



EXECUTIVE FORUM

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President's Message

Welcome to WHA in 2004

By Judy Vaccaro, WHA 2004 President

On behalf of the 2004 WHA Board of Directors, I welcome you to a new year of challenges and opportunities. This year will prove to be a big year for those of us in health care.

Join us in meeting the challenges head-on! The issues we are all struggling with on the state level alone include the impact of the budget crisis on the Medi-Cal program, seismic retrofitting and the effects of nurse staffing ratios bearing down on hospital administrators, a workers' compensation system on the verge of collapse, and the growing ranks of the uninsured and the promise or pitfalls of SB 2, just to name a few. And that's not to mention readying ourselves for changes on the federal level, such as the sweeping Medicare Prescription Drug, Improvement and Modernization Act of 2003. Come to our events to talk to your WHA colleagues and learn how they are dealing with each of these challenges.

Join us in taking advantage of the many opportunities ahead! Health care is a dynamic field with opportunities for all who have the drive to get ahead in their current organization or want to make a career transition. Come to our events to network with your WHA colleagues and learn more about those opportunities.

This year we will strive to ensure that you receive the most value for your membership. WHA will continue its tradition of offering relevant educational opportunities, a forum to share ideas and the ability to network with your colleagues in the health care field. On top of that, WHA distinguishes itself by providing its members with an extraordinarily supportive environment for women in health care.

You can become a part of that environment by joining us at our events. Our events calendar is shaping up nicely with our first event scheduled for March 30, 2004 – "In-

dependent Consulting: Is it for You?" In an effort to spice things up a bit, this event will be held at a brand new location – a restaurant, instead of a hotel – at The Grove shopping center in Los Angeles. Also at variance with our traditional sit-down dinner format is our menu choice: we will be serving a variety of tasty hot and cold hors d'oeuvres and, for the first time ever, drinks – cocktails, wine and beer – will be included in the price of admission. This year's WHA scholarship winner, Jackie Tran, will also be on hand to accept her award. I hope you can join us.

I'm looking forward to talking to as many of you as possible this year to hear your views about our organization. Please feel free to call or send an e-mail to me or another Board member at any time to let us know how WHA can best serve your needs – after all, that's what we're here for.

In closing, I encourage you to get more involved in this organization. When I was invited to join a WHA committee in 2000, I could never have imagined that I would be serving as its president just four short years later. We continuously welcome new ideas, fresh perspectives and energetic enthusiasm – qualities in abundance amongst our membership. I join my fellow Board members in encouraging you to put those qualities to work for WHA. ☒

SAVE THE DATE!

Next WHA Event

Saturday, April 17, 2004
Fireside Chat, Newport Beach

WHA March Event Presents: Independent Consulting in Healthcare

WHA's first event for 2004 was held March 30, 2004 at Maggiano's Restaurant at the The Grove Shopping Center. For women who were interested in the healthcare consulting business, WHA presented a panel that will provide a wealth of information on getting started in healthcare consulting and how to succeed in the field.

Panelists included:

- ✚ Susan Funk, President, Kailos Group
- ✚ Nancy Reaven, President, Strategic Health Resources
- ✚ Mary Jo Ginty, Principal, MJG & Associates

The panelists provided an overview of the independent healthcare consulting business, and explained how to draw on one's personal skills, traits, and experience.

The next issue of the newsletter will include a writeup of this exciting event.

WHA hopes you were able to experience the new event format, learn about a potential new career, and mingle with your colleagues! ✚

For more information, contact Michelle at (909) 272-8101, or visit www.womeninhealthadministration.com. Your email inbox may also hold event notification messages from WHA.

Read about the March Event in the next issue of the newsletter!

WHA Fireside Chat – Members Only Event

“Achieving Your Goals: Prosperity and Fulfillment”

April 17, 2004

9:30am – 12:00pm

Join your WHA colleagues in an intimate setting and hear personal coach **Eva Bowman** and financial planner **Denise Carter** guide you toward achieving your goals!

WHA Fireside Chats are small, focused events held at member residences. Seating is limited to maximize interaction between presenters and attendees.

For more information, please contact Michelle at (909) 272-8101.

MEMBER SPOTLIGHT**Jacqueline Tran, WHA Scholarship Award Winner***By Judy Vaccaro and Nina Niu-Ok*

WHA is pleased to announce that the WHA presented its 2004 award to Jacqueline Tran. Jacqueline is an MPH candidate at the UCLA School of Public Health, specializing in Health Care Management. Her expected graduation date is June 2004. In 1998, she obtained a Bachelors degree from UCLA with dual majors in General Biology and Asian American Studies.

Since November 2001, she has been employed full time as a Program Manager for an organization by the name of Special Services for Groups-Orange County Asian Pacific Islander Community Alliance (SSG-OCAPICA). SSG-OCAPICA is a non profit agency that provides services to diverse ethnic minority and disenfranchised communities. Jacqueline's duties at SSG-OCAPICA include managing a program that examines culturally and linguistically appropriate breast and cervical cancer outreach, education and care for Pacific Islander and Southeast Asian women/communities, and five staff, twelve community based partner agencies, and multiple academic research partners. Prior to that, she had management responsibilities at Share Ourselves Free Medical and Dental Clinic in Costa Mesa, and the Vietnamese Community of Orange County, Inc.-Asian Health Center in Santa Ana.

Jacqueline has also served in a volunteer capacity for numerous county-wide collaborations: as a board member of the Coalition of Orange County Community Clinics, and as chair of various task forces, including the Coalition's Information Technology Committee and the Asian and Pacific Islander Breast Cancer Task Force.

After obtaining her MPH, Jacqueline plans to continue to work in the field of public health at the administrative and management level so as to be a voice for communities of color (in particular, the Asian and Pacific Islander community), the uninsured, and for cancer prevention issues. She also hopes to utilize her management role to encourage more students of color to pursue careers in health care so as to better facilitate and address the needs of the diverse communities that comprise Southern California.

Glowing letters of recommendation from were received from Mary Ann Foo, MPH, Executive Director of the Orange County Asian and Pacific Islander Community

Alliance, and Diana Hilberman, Dr.P.H., Professor and Program Director, Health Policy and Management, UCLA School of Public Health.

Congratulations to Jacqueline! ☒

WHA Scholarship Committee

The 2004 Scholarship Committee consisted of Saralea Altman, Sue Brilliant, Debby Chanen, Jan Frates, Sherri Thompson, and Judy Vaccaro.

WHA Annual Scholarship - Donating

WHA presents an annual \$2,500 scholarship to a qualified student from a field of applicants who plan to enter the healthcare industry. This award is funded in part by generous donations from WHA members. Please consider sending in a donation to the scholarship fund or include a scholarship donation when registering for events.

Fellowship Opportunities for Professionals

✦ **California HealthCare Foundation Leadership Program:**

The California HealthCare Foundation's Health Care Leadership Program is a two-year fellowship designed to offer clinically trained healthcare professionals the experiences, competencies, and skills necessary for effective vision and leadership of the California healthcare system.

Check the following website for more information:
<http://www.healthinschools.org/grants/ops118.asp>

✦ **New York City Community Fellowships Program:**

The Open Society Institute invites applications for this New York City-focused grant program. The Open Society Institute established the Community Fellowships Program to encourage and support individuals who are creating innovative public-interest projects that address critical social issues.

Check the following website for more information:
<http://www.healthinschools.org/grants/ops117.asp>



What Members Are Reading



Generations at Work:

“Managing the Clash of Veterans, Boomers, Xers, and Nexters in Your Workplace”

Submitted by Stacy Thompson

For anyone struggling to manage people who just don't see work (or life) the same way, *Generations At Work* helps you understand the gulf that separates the generations--and offers practical guidelines for building a harmonious workforce where people rally together for the organization, not against each other.

Written by a team of distinguished cross-generational authors, this book supplies fresh, provocative insights and practical solutions for understanding differences, resolving conflicts, and managing effectively in today's age-diverse workplace. A chapter is devoted to each generation group, each with useful tabulations and comparisons. This is followed by case studies of good inter-generational relationships and a couple of chapters of advice.

The book includes the following:

- Astute profiles of four distinct generations: Learn about the Veterans (b. 1922-1943), Baby Boomers (b. 1943-1960), Gen Xers (b.1960-1980), and the Nexters (b.1980-), including their demographics, the events that shaped their lives and times, predominant traits, work styles, and key messages to keep in mind when recruiting, developing, and motivating these members of your workforce.
- Illuminating case studies in generational peace: Go behind the scenes of five major companies that treat generational mixing as an asset.
- A powerful practice exercise: Solve the plight of Charlie Roth, a fictionalized manager facing a cross-generational crisis--then read how 7 outside experts tackled the problem.
- Hardhitting answers to the 21 most frequently asked questions about managing in a multigenerational workplace.

Dealing with co-workers is often the hardest part of any job. This book is valuable in helping the reader understand how others view the world based on their generational differences. As the workforce grows older, the generational gaps get wider and, unfortunately, there is often room for misunderstanding within those gaps. This book helps you figure out how to approach someone who may have a different work ethic, work style or worldview based on his or her age. It's also very interesting to read about your own generation and figure out if you think that is where you fit. Ultimately, *Generations At Work* is instructive in the practical way it promotes respect and understanding in the workplace.

Whether you are the manager or the managed, today's workplace has some unusual demands in terms of generation conflict and change. In many ways, older workers feel slighted when their experience is discounted in the face of the technical expertise of younger workers. At the same time, younger workers make big mistakes when they rush ahead without considering that experience and what it can bring to the success of a diverse team. This book gives some good ideas for understanding what generations mean in terms of workplace cohesiveness -- or the lack thereof. ✂

Read a good book recently that you'd like to share with your colleagues in WHA? Write up a summary and submit it to: nina@theoks.com.

Executive Forum is published four times a year by Women In Health Administration of Southern California. We welcome your comments, suggestions and article submissions. Please contact:

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California Healthcare News Roundup

Edited by Stacy Thompson

Interim CEO selected for Los Angeles hospital

Los Angeles County officials say they will hire a turnaround consultant to fix the many problems plaguing King/Drew Medical Center, including serious lapses in care that regulators say contributed to five patient deaths.

Los Angeles Times, April 9, 2004

CalPERS reportedly wins Sutter price cap

The massive California Public Employees' Retirement System has won an unprecedented financial offer from Sutter Health in a proposal that includes a cap on annual price increases.

Sacramento Bee, April 9, 2004

California hospital shuts ER unit

Los Angeles County health officials say that the ER at Tenet Healthcare Corp.'s Century City Hospital will be closed for at least five months. In the meantime, area residents will have to go to other hospitals.

Los Angeles Times, April 6, 2004

San Francisco hospital CEO who brought about financial change, faces a new challenge

Saving California Pacific Medical Center from financial collapse nine years ago was Martin Brotman's first job as its CEO. But it may not be his hardest one, as he now prepares to convince city regulators and neighbors to allow San Francisco's largest private hospital to build a new billion-dollar, 650-bed medical complex over the next decade.

San Francisco Business Times, April 5, 2004

Union, hospitals still at odds over California ratio law

California Gov. Arnold Schwarzenegger has avoided getting involved in a heated staffing ratio battle between hospital administrators and the nurses union, as both sides claim quality health-care is at stake.

Pasadena Star News, March 23, 2004

Possible threat to California region's health-care cited

The population in California's San Fernando Valley is growing while the number of hospitals there is shrinking, a trend that could threaten the region's healthcare system, economic forecasters say.

Los Angeles Times, March 19, 2004

FBI raids California surgery clinics after 15-month fraud probe

The FBI and other law-enforcement agencies have raided three Southern California outpatient-surgery clinics as part of a 15-month investigation into what insurers call one of the biggest healthcare frauds ever, an insurance-industry group says.

Wall Street Journal, March 19, 2004

Calling All Volunteers!!!

Wanted: 5 Volunteers to assist with corporate finance and sponsorship committee. 2-5 hours per month commitment for at least 6 months. No experience necessary.

For more information, please contact Michelle at (909) 272-8101.

Useful Healthcare Websites

Submitted by Sue Brilliant

- 1) **Centers for Medicare and Medicaid Services (CMS)** www.cms.hhs.gov
- 2) **New York Times** www.nytimes.com
- 3) **Daily Briefing** www.advisory.com (listserv)
- 4) **HealthLeaders Daily News** www.healthleaders.com (listserv)
- 5) **Modern Healthcare's Daily Dose** www.modernhealthcare.com (listserv)

WHA 2004 BOARDPresident

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Trudi Carter, MD (714) 565-4368

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Immediate Past President

Sherri Thompson TBD

MEMBERS ON THE MOVE & NEW MEMBERSNew Members**Kelly Nielson** is an Assistant Director of Administration at UCLA Neuropsychiatric Institute & Hospital .**Sandra D. Pham** is Director of Consulting & Implementation Department at SCPMG Regional Offices.**Tess Sarayba** is the Principal at Kessa Healthcare Consulting, Inc.**Stephanie Boumediene, MPH** is a student member.**Peggy Frank, MBA** is the CEO of Frank Public Relations**Elizabeth Shephard** is a Lead VP, Care Management at Healthcare Partners**Karen Valentine** is Supervisor, Small Claims at WellPoint Health Networks/Blue Cross of CaliforniaMembers on the Move**Denise Mathes** is a Clinical Program Manager Guilford Pharmaceuticals, Inc in Baltimore.**Laura R. DiConti, MHA, RN, RD** is a Healthcare Consultant at Deloitte Consulting, LLP.**Gail Margolis, Esq.** is Vice President Government & Public Policy at Childrens Hospital Los Angeles.**Susan Afrasiabi** is now Health System Specialist Department of Veterans Affairs.**Stacy Thompson** is now Business Manager at Palos Verdes Plastic Surgery Medical Center and Spa Bella.**Michelle Datwyler** is now at Cal Optima.