

Reputation 101: Grow Your Reviews & Share Your Successes

When patients are deciding where to go for care, Google reviews and rankings are one of the top factors they consider, right after insurance acceptance and hospital location. With that in mind, it is important for hospitals to make concerted efforts to build a strong online presence by encouraging all patients and family members to leave a review on Google (whether positive or negative). Patients and loved ones who had exceptional experiences at our hospitals are less likely to leave a positive review online UNLESS they are specifically encouraged to do so, simply because it may not be top of mind for them. But when asked, they are happy to share! On the other hand, dissatisfied patients and family members are more likely to leave a review regarding their negative experience no matter what—they do not need to be asked. This fact (which stands true for companies across industries, from healthcare to hospitality and more) highlights the importance of “tooting our horns” to share the good we do. Several PAM Health hospitals have seen firsthand the benefits of growing reviews and sharing success stories.



Google Reviews

PAM Health Rehabilitation Hospital of Sugar Land is a glowing example of the impact of Google reviews. CEO Christina Adrean has transformed the hospital in many ways, including creating a culture of positivity among patients and staff. In February of 2023, Sugar Land had 39 reviews and an average 3.8-star rating. In February 2024, Sugar Land had 161 reviews and an average 4.5-star rating. Interestingly, as the number of positive reviews skyrocketed, the number of negative reviews barely increased at all.

CORE VALUE HIGHLIGHT

Care with Compassion

Christina said all team members encourage patients and family members to leave reviews when appropriate but do not pressure anyone to do so. And although negative reviews can be unpleasant, they can also be an opportunity for service recovery. Christina shared the story of one patient who left a 1-star review while still in the hospital. She met with the patient to talk about their concerns and, without even asking, the patient removed the negative review.

Clearly though, the positive reviews are bright spots in everyone's day. Christina said that not only have patients told her they chose PAM Health because of the great reviews and high star ranking, but so have new employees.

“We had a workers’ compensation patient who was recently admitted from an acute care hospital,” Christina explained. “The son told me that they chose us because we had the most reviews with the highest rating. We also had another patient’s family choose us after reading our positive reviews even though they were more familiar with our competitor and had never heard of PAM Health.”

Success Stories

Likewise, highlighting patient success stories has also yielded positive results. Hospitals share success stories with patients and referral sources and on social media. Success stories posts on social media are among the most popular on Facebook, often earning multiple likes, loves, shares, and comments by the patients, their family members, and hospital staff. Not only do success stories display how a PAM Health hospital can help patients reach their goals, but also, they are an opportunity to recognize the impact team members have had on patients’ progress.

Many hospitals routinely share success stories, including PAM Health Rehabilitation Hospital of Fargo. Hospital CEO Jessica Franke and Director of Strategic Initiatives Mandie Kallhoff post success stories on their hospital Wall of Fame and social media, often sharing multiple per month.

Mandie said seeing them motivates patients, some of whom tell her their goal is to be featured in one! She also added, “Success stories make a great IMPACT on other professionals. They are a tremendous way to deliver outcomes to case managers, doctors, and others.” In addition, Jessica said the success stories support one of her leadership philosophies, which is to empower and praise. “Employees like to be a part of something,” she noted. “The team members involved with reviews and success stories love it. They get as much from the experience and interactions as our patients do.”

You Can Do It!

Two of the best (and free) ways to recognize staff, celebrate patients, and promote the hospital are through encouraging reviews and spotlighting patient success stories. In doing so, PAM Health hospitals can distinguish themselves from the competition and let the world know about how our teams are saving and improving lives every day. If any hospital wants to level up their game and needs a helping hand, reach out to Connie Buckwalter, cbuckwalter@pamhealth.com.

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Compliance Corner

What is the Code of Conduct?

PAM Health's Code of Conduct (Code) is part of a compliance program designed to help reduce risk and foster a culture of high ethical standards. The Code is a 24-page document that sets forth PAM Health's commitment to comply with the laws, rules, and regulations that apply to its business.

The Code is intended to:

- Inform employees and associated persons about the importance of compliance with PAM Health policies and standards of workplace behavior.
- State the requirement that PAM Health employees and associated persons comply with PAM Health policies and all laws, rules, and regulations applicable to their professional responsibilities.
- Emphasize our commitment to follow the highest standards of ethical, honest, and fair conduct.

The Code includes a summary of the basic written policies governing compliance within PAM Health and should answer many of the questions you may have concerning conduct expected during your employment or association with PAM Health. There are links to relevant policies throughout the Code. The Code is organized into the following main sections:

- Employee/Manager Responsibilities
- Reporting Policy/Compliance Hotline/Non-Retaliation
- Legal Compliance
- Confidentiality
- Conflicts of Interest
- Business Relationships
- Protection of Assets

Initially every employee will receive training on our Code of Conduct and the PAM Health Compliance Program, with annual training thereafter.

While the Code is designed to provide overall guidance, it does not address every situation. If you have questions or encounter a situation you feel violates provisions of the Code, law, or regulation, immediately consult your manager, supervisor, or the Compliance Officer. You may also call the confidential Compliance Hotline at 833-246-1088. The Code is available in the Compliance section of the PAM Health intranet.

PAM Health can only be a trusted source of healthcare services if we conduct our business with the highest level of integrity and unwavering commitment to following the federal and state laws and regulations governing our industry. The Code is a good resource for all of us as we work to further that success.

Department Spotlight: Revenue Cycle Management

Patient billing is a complex aspect of healthcare. How much does insurance pay versus the patient? Are there other payors? What, if any, is their financial responsibility? The answers are not always simple. Luckily, the 74-person Revenue Cycle Management (RCM) team focuses on finding the answers and ensuring PAM Health receives payment.

William Borrego, Vice President of Revenue Cycle Operations, reports to Robert Lagermasini, Senior Vice President & Chief Accounting Officer. Borrego's Plano, Texas team includes directors, managers, and specialists in billing, collections, posting, revenue integrity, refunds, accounts, and more.

CORE VALUE HIGHLIGHT

Integrity

One of the first steps is reviewing and verifying patient demographic and insurance information for accuracy and completeness, including contacting patients or insurance companies.

The RCM team also prepares and submits claims to insurance companies or government programs like Medicare or Medicaid, ensuring that the claims comply with the payors' requirements. Once a claim is submitted, a patient is receives a bill for their portion. Patient statements and invoices are generated through a third-party vendor and mailed. The RCM team processes all payments, reconciles them with the billed amounts, and investigates and resolves any discrepancies and denials.

If bills or claims are not paid in a timely manner, the RCM team follows up. If necessary, they appeal denied insurance claims or resubmit claims with corrected information. Team members answer patient inquiries regarding their bills, explain insurance coverage and payment options, and help resolve billing issues.

Borrego's team works with “almost every department in the organization,” he said—Coding, Admissions, Case Management, Clinical Denials, Legal, Managed Care/Credentialing, hospital CEOs, and more—following a patient's journey with PAM Health.

The revenue cycle that Borrego's team manages ensures PAM Health hospitals receive the proper payments for care and services provided so we can continue to invest in our patients and employees.



RCM team members in Plano, Texas.

CORE VALUE HIGHLIGHT

Respect

A healthy dose of company news
Spring 2024



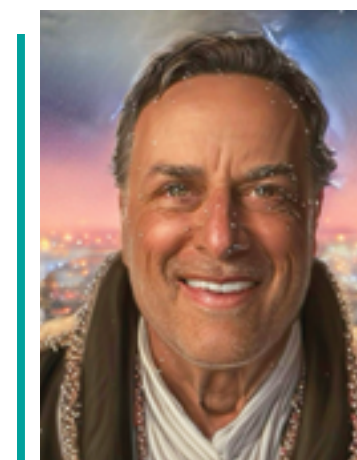
PAM Travel Newsletter

Toot Your Horns!

Sometimes it is good to show off a little—especially when you work at a PAM Health hospital. Sharing success stories and encouraging patients and families to leave Google reviews are two of the best ways to promote your hospital's hard work and dedication and recognize the outstanding work of your team members. Who doesn't like to read about a happy, satisfied patient who has overcome tremendous obstacles to succeed and return home thanks to the expertise and encouragement of our hospitals' staff?

Studies show that between 72% and 81% of prospective hospital patients and their families look at reviews and testimonials when making a choice about where they want to be admitted. Check out the story on page 5 about the difference Google reviews have made at PAM Health Rehabilitation Hospital of Sugar Land.

It is important to note that people who leave reviews aren't just mentioning the doctors, nurses, or therapists involved in their stays. They also reference the warm reception, delicious food, knowledgeable admissions team, caring case managers, and exceptional environmental services team. In other words, EACH and EVERY ONE OF US can create a positive impact on the patient experience. In doing so, we are supporting our patients and



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CORE VALUE HIGHLIGHT

Impact

our team members. At the same time, one person can undo all the hard work of others. Don't be that person! Treat others as you would want to be treated and remember one of our core values is to CARE WITH COMPASSION—that means for both our patients and team members. **In addition to online reviews from patients, success stories** are incredibly powerful because they demonstrate outstanding outcomes. We can talk about how we provide quality care, but it means more when we can demonstrate it with a patient success story. Many hospitals do a tremendous job of sharing these success stories on their social media pages and websites. Not surprisingly, this type of post is often one of the most liked, commented on, and shared. You also never know when reading a patient success story might make the difference in another patient's choice to come to a PAM Health hospital.

There's so much good going on in our hospitals—let's keep up the hard work and dedication, continue to show off those outcomes and successes, and strive for more!

Thank you,

Anthony Misitano,
CHAIRMAN AND CEO

Record Number of PAM Health Hospitals Achieve Elite Status in 2023

PAM Health's mission is a commitment to providing high-quality patient care and outstanding customer service, coupled with loyal, dedicated, and highly trained staff, to be the most trusted source for healthcare services in every community we serve. This is achieved by a daily focus on our PAM Pillars, which are the key to the overall performance and success of our hospitals. Thanks to each of you, this daily focus has led to a healthcare system of great hospitals!

Several years ago, PAM Health leaders observed a few hospitals were taking this focus to a new level where they were more than great—they were ELITE! That observation motivated CEO and Chairman of PAM Health Anthony Misitano to create the PAM Health Elite Chairman's Club to recognize this select group.

CORE VALUE HIGHLIGHT
Teamwork

An elite hospital regularly performs above expectations. The hospital team requires little direction and does not make excuses. An elite hospital knows their data and adapts, improvises, and overcomes by strategically planning and executing the plan.

Several years later, the Chairman's Club has now grown to 23 hospital members in 2023! Those hospitals include:

- PAM Health Warm Springs Rehabilitation Hospital of Westover Hills
- PAM Health Warm Springs Rehabilitation Hospital of Northeast San Antonio
- PAM Health Rehabilitation Hospital of Sugar Land
- PAM Health Rehabilitation Hospital of Allen
- PAM Health Rehabilitation Hospital of Richardson
- PAM Health Rehabilitation Hospital of Humble
- PAM Health Rehabilitation Hospital of Clear Lake North
- PAM Health Rehabilitation Hospital of Clear Lake
- PAM Health Rehabilitation Hospital of Greater Indiana (Clarksville)
- PAM Health Rehabilitation Hospital of Georgetown
- PAM Health Rehabilitation Hospital of Fargo
- PAM Health Rehabilitation Hospital of Dover
- PAM Health Rehabilitation Hospital of Centennial Hills
- PAM Health Rehabilitation Hospital of Tulsa
- PAM Health Rehabilitation Hospital of Corpus Christi
- PAM Health Specialty Hospital of Wilkes-Barre
- PAM Health Specialty Hospital of Texarkana
- PAM Health Specialty Hospital of Sarasota
- PAM Health Specialty Hospital of Reno
- PAM Health Specialty Hospital of Denver
- PAM Health Specialty Hospital of Corpus Christi North
- PAM Health Specialty Hospital of Corpus Christi Bayfront
- PAM Health Specialty and Rehabilitation Hospital of Luling

The year has just begun—let's see who is accepted into the Chairman's Club 2024!



PAM Health Warm Springs Rehabilitation Hospital of Westover Hills



PAM Health Warm Springs Rehabilitation Hospital of Northeast San Antonio



PAM Health Rehabilitation Hospital of Sugar Land



PAM Health Rehabilitation Hospital of Allen



PAM Health Rehabilitation Hospital of Richardson



PAM Health Rehabilitation Hospital of Humble



PAM Health Rehabilitation Hospital of Clear Lake North



PAM Health Rehabilitation Hospital of Clear Lake



PAM Health Rehabilitation Hospital of Greater Indiana (Clarksville)



PAM Health Rehabilitation Hospital of Georgetown



PAM Health Rehabilitation Hospital of Fargo



PAM Health Rehabilitation Hospital of Fargo



PAM Health Rehabilitation Hospital of Dover



PAM Health Rehabilitation Hospital of Centennial Hills



PAM Health Rehabilitation Hospital of Tulsa



PAM Health Rehabilitation Hospital of Corpus Christi



PAM Health Specialty Hospital of Wilkes-Barre



PAM Health Specialty Hospital of Texarkana



PAM Health Specialty Hospital of Sarasota



PAM Health Specialty Hospital of Reno



PAM Health Specialty Hospital of Denver



PAM Health Specialty Hospital of Corpus Christi North



PAM Health Specialty Hospital of Corpus Christi Bayfront



PAM Health Specialty and Rehabilitation Hospital of Luling