educators, Marketers, or Salespeople. Truth be told, we are probably a little bit of all. AMG operates "Post Acute Hospitals", which provide the service of patient care. Most of those patients are extremely ill and require the best of care to recover. Our job is to meet with and explain what we can and can't do, to the referrals sources that make decisions everyday as to where to send their patients for the best care. One of the aspects I like most about the role we play, is that the services our hospitals provide, are services that the case managers and doctors we support need. When you think of sales, you normally think of people trying to "talk you into to something." In our case we don't have to talk people into needing us, they already do. But we have to use "sales skills" to get an opportunity to talk with or "educate" the referral sources about the types of care we can provide, and which patients would benefit most from it. Getting those educational opportunities can sometimes be a challenge, so when you get one, you need to be prepared, and know what to say.

Roughly 40% of the patients that go into a STACH (Short Tern Acute Care Hospital) will be discharged into the "post acute continuum," of various providers. The patients that go into LTACH facilities represent only 3-5% of that 40%, so our LTACH hospitals provide care for a pretty small patient niche. So with the LTACH's we are talking to referral sources about a very small number of their patients. Fortunately our IRF's represent a good bit larger percentage of post acute discharges. Those educational opportunities include a lot of information about what our hospitals can do, combined with updates on any CMS changes which can alter what and how we do things.

This year's CMS changes mark one of our more challenging educational opportunities we have experienced. With the NEW LTACH payment system rolled out in October of 2016, how LTACH's operate is changing a good bit. Those changes will undoubtedly confuse a few referral sources. That confusion is further enhanced we you realize that of the 450+/- a few LTACH's in the country, all come under the new rules at a different times. Some started in October 2015, some November, some December and so on. All LTACH's won't be under the new rules until September 2016. That "staggered start up" can cause a ton of confusion, when one LTACH can say yes to a patient and another has to say no.

*Well, as they say, "no bill for a climber"....!!!* Whether we are educators, marketers or salespeople, we will be doing a lot of all three in 2016. Our referral sources count on us, so it is our job to help them understand how we can best work together to provide excellent care for their patients.

Bruce Bartels  
Vice President  
Of Corporate Hospital Development  
AMG



## *AMG OPENS TWO NEW HOSPITALS*

### **AMG Physical Rehabilitation Hospital -Covington**



March of this year AMG opened its second Physical Rehab Hospital in Louisiana.

AMG Physical Rehab Hospital-Covington is a 24 bed inpatient physical rehab hospital located in Covington, LA. An Open House was held on March 3rd, 2016 to tour the hospital and meet the staff. The hospital is managed by Jay Ivy, CEO. To take a tour of the hospital, please visit their website at [amgcovingtonprh.com](http://amgcovingtonprh.com).

### **AMG Specialty Hospital -Zachary**



March of 2016 AMG Specialty Hospital - Zachary held an Open House and Ribbon Cutting to celebrate the construction completion of its brand new facility. Several Clinicians and physicians from Lane Regional Medical Center, others from the local medical community and AMG corporate management all attended. AMG Specialty Hospital- Zachary is a 16 bed LTAC with 4 high Observation units. Mike Sanders, CEO, manages the new facility. To learn more about the hospital, please visit their website at [amgzachary.com](http://amgzachary.com)

# ***AMG EMPLOYEE ANNIVERSARY RECOGNITION***



AMG would like to wish the following corporate employees Happy Anniversary and the best of success in the upcoming year!

January –May Anniversaries

20<sup>th</sup> Year Anniversary: Jessica McGee

15<sup>th</sup> Year Anniversary: Christine Cormier

10<sup>th</sup> Year Anniversary: Monica Landry

7<sup>th</sup> Year Anniversary: Gene Smith, Trisha Doucet & Connie Hoyt

6<sup>th</sup> Year Anniversary: Missy Bartels

5<sup>th</sup> Year Anniversary: Greg Speed & Bethany Doucet

4<sup>th</sup> Year Anniversary: Vonda Broussard & Cindy Matthews

3<sup>rd</sup> Year Anniversary: LaShan Brown

2<sup>nd</sup> Year Anniversary: Tia Simon, Jessica LeBlanc, Jenee' Hungerford,  
Jennifer Derouen & Lisa Martinez

1<sup>st</sup> Year Anniversary: Tracy Troxclair

Thank you all for being part of the AMG Corporate Team and  
all you do to serve our hospitals and their patients!