

TRAUMA CENTER ASSOCIATION OF AMERICA

The National Voice For Trauma Centers

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New Members:

*Adena Health System
Chillicothe, Ohio*

*Cook Children's Medical
Center
Fort Worth, Texas*

*Gallup Indian Medical
Center
Gallup, New Mexico*

*Genesis HealthCare
System
Zanesville, Ohio*

*Genesis Medical Center
Silvis, Illinois*

*Nacogdoches Memorial
Hospital
Nacogdoches, Texas*

*St. Mary Corwin Medical
Center
Pueblo, Colorado*

*Texas Health
Presbyterian Hospital
Plano
Plano, Texas*

*Valley Medical Center
Renton, Washington*

*Valley View Hospital
Glenwood Springs,
Colorado*

TCAA has acquired
"Softedge" legislative
communications software
for its Members'
convenience



TCAA Federal Advocacy Update



As the 112th Congress officially convened earlier this month, TCAA kicked off its 2011 legislative efforts with a targeted focus on securing funding for the \$224 million in trauma provisions authorized in the Affordable Care Act (ACA). The support of TCAA members, supporters, national partner associations and Congressional champions will be critical to this effort over the coming months. To this end, TCAA (through its federal advocacy consultants at Holland & Knight) has developed an ad-hoc trauma-related provider coalition with seven other national associations: Advocates for EMS, the Association of Critical Care Transport, American Association of Neurological Surgeons, American College of Emergency Physicians, American College of Surgeons, American Association of Orthopaedic Surgeons and the National Rural Health Association. The coalition is working together with a collective voice on both of the following funding avenues for the trauma provisions included in the ACA.

FY '12 Budget & Appropriations Process - TCAA has organized meetings on behalf of the coalition with Health Resources and Services Administration (HRSA) Administrator Mary Wakefield and Assistant Secretary for Preparedness and Response (ASPR) Nicole Lurie to urge the Administration to fund the trauma provisions in the President's FY '12 budget, which will be released next month, and help form the foundation from which the Appropriations Committees will work in the coming year. During our December 6 meeting with Administrator Wakefield, Dr. Ronald Maier, Immediate Past Chair of the TCAA Board, had the opportunity to highlight the growing challenges trauma centers are facing and the need to make targeted and coordinated investments in order to ensure that lifesaving trauma and emergency care will be provided where and when it's needed. TCAA will be meeting with Dr. Lurie on January 27, and looks forward to having John Osborn, Director of Operations at the Mayo Clinic Trauma Centers, join our team in Washington for this important meeting.

TCAA and its colleague associations are also in the process of meeting with its House and Senate champions to strategize about the best ways to pursue appropriations funding through the Appropriations Committee process in FY '12. While the traditional appropriations process is undergoing some changes this year, we are working to determine the most effective legislative requests and how to best use our respective memberships to support these 'asks'. Stay tuned for TCAA's updated set of advocacy tools (fact sheets, talking points and sample letters to members of Congress), which will be loaded on TCAA's web site and available for members to use in their efforts to build Congressional momentum for trauma funding. Finally, we encourage you to attend TCAA's annual Lobby Day on February 16 in Washington, DC. (See story next page.)

Health Reform Discretionary Funding - As TCAA and the coalition pursue an FY '12 appropriations strategy, we are also engaged in an effort to urge the Administration to use the discretionary funds at its disposal through the ACA to fund the trauma provisions. TCAA is making the case during the HRSA and ASPR meetings for the Administration to consider using the ACA's Prevention and Public Health Fund or Center for Medicare and Medicaid Innovation, both of which received significant funding under the new law. We are also working on ways to reinforce these requests through Congressional support in the months ahead.

Finally, as the Administration works to implement the many other provisions contained in the ACA, we will also be working with the regulatory agencies and Congress to urge policymakers to take into consideration the unique nature of trauma care as they promulgate certain provisions such as penalties for preventable hospital readmissions and value based purchasing. Furthermore, as HHS defines the parameters of an essential health benefits package, TCAA will be requesting policymakers to include comprehensive trauma care services.

Lots of work will be needed to educate new members of Congress, protect the trauma provisions from health reform repeal efforts and secure funding for the new provisions. As we have seen - TCAA's advocacy efforts do have an impact, so your continued support will be critical.

2011 Advocacy Update (Continued)

RSVP TODAY for TCAA's FEB. 16 CAPITOL HILL LOBBY DAY!

Please mark your calendars and RSVP today for TCAA's annual Lobby Day on **Wednesday, February 16** in **Washington, DC**. The Lobby Day will occur as the new Congress begins to prioritize its issues and funding priorities for the coming year. Your presence on Capitol Hill is critical as we work to educate Members about the importance of trauma care and build support for the \$224 million in authorized trauma programs included in the Affordable Care Act.

The day will begin with breakfast and a legislative briefing at Holland & Knight's offices (2099 Pennsylvania Ave., NW) to give you the tools and talking points you'll need to be successful on Capitol Hill. The remainder of the morning and early afternoon will be spent visiting the offices of your Senators and Representatives, for which TCAA will schedule the appointments. **Please RSVP to andrew.scholnick@hklaw.com ASAP to expedite the Capitol Hill meeting scheduling process.** When responding, please include your work address with a zip+4 code to ensure you are matched with the appropriate legislator.

Flights and hotel space are in high demand at this time of year, so we urge you to make reservations as soon as possible. We also encourage you to fly into DC (Reagan National, Dulles or BWI airports) the night of February 15th. Below are two hotel options located near Holland & Knight's offices for your consideration:

- Hotel Lombardy (boutique hotel located next to H&K's office) - We have a corporate rate here \$239 per night. If you choose the Lombardy, tell them you are with Holland & Knight. <http://www.hotellombardy.com/index.cfm>
- Melrose Hotel (boutique hotel two blocks away). <http://www.melrosehoteldc.com/index.aspx>

Participation in the TCAA Lobby Day is extremely important and a prudent investment of your time and resources to help in our effort to secure federal funding for trauma centers and programs. If you are unable to attend, TCAA will provide draft letters for you to send to your Members of Congress, to be available through the TCAA website (www.traumafoundation.org) using Soft-edge, our legislative advocacy tool.

If you have any questions about the Lobby Day, please do not hesitate to contact me at (202) 469-5121 or andrew.scholnick@hklaw.com. **Don't forget to RSVP as soon as possible - we look forward to seeing a record number of TCAA members in DC this February!**

Did You Hear?

TCAA's Advocacy Committee has a **NEW** time for its monthly conference calls with its federal advocacy consultants at Holland & Knight. The Advocacy Call will now be the **2nd Friday of every month at 2:30 p.m. EST**. This monthly conference call allows us to discuss the latest legislative activities and share intelligence from Capitol Hill. Additionally, in order to streamline grassroots communications and increase participation, the Government Relations Subcommittee and Advocacy Committees have merged into one committee for 2011. Due to the merger, the separate conference call for the Government Relations team will be eliminated. Please update your calendars and join us on the next call!

One Last Call . . .

Last month we asked TCAA members to provide contact information for your trauma center's government relations representative. We are trying to identify the most appropriate staffer at your trauma center who handles the public affairs and advocacy efforts on behalf of your hospital with the goal to combine and strengthen grassroots efforts to secure federal funding in FY'12. We will need everyone's help this year and most likely, your government relations representative has already cultivated the necessary relationships with your members of Congress. If you haven't already done so, please email Jennifer Ward at Jennifer@traumafoundation.org with the following contact information for the government relations representative (Name, Title, Phone, Fax and Email). Many thanks to those who already completed the form!

Member Benefits Spotlight

Have an Open or Unfilled Position?

Whether you are facing a recent vacancy in a position or have created a new one, TCAA can help. For members only, we offer online job postings which are visible to everyone on our website! Get the word out quick and call Tray at (575)525-9511 or email her at tracey@traumafoundation.org for more details.

- ◆ Quick Hints: When posting a position please be sure to include information about the surrounding area, details or web addresses for your facility, and pictures to exemplify your community.
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Daniel L. Gross, DNSc:

Newly Elected Chair of the TCAA Board of Directors

Daniel L. Gross, DNSc, RN, is the executive vice president of Hospital Operations for Sharp HealthCare. Mr. Gross has leadership responsibility for four acute-care hospitals: Sharp Memorial Hospital, Sharp Grossmont Hospital, Sharp Chula Vista Medical Center and Sharp Coronado Hospital and Healthcare Center, along with three specialty hospitals: Sharp Mary Birch Hospital for Women & Newborns, Sharp Mesa Vista Hospital and Sharp Vista Pacifica Hospital. These hospitals include the largest freestanding women's hospital west of the Mississippi, the largest non-state operated behavioral health facility in California, a Level II trauma center, an active multi-organ transplant program and the largest and busiest robotic surgery program in San Diego County. Gross also oversees the Government Relations and Clinical Effectiveness departments.

Mr. Gross began his career at Sharp in 1979 as a clinical nurse at Sharp Memorial Hospital. Over the years, he also served as clinical nurse IV, director of patient care services, regional director of critical care, regional director of patient care services and system vice president of clinical services. Mr. Gross' role prior to executive vice president was that of CEO of the Sharp Metropolitan Medical Campus where he had oversight of five hospitals, an outpatient surgery center, home care services and two senior centers.

Mr. Gross has been an active leader in TCAA since 2004. He became a member of the Board of Directors in 2007, became a member of the TCAA Development Committee in 2008, and was appointed Vice Chair of the TCAA Board of Directors in 2009. In November of 2010, we were proud to announce his appointment as Chair of the TCAA Board of Directors.

Member Program Highlight:

Parkview Trauma Centers

DON'T TEXT & DRIVE.

 **PARKVIEW
TRAUMA CENTERS**

The right message at the right time

Parkview Hospital Trauma Centers in Fort Wayne, Ind., are leaders in the area of trauma prevention. The hospital firmly believes that strong prevention education should be based on safety issues, current injury trends and data. With this in mind, the Parkview Trauma team began to focus on a growing threat to the safety of teens and adults locally and throughout the United States – *texting while driving*.

Current statistics reveal that those individuals who drive while sending or receiving text messages are 23 percent more likely to be involved in a car crash than other drivers. A crash typically happens within three seconds after a driver is distracted.

Parkview Trauma Centers' trauma registry began to document a correlation between texting and driving among teenage drivers in 2007. Motor vehicle crashes caused the second largest number of injuries to trauma patients at that time. Parkview knew that as distracted driving from texting became more commonplace, the occurrence of serious motor vehicle crashes would likely rise as well. That's when Parkview launched its *Don't Text & Drive* campaign. Within the first year, the maturing campaign included:

- ◆ Billboards, radio and television public service announcements, an Internet micro-site: www.donttextdrive.com, PowerPoint presentation, A pledge board, a Facebook page, an extensive line of *Don't Text & Drive* apparel, movie theater PSAs, A Toyota Scion wrapped in the *Don't Text & Drive* message, window clings, air fresheners, media stories, and posters and panel cards.

Parkview *Don't Text & Drive* campaign has been embraced by the local community and has won several awards. The campaign spokesperson was featured on the *Oprah* show and in the "O" magazine. Parkview is now offering this campaign to other communities. It is trademarked and packaged in a way that others can easily launch in their communities for a fraction of the program development cost. St. Mary's Trauma Center in Evansville, Ind., was the first to partner with Parkview and purchase this program.

For more information on bringing this to your community, call Lori Hunt, Trauma Prevention Coordinator, Parkview Hospital, at (260) 373-7201 or email Ms. Hunt at Lori.Hunt@parkview.com.



Save the Date



ANNUAL CONFERENCE

November 1st - 5th, 2011

**2011 Webinar Calendar
coming soon!**

COMPREHENSIVE TRAUMA PI COURSE

(Nursing CEUs will be available)

Tuesday, November 1, 2011

TRAUMA FINANCE & BUSINESS PLANNING COURSE

(Nursing CEUs will be available)

Wednesday, November 2, 2011

TRAUMA CENTER LEADERSHIP CONFERENCE

(Nursing CEUs will be available)

Thursday, November 3, 2011

TRAUMA MEDICAL DIRECTOR COURSE

CME's will be available—Physicians only)

Friday - Saturday, November 4-5, 2011

The Westin San Diego, Host of the TCAA Annual Conference



Located in the heart of beautiful downtown San Diego, the 25 floors of guest rooms feature panoramic views of the San Diego Bay, Coronado Island, and the downtown cityscape. Convenient to business and shopping, we are within walking distance of the San Diego Convention Center, Seaport Village, Little Italy, the San Diego Gaslamp Quarter, and a variety of shopping options. Only minutes away are major attractions, such as the world-renowned San Diego Zoo, Sea World, Old Town, Balboa Park and Museums, the USS Midway, and the breathtaking scenery of San Diego's stunning sandy beaches.

400 West Broadway, San Diego, California 92101

Education Corner

Let TCAA bring your choice of educational programs to you & your system at a fraction of the cost!

Rural Trauma Medical Director Course

Leadership, Management & Business Skills for the Rural Trauma Medical Director

Trauma Site Surveyor Workshop

A Training Program for Prospective Site Surveyors & Governing Agency Managers

Trauma Center Designation Course

Preparation Course for Facility Designation/Verification

Comprehensive Trauma Performance Improvement

Improve Quality of Patient Care Safely, Efficiently, in a Cost Effective Way

Please e-mail Tray Bardey at Tracey@traumafoundation.org for sample topics & more information regarding course descriptions, setup, contracts, and informational materials and brochures. Reduce individual education costs regarding travel, hotel or other costs associated with traveling to out-of-state conferences.