

## Compliance Corner | When Is a Gift Acceptable?

As we approach the holidays, it is important to review our compliance rules associated with giving and receiving gifts. Below is an excerpt taken from our Code of Conduct, which is found on the PAM Health Intranet.

### Receipt of Improper Payment or Gifts by Employees.

Employees may not solicit, accept or receive, directly or indirectly, any improper payment (e.g. tips, gratuities, cash or gift cards) for themselves or others. Employees may not profit outside of PAM's regular compensation scheme from the performance of their responsibilities on behalf of PAM. Employees must promptly report any offer of an improper or questionable payment to the Compliance Officer.

At times, employees may be offered gifts or entertainment tickets by patients and their families. Receipt of such gifts is allowed if the value of the gift does not exceed \$100 and if the gift would not reflect poorly on PAM or be construed as a bribe or improper payment. Please notify your manager if you receive a gift.

**Gifts Influencing Decision-Making.** Employees shall not accept gifts, favors, services, entertainment or other things of value to the extent that decision-making or actions affecting PAM might be influenced. Similarly, the offer or giving of money, services or other things of value with the expectation of influencing the judgment or decision-making process of any purchaser, supplier, customer, government official, or other person by PAM is absolutely prohibited.

Any such conduct must be reported immediately to the Compliance Officer.

**Gifts from Vendors.** Employees may only accept gifts from vendors if the gifts are nominal in value. (Gifts are not nominal in value if they are excessive gifts, meals, and expensive entertainment.)

**Gifts to Patients.** Patients may not be offered direct or indirect financial or other incentives in order to secure their admission to, or their willingness to remain in a PAM hospital. Marketing or promotional items (e.g. mugs, pens, tee shirts, etc.) may be given to patients, provided that the item's value is minimal and not provided in order to influence decisions.

**Gifts from Physicians.** Employees may not accept gifts or entertainment from any physician or other referral source, without the approval of the Compliance Officer.

**Gifts to Physicians.** Per federal law, gifts to physicians may not exceed \$507 per physician during 2024. All gifts to physicians must be logged on the non-monetary compensation logs maintained by each hospital.

Should you have any questions regarding PAM's rules associated with gifts, please reach out to the Compliance Officer.

### CORE VALUE HIGHLIGHT

## Integrity

## As Seen Around PAM Health



Clockwise from top middle: PAM Health Kyle's end-of-summer celebration; PAM Health Corpus Christi collects school supplies; PAM Health El Paso's Hawaiian shirt-themed day; Popcorn fun at PAM Health Heritage Valley; Groovy in tie-dye at PAM Health Reno; PAM Health Las Vegas region business development meets at the brand new PAM Health Henderson.

### CORE VALUE HIGHLIGHT

## Teamwork



## A healthy dose of company news

Fall 2024

# PAM RX

## Positioning PAM Health for a Bright Future

**When you're reactive, you wait for things to happen.** But, when you're proactive, you look ahead, take charge, and MAKE things happen. I prefer the latter. The best time to make adjustments is when you don't have to; waiting until it's necessary is often too late. PAM Health is in a strong position with talented employees driving our success. With new regulations, heightened quality and value based focuses, and continued growth top of mind, I knew we needed to adjust our strategy. It was the right time to reorganize our leadership. We already had the right people for the job – it was about aligning them more strategically to leverage their strengths in the best way to make the biggest impact and ensure long-term success.

President and Chief Operating Officer was a natural decision to position the company for the future.



My vision for PAM Health's future is clear, and I believe we have an amazing path ahead.

**With the current climate in Washington, DC,** we need a knowledgeable and persuasive leader to advocate for our industry. Lisa MacLean is the ideal person to lead this charge as Senior Executive Vice President, Chief Government Relations Officer, and Senior Executive Advisor to the CEO. The same goes for Jason Carter as Executive Vice President of Hospital Optimization. His skills at getting hospitals to perform at their highest levels is unmatched.

**We also continue to benefit from the steady leadership** of Karick Stober as Senior

Executive Vice President and Chief Financial Officer and Rob Tribeck as Senior Executive Vice President and Chief Legal Officer.

Both continue to guide our financial outcomes, development growth, and performance system-wide.

**With the reorganization,**

**I looked carefully at people's strengths.**

It's like a puzzle – fitting the right people into the right spots at the right time to effect impactful change.

Taking full advantage of each person's strengths, creating new supports, and implementing new ideas

is the type of action needed to support our built-to-last mentality. With their track records as strong, forward-thinking leaders, promoting Brittany Misitano to President of PAM Health and Kristen Smith to Senior Executive Vice

**My vision for PAM Health's future** is clear, and I believe we have an amazing path ahead. With me as Chairman and CEO and this powerful and dynamic leadership team by my side, PAM Health is well-positioned for the future.

### CORE VALUE HIGHLIGHT

## Impact

Thank you,

Anthony Misitano,  
CHAIRMAN AND CEO



## Transforming Lives: The Healing Power of ECT at PAM Voyages Behavioral Health

**Electroconvulsive therapy (ECT) is often misunderstood**, but it can have a profound impact on patients with major depressive disorders, delusional thinking, catatonia, and other severe conditions.

### CORE VALUE HIGHLIGHT

#### Care with Compassion

Destina Minaya, Nurse Manager at PAM Voyages Behavioral Health of Sugar Land, has witnessed the transformative effects of ECT on her patients.

**“I’ve seen patients who were catatonic**—unable to speak, move, or even control bodily functions—begin walking and having conversations after just two or three treatments,” Minaya shared.

**In her role at PAM Voyages, Minaya is instrumental** in identifying and scheduling patients who are good candidates for ECT. She is also passionate about educating others on the benefits of ECT and debunking common misconceptions.

**One prevalent myth she addresses** is the belief that ECT is painful. Minaya clarifies that this is not the case. Patients are under anesthesia during the procedure, which involves a controlled electrical current passing through the brain firing cerebral neurons simultaneously and stimulating a seizure, effectively “resetting” the brain. The procedure itself takes less than 15 minutes, and a typical course consists of 12 treatments spread over four weeks, with sessions on Mondays, Wednesdays, and Fridays.

**According to Minaya**, after completing the initial course, patients typically receive maintenance treatments, with the frequency decreasing as their condition stabilizes. The goal is to help patients return to their baseline, with some even being able to reduce or discontinue certain psychotropic medications.

**“The difference ECT can make is incredible,”** Minaya says.

**Minaya understands there is a need for further education regarding ECT.** Having seen firsthand how it can help patients, especially those for whom medications are losing their effectiveness or who are at risk of self-harm, she emphasizes that potential side effects are typically mild, such as short-term memory loss, muscle soreness, and headaches. Importantly, ECT does not cause epilepsy or permanent brain damage.

**PAM Voyages of Sugar Land offers ECT** on both an inpatient and outpatient basis. Minaya is dedicated to raising awareness about ECT’s availability and its potential to make a significant positive impact on patients’ lives.

## PAM Health Partners with Penn State®

Step into the PAM Health corporate office in Enola, and you’ll immediately sense the deep connection with Penn State. Proud alumni showcase their passion for the Nittany Lions with memorabilia adorning their workspaces. During the fall, many employees make the short trip to State College to cheer on the football team and immerse themselves in the vibrant atmosphere of Beaver Stadium.



OFFICIAL REHABILITATION PARTNER OF PENN STATE FOOTBALL

PAM Health Founder, Chairman, and CEO Anthony Misitano, a proud Penn State graduate, has been a steadfast supporter and friend of the university’s athletics program since his graduation. He never misses a home game. This fall, the excitement among PAM Health’s Penn State fans is set to reach new heights as the company embarks on a new partnership with the university. PAM Health is now the Official Rehabilitation Partner of Penn State® Football and Official Partner of Penn State® Athletics.

### CORE VALUE HIGHLIGHT

#### Teamwork

As part of this partnership, the PAM Health logo will be prominently displayed during football and basketball games, significantly boosting brand awareness. Additionally, official Penn State and PAM Health apparel will be available for order with details forthcoming.

## PAM Health Partners with Vegas Team



OFFICIAL PARTNER OF THE VEGAS KNIGHT HAWKS

Over the years, PAM Health has had a growing presence in the Nevada region with PAM Health Specialty Hospital of Las Vegas, PAM Health Specialty Hospital of Reno, PAM Health Rehabilitation Hospital of Centennial Hills, and, just recently, PAM Health Rehabilitation Hospital of Henderson. One way the hospitals are connecting to the community is through a partnership with the region’s professional indoor football team, the Las Vegas Knight Hawks. Interested employees can purchase co-branded apparel from the PAM Health company store, located on the Intranet.

## DEPARTMENT Spotlight: Clinical Documentation Operations

**Accurate and complete patient medical records** are not only essential to PAM Health’s financial health but also to our integrity as a healthcare organization. The Clinical Documentation Integrity (CDI) department at PAM Health ensures that patient care is accurately reflected in documentation.

**“Our goal is to prevent denials on the front end**, to mitigate them, and address them promptly when they happen on the back end. This ensures our medical records accurately reflect the patients for which we care,” says Donna Murff, Senior Vice President of Clinical Documentation Operations. “We work by a set of ethics and rules, and we uphold those ethical standards and coding guidelines.”



Donna Murff, Senior Vice President of Clinical Documentation Operations

**Each of the departments that comprise the overall CDI team** at PAM Health are crucial in ensuring the integrity of a patient’s medical record across their entire journey at a PAM Health hospital, from pre-admission to post-discharge. The teams that comprise clinical documentation operations include:

- **CDI specialists:** These professionals review medical records for their assigned hospitals for accuracy and completion. Ronisa Mathews leads the CDI specialists for LTACHs, and Candus



A few of the amazing members of the CDI team

Villarreal oversees the team for IRFs and behavioral health hospitals. Patient assessment coordinators at each IRF help to back up the CDI specialists.

- **Clinical authorization:** Led by Cherie Berry, Vice President of Clinical Appeals, this team manages getting the appropriate approvals before a patient is admitted and helps to reduce denials.

- **Clinical appeals:** After a patient’s discharge, this group, led by Diane Meyers, Post Discharge Clinical Appeals Director, provides the medical documentation needed to substantiate the care a patient received if a claim is denied.

- **Health information management (HIM):** Rachel Sherksnas, HIM Director, leads HIM directors at each hospital who oversee the accuracy and privacy of patient health data and the systems maintaining this information.

- **Coding:** Under the leadership of Deena Pebley, Coding Director, more than 40 coders review patients’ medical records to assign the proper codes, which is how insurance companies and other payors determine the payment amount.

### CORE VALUE HIGHLIGHT

#### Innovation

**In total, Murff’s team is comprised of more than 150 people** who work around the country, managing CDI for PAM Health inpatient and outpatient services as well as PAM Voyages Behavioral Health.

**Murff’s team works to educate hospitals teams** about the importance of accurate medical records for both the hospitals and the patients themselves. Accurate medical records allow for better continuity of care as providers understand the patient’s medical history and can make informed decisions in ongoing care. In summary, CDI teams contribute to the financial health of hospitals, ensure compliance with regulations, and, most importantly, support the delivery of high-quality patient care.

## New Website Launching Soon

**Later this year, PAMHealth.com** will undergo a significant transformation with the launch of a brand new website. Along with refreshed graphics and an updated layout, the new site will feature:

- An interactive map allowing searches by location, hospital type, and medical conditions
- A mobile-friendly design with faster load times
- Enhanced hospital pages with detailed information on visiting hours, services, and virtual tours
- Simplified navigation for a smoother user experience
- A powerful search engine
- An aesthetically pleasing design

We’re thrilled to give you a sneak peek of the upcoming site.

### CORE VALUE HIGHLIGHT

#### Teamwork

