LCMC launches TEAM initiative
HURON HEALTHCARE TO HELP SYSTEM REDUCE COSTS, INCREASE INTEGRATION

WITH LCMC HEALTH set to add a hospital to the system and open the new University Medical Center (UMC) in the next year, system leadership have initiated a program, TEAM – Transformation, Excellence, Affordability, Mission, with the goal of maximizing the system's performance by reducing costs, identifying revenue opportunities and continuing quality improvement.

Huron Healthcare has been hired to assess system-wide operations and help establish strategic plans for improved productivity for the system as a whole and for each individual member hospital. The TEAM initiative will organize and implement Huron’s recommendations over the next 12-15 months. The company currently has 100+ consultants working on LCMC Health’s facilities, who will bring an extra set of hands and expertise to all of our entities.

"We are firmly committed to being a top performer in all aspects of healthcare operations," said LCMC Health CEO Greg Feirn. "With that goal in mind, we have partnered with Huron to implement a system-wide initiative to provide high quality care, improved patient access, cost efficiency and strong physician alignment."

Feirn said Huron is working with all levels of management and employees in a collaborative, team approach.

"We want our employees to continue to find their jobs rewarding and challenging," he said. "We're looking at non-labor areas for efficiencies based on nation-wide best practices. And we're relying on the commitment of the entire organization's employees."

Brian Landry, LCMC’s senior vice president of Marketing, Public Affairs and Development, said Huron comes highly recommended from some of the most prestigious and forward-thinking hospital systems in the country.

"We want to provide high quality, patient-centered care to all the members in our community in a more efficient, cost-effective manner," Landry said. "Expect us to improve quality, safety and outcomes. Expect us to improve the patient and family experience. Expect us to find ways to maximize revenue other than by just increasing rates. Expect us to focus on helping to make people more productive."

We want TEAM discussion and feedback! If you have a suggestion on how we can improve our system, please share your thoughts. Unless you prefer otherwise, your ideas will be kept anonymous and reviewed by our consultants. LCMC also wants everyone to understand how and why we arrive at decisions affecting them. Please check your hospital’s intranet site for a link to Huron’s Fact Sheet about our system’s TEAM initiative.

THE MAJOR FUNCTIONAL AREAS IN SCOPE FOR THE TEAM INITIATIVE INCLUDE:

- Labor Productivity – standardized reporting/units of service, staffing to demand, position control, skill mix
- Human Resources Expenses – competitive benefits, consistent pay practices
- Non-Labor Expenses – service contracts, supply pricing and utilization
- Revenue Cycle – reduced denials, improved RC processes, reduced AR
- Physician Services – physician productivity, clinic process improvement
- Clinical Documentation Improvement – appropriate documentation, improved reimbursement
- Clinical Operations – care management, physician advisor
- Information Technology – master planning, system optimization
**Children’s Telethon raises $2.06 MILLION**

For the 31st straight year, the metro region helped set a record for the total amount raised during the Children’s Hospital Telethon! A very sincere thank you to our amazing benefactors, patients, their families, volunteers, medical staff and professionals who allow Children’s Hospital to be there for our most important asset, our children.

**‘The Place Where Babies Come From’ Expands**

The Family Birthing Center at Touro offers a comprehensive, individualized approach to birth preparation, labor, delivery and postpartum care. Touro is also the third-busiest single hospital in Louisiana, with 3,368 deliveries in 2013. Recently, Touro renovated the Family Birthing Center and created a new, expanded Level III NICU, ensuring the hospital is well-prepared to offer state of the art maternal and child services for generations to come.

The Family Birthing Center includes a seven-bed triage area, one observation room, 14 private labor and delivery rooms, 37 private post-partum rooms and two well-baby nurseries with a total of 32 newborn beds.

Touro’s Level III NICU offers families a home away from home feel and is equipped with five open bay rooms, two room-in suites and 21 private and semi-private rooms to allow for care of 24 babies.

**UMC transition planning started**

Excitement is building at ILH where employees are looking forward to moving into the state-of-the-art University Medical Center. Moving a hospital is unlike any other move. It’s an enormously complex process that requires meticulous planning, great communication and collaboration with stakeholders throughout the organization. ILH, in preparation for the move, is engaged in a transition planning process, facilitated by a team from Blue Cottage Consulting. The $1.2 billion UMC is expected to be completed in spring 2015.

“Excitement is building every day as our employees and medical staff see the progress on the new hospital and engage in our transition planning efforts,” said Cindy Nuesslein, ILH president and CEO. “It will be amazing not just for us, but for the entire system when UMC opens next year.”

**New Orleans East Hospital set to open in July**

After years of construction, New Orleans East Hospital will open in July. The opening of the full-service hospital is sparking optimism for the continued revitalization of the surrounding community almost a decade after the former Pendleton Memorial Methodist Hospital closed following Hurricane Katrina. The hospital will provide complete surgical services, diagnostic imaging, laboratory, emergency services, patient education and social services to both in- and out-patients.

The renovated east tower is approximately 133,640 square feet and will consist of: public and administrative spaces, a 14-bed intensive care unit and 10-bed intermediate care unit, a seven-bed universal care unit, outpatient diagnostic services, clinical lab and pharmacy, a 26-bed medical/surgical unit, two medical/surgical units featuring 20 and 26 beds, cardiac rehab, physical and occupational therapy facility and fitness center.

The new Patient Care Pavilion is approximately 71,740 square feet and will consist of: public, administrative and support spaces; a 21-bed emergency department, 10-bed pediatric medical/surgical unit, and imaging department; a seven-bed post-anesthesia care/recovery unit, four operating suites, a cath lab, two endoscopy suites and central sterile facilities.

LCMC looks forward to being an active partner and building block in eastern New Orleans’ return.
PERSONNEL PROFILE: Greg Feirn, LCMC Health CEO

ON MAY 1, Greg Feirn assumed the role of CEO for LCMC Health, the $1 billion hospital system governing Children’s Hospital, Touro Infirmary, the Interim LSU Hospital and forthcoming University Medical Center and New Orleans East Hospital. In his role as CEO for LCMC, he is responsible for management coordination of the LCMC Board of Trustees and for oversight and analysis of the system’s operations and investment portfolio.

How did you begin with our organization? I came to New Orleans after serving as a healthcare finance consultant for the “Big 4” accounting firm, Deloitte & Touche, LLP. I was based in Minneapolis and was commuting regularly to New Orleans and Nashville, and getting weary of all the travel. Dewain Hildreth, Children’s Hospital’s former CFO, offered me the controller position in 1998, and we’ve taken off from there.

Do you remember all of the posts you’ve had in our organization? I’ve had different promotions over my 16 years with our organization. At Children’s Hospital, I went from Controller to VP, Controller, then to VP, Research, VP, Operations & Research and then CFO. At LCMC, I started as CFO, then moved to President & COO, and in May became CEO.

Do you have hobbies away from LCMC? I like to hunt, fish, golf and I love watersports – skiing, barefooting, knee boarding, although I don’t have much time for any of those right now.

Do you have any unique interests? Coming from the finance world, I’ve always had an affinity for the equity markets, hedge funds and other types of investments.

Do you have a management philosophy? Operate with fairness and transparency, and trust the people you hire to bring their talents to the table to do their job so we can reach our goals.

What is the best advice you’ve ever received? Be as well informed as possible and learn all sides of an issue before making a decision. Be clear, neat and concise in how you present things to avoid a misunderstood message.

What goals have you set for LCMC Health? To continue to grow the system in a way that is mindful of the community and the people we serve. For LCMC to continue to integrate, create efficiencies that make us cost effective and create a sharing of best practices so that we do have the highest quality.

If you could play president of the United States and had to write a State of the Union, how would you address the State of the Union of LCMC Health? We have three very strong hospitals that are working to become more integrated as a healthcare system to gain our competitive edge. We’ll be adding New Orleans East Hospital soon and West Jefferson Medical Center in the near future. We have great employees, great physicians, great academic partners, great leadership at all of our affiliate hospitals. It’s all coming together nicely.

Age: 43
Hometown: Janesville, Wisconsin
Family: wife, Sara; son, Charles, 3; daughter, Betsy, 11
Education: BA–Business, University of Wisconsin, Eau Claire; CPA–Minnesota State Board of Accountancy; MBA–Tulane University
Favorite sports teams: The Green Bay Packers, New Orleans Saints
Favorite book: When Genius Failed: The Rise and Fall of Long-Term Capital Management by Roger Lowenstein
Favorite food: A great filet
Little Known Fact: I have a twin brother
LCMC Health continues to evolve

**LCMC HEALTH**

**JIM MONTGOMERY PROMOTED TO LCMC PRESIDENT & COO**
As Touro Infirmary’s President & CEO, Jim Montgomery has overseen an amazing turnaround in the hospital’s performance and profitability. That success was rewarded when he was recently promoted to also serve as LCMC Health’s president & chief operating officer.

**LCMC HOPES TO CAPITALIZE ON SUZANNE HAGGARD’S FINANCIAL EXPERTISE**
Over the last few years, Suzanne Haggard has worked alongside Touro’s leadership with great tenacity and professionalism to return the hospital to a fiscally sound position. Haggard is now directing LCMC’s financial movements as the system’s chief financial officer.

**LCMC MARKETING TEAM SET**
After 29 years directing Marketing at Children’s Hospital, Brian Landry has been promoted to senior vice president of Marketing, Public Affairs & Development of LCMC Health. Landry will help position LCMC Health as a leading brand, while helping to maintain our affiliate hospital brands. Nicole Marinello will join Landry as assistant director of Marketing & Public Affairs of LCMC Health.

**JAMES LUDWIG TO MANAGE SUPPLY CHAIN**
As LCMC Health director of Supply Chain Management, James Ludwig will be responsible for improving supply chain policy, developing system and affiliate hospital procurement processes, employing supply standardization and reducing supply spending. With his strong consulting background, Ludwig brings with him a wealth of knowledge derived from many different leading healthcare organizations.

**SCOTT LANDRY HIRED AS FACILITIES VP**
Scott Landry assumes the role of LCMC Health vice president of Facilities Support Services. Landry brought much value to Touro, and will continue his excellent work around construction management, facilities planning, capital planning and integration of support services.

**LCMC LEGAL TAKES SHAPE**
LCMC’s Legal Affairs department has taken shape under the leadership of Rick Guevara, who will be general counsel for the system. Senior attorney Jordan Lambert will oversee legal issues for Children’s Hospital, senior attorney John Cook will preside at ILH, and attorney Alex Foster will handle Touro Infirmary’s case load.