

# THE POST

ISSUE 4, 2018

A quarterly newsletter for the staff and friends of Post Acute Medical



## A message from our President and CEO

In recent issues of *The Post*, I have shared with you how we are looking at ways to evolve beyond delivering just rehabilitation and long-term acute care services to remain viable in a changing health care environment. As we explored other product lines, we realized that the reference to post acute in our name could potentially be confusing and limit our opportunities for expansion.

After careful consideration, we have formed Traverse Health System to serve as a parent organization for Post Acute Medical (PAM) and any new businesses we form going forward. It is important to understand that the creation of Traverse Health System in no way diminishes what PAM does, in terms of acute medical rehabilitation and long-term acute care hospitals. We will continue to operate the hospitals under the PAM brand and expand as necessary to meet market demand. But, with the creation of Traverse Health System, we are able to clearly state the direction the company is moving and provide a means for that expansion.

For PAM hospital employees, the development of Traverse Health System will have no impact. You will continue to provide high-quality patient care and outstanding customer service, as you strive to be the most trusted source for post-acute services in your community. While home office employees may be moved under a new management entity, their work will continue largely unchanged. We all should be excited by the opportunities ahead of us and look forward to continued growth under the Traverse Health System umbrella.



Anthony Misitano  
President & CEO

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MEDICAL

## MedHost EHR increases physician efficiency and effectiveness

Whether fresh from residency or in practice for 20 to 30 years, physicians at Post Acute Medical hospitals are quickly becoming adept at using the electronic health record (EHR) to increase their effectiveness and efficiency.

“[MedHost EHR] is an easy-to-use, easy-to-learn system. It is almost self-explanatory,” says Justin Chavez, MD, who serves as associate medical director of the pain program at Warm Springs Rehabilitation Hospital of Kyle. “The system is built for voice-to-text, meaning all dictations are immediately uploaded and available. In that fashion, there is never a lost dictation or missing note. And, it is all going to the same chart, so there is no longer any waiting for something to come back and be signed.”

For Victor Trevino, MD, medical director, PAM Rehabilitation Hospital of Corpus Christi, the adjustment to using the MedHost EHR has been relatively easy despite the fact he prefers paper records over electronic.

“When I was graduating, the internet was just starting, so I’m a little bit older than this younger generation where everything is about the internet and cell phones,” he says, adding that he is generally pleased with the program. “I appreciate the ability to have customized templates, which does help with history and physicals, progress notes and discharge summaries. The technical support has been great, too. They have been very receptive and take care of issues immediately.”

While each physician seems to have certain aspects of the system that he or she prefers, most of them can agree that the availability of remote access is a dramatic improvement in terms of patient care.

“My favorite part of the system is the ability to work remotely and address patient issues instantly from wherever you are at,” says Brett Schoen, MD, a physiatrist at the Rehabilitation Hospital of Overland Park. “If I get a call at home, I can easily open the patient chart, access all of the documentation, and make the appropriate recommendations. It’s much more efficient than attempting to manually filter through a stack of clinical documents.”

## Leading the Way Human resources executive connects work to patient experience

Although Sherry Smithmyer, vice president, human resources, says she is inspired by coworkers who are passionate about what they do, it is her own dedication to her team that keeps her direct reports motivated.

“There is absolutely no one who is more of a team player than Sherry,” says one regional director of human resources. “She recognizes that if her team is performing well and getting the resources we need, then her department is going to be a success. She always thinks of us and puts our needs before her own.”

Smithmyer joined Post Acute Medical just three years ago as corporate director of human resources. In that role, she is responsible for directing all employee functions, ensuring the company is compliant with policies and procedures and strategically positioning Post Acute Medical as an employer of choice.

“We are trying to train our Human Resources staff to be the best of the best, so we can be competitive at each of these priorities,” Smithmyer says. “If the Human Resources staff in the field are strong, it puts them in a great place to give them a voice and be a strategic partner [to other departments].”

When one regional director of human resources first started as a coordinator at the hospital level, Smithmyer was in his office on Day One to ensure he had the support he needed.

“I was really impressed that she was there to train me and get me started,” he says, noting that was not what he had experienced elsewhere. “That relationship continues. If you need something, she is there for you. She is always accessible.”

While Smithmyer had not worked in healthcare prior to joining Post Acute Medical, she has had no problem embracing it during her tenure.

“When I realized my daily agenda could impact patients, I was thrilled,” she says. “If we get employees in a good place, we are giving back to these patients. We are all pivotal in their success.”

While traveling to many of Post Acute Medical’s hospitals in the last year, Smithmyer has welcomed the opportunity to meet with patients and learn about their experiences. It is that interaction that often fuels her efforts to motivate her staff.

“They aren’t just paper pushers. They are catalysts,” she says of her team. “I try to motivate them to be as excited as I am because that will impact the end result. Every day we can connect what we do back to the patient experience. That is what inspires me to approach each day with a positive mindset and to give it my all.”



# Hand and neuro therapy programs drive outpatient clinic's success



With a renewed focus on building its outpatient therapy business, Warm Springs Rehabilitation Hospital of Kyle has transformed a single-focused program into a multi-specialty revenue generator.

Rob Barton, PT, director of rehabilitation services, credits the outpatient clinic's more than 70 percent increase in business during the last two years to a little luck and a whole lot of talent.

"If you put people in the right position, give them the tools they need, and let them do what they do best, you will have success," he says.

When Barton joined the Kyle, Texas, hospital in early 2017, the outpatient staff consisted of one full-time and one part-time physical therapist: Arthur Hastings, DPT, who focused on orthopedic and manual therapy, and Ashley Guerra, DPT, an inpatient physical therapist who supported the outpatient clinic two days a week while completing her board certification as a neurologic clinical specialist.

## Neuro specialty drives growth

"We wanted to start growing outpatient, so we built up her outpatient business as quickly as we could from two to five days a week," says Barton, explaining that Guerra's neuro specialty was in high demand. "As our inpatients became outpatients, they wanted to come back and see Ashley because she is very skilled. We are lucky to have her. There are only 10 therapists with the same certification in the Austin area."

Guerra credits the inpatient therapists for help growing her service line, as well.

"I have to credit them with sending patients my way," she says. "They talk with the patients and say we have a great outpatient program with a neuro specialist. I also see them once or twice while they are here. They want that continuity, so they come back for outpatient. They grow to like it here."

Neurologic and orthopedic patients also enjoy working with Cathy Dean, PTA, who joined the team a year ago, according to Guerra.

"Patients absolutely love her personality and working with her," she says. "She is an integral member of our team and part of the reason we have seen so much growth in our outpatient program."

## Speech therapy gets jump-start from internal resource

At the same time that the neuro program was growing, Barton was looking to build the outpatient clinic's speech and occupational therapy services, which had been almost non-existent. The challenge he faced was attracting experienced therapists without an established caseload.

"It is difficult to hire someone only for a day or so a week with the necessary skill and experience unless you can keep them busy full time," he says. "We were in a predicament."

Barton called on the services of Laura Castaneda, SLP, the hospital's inpatient speech therapist, to jump-start the outpatient speech therapy service line.



The outpatient therapy team at Warm Springs Rehabilitation Hospital of Kyle includes (left to right) Esther Zuniga, outpatient coordinator; Cathy Dean, PTA (back); Ashley Guerra, DPT; Aubrey Gasper, outpatient coordinator (back); Laura Castaneda, SLP; Arthur Hastings, DPT (back); Lisa Howard, OT; and Rob Barton, director of rehabilitation services.

“Building our inpatient census helped to spread the word that we had outpatient services,” Castaneda explains. “Patients transitioned easily from one to the other since they were familiar with me.”

Once Castaneda built the program to two days a week, she turned it over to an outpatient speech therapist, who is certified in LSVT® and VitalStim® Therapies. The program continues to grow, serving patients who are recovering from strokes, traumatic brain injuries, Parkinson’s Disease, etc.

## Occupational therapist specializes in hand therapy

Satisfied the outpatient speech program was on its way, Barton identified an external candidate to build the occupational therapy program. With 35 years in the field, a strong background in hand therapy and solid name recognition with area physicians, Lisa Howard, OT, was a perfect fit.

“We needed someone with energy and passion who was invested in growing the program. Lisa was the right person,” he says, noting that with the help of Seth Thompson, physician navigator, she built the occupational therapy program from nothing to a full-time position within a five-month period of time. “A lot was her own name recognition and that she spent a lot of time on her own marketing the program to physicians’ offices.”

Howard, who estimates 80 percent of her caseload is likely hand therapy, continues to market her services whenever

possible. Most recently her efforts led to patient referrals from three new physicians in the area.

“I am lucky enough to have a pretty good reputation. I get good results. I don’t want people coming to see me the rest of their lives,” she says. “I want them to get moving, stay at their jobs and do what they do on a regular basis without problems. I like to put them back in control.”

## Patient satisfaction drives growth

While Guerra and Howard have developed the clinic’s neuro and hand therapy programs, Hastings has built a solid orthopedic caseload, attracting many clients with his excellent manual therapy skills, cupping, needling for the spine, extremities and exceptional outcomes.

“Getting patients better, making them comfortable in our setting, that has probably made the biggest difference in our growth,” says Hastings, adding that longer treatment sessions give them an edge over the competition. “We are very fortunate we get one-on-one treatment sessions for 45 minutes at a time, which is rare in this day and age. We are in a very advantageous position.”

More importantly, though, is the positive word-of-mouth recommendations of their patients, Hastings believes.

“A lot of our business comes from patients liking the care they’ve received as an inpatient and wanting to continue, or, repeat patients who tell family members and friends. When we’ve done a good job, the biggest compliment is referring loved ones for services,” he says. “Good outcomes and compassionate care have driven our growth.”



# HOSPITAL NEWS



## Military hospital recognizes Warm Springs

During a Veterans Day event, Brigadier General George Appenzeller (left) presented the U.S. Army Military Service award to Warm Springs Rehabilitation Hospital of San Antonio for the excellent care it provides to military troops at Brooke Army Medical Center at Fort Sam Houston, Texas. Dan Blasini, Post Acute Medical's vice president of military affairs, accepted the award on behalf of the hospital.

## Corpus Christi hospital hosts ribbon cutting

PAM Rehabilitation Hospital of Corpus Christi held a ribbon cutting ceremony on Oct. 4 to celebrate opening at 345 S. Water Street in downtown Corpus Christi. During the event, guests had the opportunity to view a mural that Cristobal Lopez, PTA, a hospital employee, painted on a wall in the rear of the property. Originally covered in graffiti, the wall now provides a pleasing view from patient rooms. Lopez is pictured here with photos from the mural project.



## Wound care center recognized for excellent outcomes



Healogics, the nation's largest provider of advanced wound care services, recently presented the Comprehensive Wound Care Center at Post Acute Medical Specialty Hospital of Victoria North with its Center of Distinction Award. The center was recognized for achieving 12 consecutive months of outstanding clinical outcomes, including patient satisfaction higher than 92 percent and a minimum wound healing rate of at least 91 percent within 30 median days to heal.



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# COMPLIANCE CORNER

## Compliance Hotline: Understanding the reporting process

Post Acute Medical works hard to ensure the quality of its compliance program. We maintain an open-door policy to accept reports of violations or suspected violations of any federal or state laws and regulations. We also encourage employees to come to us with their questions. We ask you to review the compliance program and the policies that we have implemented, so we can work together to maintain the program's effectiveness.

If you are aware of a compliance program violation, please bring it to your manager's attention. However, if you are uncomfortable speaking with your manager or did not receive a resolution, contact Compliance directly.

PAM has recently contracted with Lighthouse, a third-party vendor, to answer our Compliance Hotline 24 hours a day, seven days a week, 365 days a year. The hotline provides a confidential way to report violations or potential violations of laws, regulations, and other compliance related issues without fear of retaliation.

Callers to the hotline may choose to remain anonymous, but they must provide enough information to properly investigate the concern. Providing specific names, dates, times, locations and issue-specific facts will make our job easier. All reports are investigated and taken seriously.

In every case, we keep all information confidential to the extent possible throughout the investigation. However, there may be certain instances where it is necessary to reveal an employee's identity.



### Reporters have several methods to submit a Compliance concern:

- Website: [www.lighthouse-services.com/postacutemedical](http://www.lighthouse-services.com/postacutemedical)
- Toll-Free Compliance Hotline:
  - English speaking USA and Canada: 833-246-1088
  - Spanish speaking USA and Canada: 800-216-1288
- E-mail: [reports@lighthouse-services.com](mailto:reports@lighthouse-services.com)
- Fax: (215) 689-3885

If we receive a report not meant for Compliance, we will refer it to the appropriate department to handle. However, the Compliance Hotline is not a substitute for routine communication between employees, management and Human Resources.

### When you call the hotline, you will receive follow-up communication that:

- Acknowledges your inquiry was received;
- Allows you to add information to a previously submitted report;
- Indicates if your inquiry needs handled by a different area;
- Tells you the outcome of the investigation;
- Tells you when the investigation is complete.

As a PAM employee, you are expected to be familiar with the Compliance Code of Conduct, policies and procedures. It is your responsibility to report suspected compliance violations that pose a serious risk to the organization. If you encounter a situation or are considering a course of action that does not feel right, discuss the situation with management, Human Resources or Compliance.

If you have any other questions or would like additional information, please contact Annmarie Gover, Esq., CCEP corporate compliance officer, at [agover@postacute.com](mailto:agover@postacute.com) or 717.317.9303. COMPLIANCE HOTLINE: 833.246.1088