



EXECUTIVE FORUM

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President's Message

The Professional and Personal Connection of WHA

By Krisianna Lee

Those who know me, know I am passionate about everything I do. And as you can probably guess, I am extremely passionate about Women in Health Administration and the unique role that it serves. Our organization is dedicated to supporting the professional and personal growth of women executives in Southern California. Among the variety of professional healthcare organizations in the area, we offer a special experience for women that seek other ambitious, accomplished, brilliant—and most of all—friendly colleagues. Several hundred women in Southern California share this notion, and we as the Board are thrilled to meet their needs and interests over the coming year.

Our Board members have gotten things off to a roaring start this year! Here are the highlights:

A Whole New Website: Jan Frates, our Communications Co-Chair, and her committee began a plan last year to overhaul the website. After much time and effort, we are thrilled to launch a beautiful, sophisticated, and user-friendly website for our current members and guests. Come take a look and get to know our history, the Board members, upcoming events (past events too!), newsletters, Jobline, and membership. If you would like to join our talented Communications Committee to help with our newsletter and website, please contact our Co-Chairs, Jan Frates (jefrates@adelphia.net) or Nina Niu-Ok (Nina@TheOks.com).

Upcoming Event: We will be hosting our first event on March 3rd with Jane Hurd, MPA at one of our highly-ranked venues, Maggiano's. Ms. Hurd is a consultant and author and will be speaking from her experiences as an executive, physician recruiter, and former CEO of Childrens Hospital Los Angeles and Harbor/UCLA Medical Center. If you are interested in joining our fun Events Committee, please contact our Events Co-Chairs, Peggy Frank (pfrank@frankpr.com) or Karen Valentine (Karen.Valentine@wellpoint.com) to get involved!

Collaboration is the Key: This year, we plan to co-sponsor an event on the Medicare Modernization Act with the Health Care Executives of Southern California (HCE). This event will take place on March 30. More details to come!

Corporate Sponsorships: Crucial to the long-term success of any organization is financial solvency. We have recently completed work on a strategic corporate sponsorship plan for the coming year. Again, here is another opportunity to get involved! If

you are interested in becoming a corporate sponsor or a member of the Finance/Corporate Sponsorship committee, please contact our Finance Chair, Doria Hai at haid39@yahoo.com.

Membership: Every time I speak with a guest at an event, they consistently tell me that we are such a welcoming group of women. I encourage you to bring a friend or colleague with you to an event. Rest assured that your colleague will come away from the event having learned the latest industry or legislative news and having made some excellent contacts. If you are interested in becoming a member or would like membership materials to be sent to your colleague(s), please contact our Membership Chair, Marcia Penido, at mlpenido@aol.com.

And finally, on a more personal note, this is my third year on the Board of Directors and eighth year of involvement with the organization. It is through this amazing group of women that I discovered educational options for a master's degree in public health, assembled a cadre of fabulous mentors, explored career options (and even obtained a job through our Jobline!), learned the latest industry and legislative news, and was inspired to become a thoughtful and well-rounded woman that would make a positive impact in health care. How can I not be passionate about this group when it has impacted my life to such a great degree? I hope that this year, if you aren't already, you too will become passionate about this organization and get involved! I look forward to seeing you at our next event! ✨

SAVE THE DATE

WHA Event:

The Second Worst Thing That Can Happen to Your Career

featuring

Jane Hurd, MPA

THURSDAY, MARCH 3, 2005

MAGGIANO'S AT THE GROVE

Watch for email announcement or contact mtui@comcast.net
for more details

DECEMBER 2004 EVENT**Community Clinics and the Safety Net: A Look to 2005***By Doria Hai*

WHA's December 9th event at the Hilton Burbank Airport and Convention Center focused on community clinics in Los Angeles County. Speakers Abbe Land and Debra Ward gave an insightful look at the problems plaguing L.A. County's public health system and its upcoming challenges. Abbe Land is Mayor Pro Tempore of the City of W. Hollywood and serves as Co-Chief Executive Officer of The Los Angeles Free Clinic, a non-profit organization providing free medical care and social services for thousands of homeless and at-risk youth. Debra Ward is Deputy Director of the Community Clinic Association of Los Angeles County (CCALAC), a non-profit organization dedicated to both advocacy on behalf of their 42 community clinics and 114 health center sites for the uninsured as well as shaping healthcare and managed care policy through education at community, State and Federal levels. CCALAC formed as a result of the implementation of the state's two-plan Medi-Cal managed care delivery model and Los Angeles County's threatened dissolution as a safety net provider.

Ms. Land and Ms. Ward both spoke on the financial fragility of L.A. County's Safety Net and its difficulties in serving over 2 million uninsured working people who cannot afford insurance or the full cost of care. The health care safety net (i.e. county health system, community clinics, and hospital emergency rooms) is grossly underfunded. Financial threats to the safety net included LA County's budget shortfalls due to State reallocations potentially resulting in reduced support services and \$1.3 billion less revenue in 2005/2006 and beyond.

Given the current landscape, Ms. Land and Ms. Ward cited various challenges ahead including maintaining quality and access to care in light of the budgetary crisis (\$2.3 billion) for LAC/DHS in 2005/2006 and beyond due to the 1115 Waiver ending on June 30, 2005. Despite LAC/DHS' successful implementation of the Public Private Partnership (PPP) Program to expand ambulatory care service capacity, the budget deficit is expected to reduce patient access to primary care and specialty care.

Both speakers spoke passionately about the problems within our health care system and the need for public assistance and community collaboration in meeting the following future challenges:

- Improving and maintaining patient access and

preventing primary care emergency room visits in the event of tiering programs and higher patient share of costs under proposed Medi-Cal reforms. Medi-Cal reform and government restructuring is potentially expected after the January 2005 release of the California Performance Review, a review of all State departments and commissions

- Improving CCALAC's multi prong approach to strengthen the public health system (e.g. connecting community clinics and health centers, leveraging resources jointly, and increasing organizational capacity) after the April 2005 release of CCALAC's white paper outlining lessons learned.
- The need for greater public proactivity and revenue enhancement solutions (higher tax considerations) to support the public health care system by: 1) writing to the Governor and elected officials about the need for additional revenues to improve our public safety net and 2) staying informed of upcoming legislation and other items noted under the Advocacy Program (Legislative Action Program) on the CCALAC website: www.ccalac.org.



REMINDER: WHA SCHOLARSHIP

WHA will award a \$2,500 scholarship for 2004-05 to a graduate health administration student.

Please help us continue to make this award in the future by making a contribution at the next WHA event or including a donation to the scholarship with your renewal.

You may make check payable to "WHA" and note "Scholarship Fund" in the memo line. Your deduction is tax deductible as allowed by law (check with your tax advisor).

SPECIAL EVENT REPORT

2004 California Governor's Conference on Women and Families

By Doria Hai

LONG BEACH—An excited group of 10,000 women and men gathered for the 18th Anniversary of California Governor's Conference on Women and Families, chaired by California First Lady Maria Shriver. This year's theme at the December 7th event "Women as Architects of Change—Within Ourselves, at Home, in the Workplace, in our Communities and Around the World" celebrated the contributions of various women as catalysts.

First Lady Maria Shriver honored California women in saying that "I hope that they leave here with a sense of pride about being California women. People have always, you know, ridiculed California women, laughed at California women, joked about California women, but the California woman is diverse, she is strong, she is the economic engine of this state, she is entrepreneurial..."

Maria Shriver also honored California women with the debut of the Minerva Awards, named after the State Seal's Goddess, to recognize 4 women for their contributions to the arts, education, science, and technology. Minerva award honorees included Ana Deutsch, co-founder and clinical director of the Los Angeles-based Program for Torture Victims, Lula Washington, founder of the Lula Washington Contemporary Dance Foundation based in South Central Los Angeles, Helene Brown, a cancer research advocate and Dr. Mimi Silbert, founder and president of the Delancey Street Foundation, who was awarded a Lifetime Achievement Minerva Award.

The morning sessions were introduced by inspiring keynote speeches including those given by Jamie Lee Curtis (actress/children's author), Governor Arnold Schwarzenegger, and Maria Shriver. Gov. Schwarzenegger's motivational speech to the audience to "put your stamp on the California Dream," adding that "women are the engine driving the growth in California's economy" was unfazed by the 400 registered nurses picketing the conference in protest of Schwarzenegger's attempt to roll back staffing ratios.

The Lunch Plenary panel and theme panel "Global Architects of Change" highlighted the achievements of various Women as Architects of Change including that of Her Majesty Queen Noor of Jordan, Ellen Sauerbrey (U.S. Rep to UN Commission on Status of Women), and Sakena

Yacoobi (founder of the Afghan Institute of Learning). During the insightful discussion given by the speakers on the sometimes horrible conditions of women globally, some of the ideas cited by the catalyst speakers to bring about change included training of women for political office, increasing communications of U.S. policy intentions, educating women on their rights, and creating common ground between men and women.

The day was also marked by various exhibits, QVC Makeovers with Laurie Shore, and book signings featuring the works of various authors including Judge Glenda Hatchett (Say What You Mean and Mean What You Say!), Robert Allen (One Minute Millionaire), Her Majesty Queen Noor (Leap of Faith: Memoirs of an Unexpected Life), and Dr. Laura Schlesinger (The Proper Care and Feeding of Husbands). Volunteerism and community service were also emphasized in the California Service Corps Volunteer Village, an exhibit hall featuring volunteering opportunities for Californians of all ages. California First Lady Maria Shriver, Chairwoman of the California Service Corps, also added a blood and book drive to this year's convention.

The attendees were inspired by nearly 100 diverse and prominent national leaders on panels ranging from financial planning to professional/personal development. This is not surprising given that California is the number one state in the U.S. for women owned businesses, where women are constantly juggling the responsibilities of work, life, and family. At day's end, the audience relaxed with a "Remarkable Woman" concert featuring Sheryl Crow and an inspirational speech given by Oprah Winfrey. ❖

New Look for the WHA Website!

Please visit WHA's newly revamped website at

www.womeninhealthadministration.com

New Look! New Features! Check it out!

SPECIAL FEATURE ARTICLE**New Survey Finds Employees Adversely Affected by Increased Cost Sharing***By Yao Zhang*

Cost sharing is an increasingly popular scheme utilized by employers to control rising healthcare costs in the Golden State. There are two major ways employers shift costs to their employees. The first way is by increasing employees' premium contribution share, namely the percentage they pay of the total premium. The second way is by increasing patient cost sharing through higher deductibles, co-payments and co-insurance when patients receive care. Employers primarily have opted for the latter.

A number of surveys and studies have been conducted to study the effects of higher deductibles, co-payments, and co-insurance paid out of pocket by patients. The newest series of surveys commissioned by the California HealthCare Foundation (CHCF) and conducted by Harris Interactive® demonstrates that increased cost sharing often causes employees to forego needed medical care. Furthermore, the survey confirms previous findings that low-income and chronically ill employees are adversely affected.

Employers feel they are regaining more control of healthcare costs compared to two years ago, while consumers are more concerned about what they have to pay. One in seven employees reported foregoing medical consultation, prescription drugs, or diagnostic testing to avoid co-payments or co-insurance in 2004. The result is a speculated forty percent reduction in employee productivity due to less than ideal health conditions. Moreover, non-compliance with recommended medical treatment is common among those with low incomes and/or in poor health..

Additional survey findings demonstrate the following:

- Other employer strategies for controlling costs, but used less frequently than in 2002, include increasing premium contributions, changing health insurance carriers, and reducing the scope of benefits;
- Employers are more likely to reduce retiree health benefits in the near future today than they were in 2002;
 - One out of four employers offer quality ratings to employees and many more are starting to encourage workers to choose better-quality hospitals based on factors such as frequency of procedures or use of electronic prescribing; however, few employees in California seem to be using available quality ratings; and
- One-third of employers believe that disease management and wellness programs are effective when it comes to improving quality of care.
- Adults in California are less worried about benefit cutbacks, and more concerned about being able to pay for services;
- Adults in California with tiered prescription drug benefits are more likely than those with other types of drug coverage to request generics, use less expensive prescriptions, use mail order, or go without filling prescriptions altogether.

Future market trends will likely to create additional cost sharing schemes for employers that force employees to exercise discretion in seeking medical treatment. Physicians should be educated on patient cost sharing schemes so that they can offer an array of treatment options or generic prescriptions as affordable alternatives to patients.

Source: California HealthCare Foundation California Employers and Consumers Respond to Changing Health Benefits Survey, conducted by Harris Interactive®.

www.chcf.org. 

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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WHA would love to hear from you! Please let us know of any important news in your lives, ideas for events and activities, book reviews, articles, etc. Better yet, get involved and lend your talent and ideas by joining one of the WHA committees!

BOARD SPOTLIGHT

Q & A with the WHA Finance Chair Doria Hai

Q: Are you excited about the upcoming year?

A: Immensely. The finance committee is ready to tackle many challenges this year.

Q: What does WHA do?

A: As a 501(c)6 non-profit corporation, we strive to reach our goals of educating our membership on important issues that impact women in healthcare by providing leadership development programs and creating environments conducive to networking and exposure to industry news and executives. WHA uses funds raised from sponsors, membership, and events to provide the latest in healthcare technology and policy, intimate networking at Fireside Chats, educational support through Scholarship Awards, and more.

Q: What does it take for WHA to run and what is your role?

A: As a nonprofit organization, except for administrative costs such as our sole administrator Michelle Tuimauluga, WHA is run by all volunteer board and committees. Despite busy work schedules, everyone is extremely dedicated and works together. As finance chair, I oversee operational spending for WHA and work with the Finance committee to leverage sponsorships, donations, and resources for WHA and special projects such as Working Wardrobes, a non-profit organization helping women re-enter the workforce with business clothing donations.

Q: How can I get involved?

A: Everyone needs help. The Events committee needs help with speaker selection, venue logistics, etc. The Membership committee needs help with outreach within the community and corporate areas. The Marketing and Communications committee needs help with the WHA Newsletter and posting event flyers at employer sites. WHA is also currently looking for volunteers to assist with the Jobline. Just contact the WHA chair for upcoming committee dates if interested.

Q: What do you need help with the most right now?

A: Excellent question. WHA wants to achieve more this

year and really needs additional financial resources and donations in kind (printing, flyers/marketing materials, event tickets for prizes, etc). WHA has various sponsorship levels ranging from \$500 and up. WHA would also like to offer more health administration scholarships but needs financial donors. We have a number of vehicles to help us raise funds, but need a little help with getting the word out. In addition to sponsorships and donations, we also have advertising space for sale in our Jobline, Newsletter, and Membership Directory. Our various publications reach a network of over 2000 recipients in all facets of the industry (hospital, insurance, pharmaceutical, government, education, etc.). The finance committee needs help with all of these things.

Q: Do I have to be a member to participate in WHA's events and committees?

A: Non-members are welcome to attend most WHA's events. However, we do occasionally host members and committee only events that foster opportunities for more intimate networking.

Q: Any final thoughts on WHA's progress as an organization?

A: WHA has the opportunity to grow but only if we can build a successful base of programming, financing, and membership. All of us have to work together. We are off to a terrific start this year. We have two very supportive sponsors. Our Platinum sponsor, Miller & Holguin, is a full-service law firm based in Los Angeles. Miller & Holguin's Health Care Law Practice Group focuses on business transactions, regulatory matters and litigation affecting clients in the health care industry. Our Bronze Sponsor, Frank Public Relations Worldwide, is an innovative, marketing communications company since 1999 focused on the dynamic alignment of business development, strategic marketing, and public relations.

NOTE: IF ANYONE IS INSTRUMENTAL IN HELPING WHA ENGAGE A SPONSOR, WHA WILL GRANT THEM COMPLIMENTARY ENTRANCE TO 2 EVENTS THIS YEAR. CONTACT DORIA AT 310-259-3986 FOR SPECIAL DETAILS.



<p>WHA recognizes our generous sponsors</p>	<p>PLATINUM Miller & Holguin</p>
	<p>BRONZE Frank Public Relations Worldwide</p>

WHA 2005 BOARD

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Marika Gordon (310) 215-9052

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Judy Vaccaro (310) 556-1990

MEMBERS ON THE MOVE & NEW MEMBERS

New Members

Marika Gordon is Principal at Constructive Healthcare Strategies.

Claudia Pineda is a student at Student/Mount St. Mary's College.

Nan Brodsky is President at Strategic Options, Inc.

Kim Athmann King is Senior Partner at The Strategy Group.

Ellen Garner is the Marketing Director at RSI Consulting Services, Inc.

Susan Klein is Manager, Compensation & Benefits at White Memorial Medical Center.

Members on the Move

Lisa Sharp is now a project manager in the Quality Management Dept at Mission Hospital in Mission Viejo.

Leigh Bayewitch is now Clinical Project Coordinator at Baxter BioScience.