

# INTERLOCUTOR

SPRING 2023

# **JANE** PAULEY!

to serve as Keynote Speaker at DFWHC's 75th Annual Awards Luncheon on October 27, 2023

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# **PLUS**

Award recipients announced at **DFWHC Foundation's** 25th Annual Employee of the Year Luncheon

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Christie B. Davis

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James M. (Mac) Stewart



Steve Love President/CEO Dallas-Fort Worth Hospital Council

# Gun violence - a public health crisis

Today, the CDC has identified gun violence as a serious public health concern for our population.

AFTER THE SHOOTINGS ON MAY 6 at a mall in Allen, Texas, one realizes the achievement of public health is never easy. It's always a tenuous combination of medicine, epidemiology, sociology, psychology, criminology, education and economics. Three significant public health advances over the past 100 years include clean drinking water, sanitation and vaccines. Another recent public health initiative was driver safety. A national focus on highway safety from 1967-2017 resulted in the reduction of per-mile driving deaths by 80 percent, according to the National Highway Traffic Administration.

These initiatives were created to protect our residents across the nation, if not the world. Sometimes, people confuse healthcare and public health. Healthcare is the prevention and treatment of a medical condition impacting individuals. Public health is the intervention and prevention of a significant crisis impacting our population.

Today, the Centers for Disease Control and Prevention (CDC) has identified gun violence as a serious public health concern for our population. According to the CDC, firearm-related incidents in 2020 were among the five leading causes of death for people ages 1-44 and the number one cause of death for children and teens. The CDC has established a four-step process in dealing with this public health crisis to include defining the problem, identifying the risk factors, developing strategies and then having widespread adoption of a policy.

The Kaiser Family Foundation (KFF) found the U.S. leads all large and economically stable countries in firearms deaths for children and teens between the ages 1-19. On a per capita basis, the firearm death rate for children and teens was seven times the rate of our neighbors in Canada. This is a deeply troubling statistic considering Canada ranks a distant second on this list. KFF also reported the U.S. is the only country among its peers that has experienced an increase in firearm deaths over the past two decades. Let's call gun violence for what it is—an epidemic.

It's time for a call to action. We need to fund extensive research and data analysis. According to the CDC, this growing crisis is not only due to the recent rash of almost weekly mass shootings, but more than half of all suicides in the U.S. are gun related. Gun safety should be a top priority for everyone, especially our city, state and federal governments. We cannot afford to wait any longer. This is a public health crisis that claims American lives every day.

Let's work together immediately to start this conversation with the same tenacity we once did for water, sanitation, vaccines and highway safety. Thank you for your support of the DFW Hospital Council.

**SPRING 2023** WWW.DFWHC.ORG



**EDITORIAL Executive Editor Stephen Love** Managing Editor Chris Wilson

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#### **ADVERTISING**

Interlocutor reaches more than 5,000 healthcare professionals in North Texas. It is published four times a year.

#### **PUBLISHED**

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INTERLOCUTOR

1: one who takes part in dialogue

2: one in the middle of a line who questions end people and acts as leader

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Konica Minolta congratulates this year's Dallas-Fort Worth Hospital Council's awards honorees.

To learn more about how Konica Minolta supports healthcare's digital transformation contact Tylenthia Porter (Ty), Senior Sales Manager. Konica Minolta, 972-656-5622, tporter@kmbs.konicaminolta.us

# 75th



October 27, 2023 Irving Convention Center

# ANNIVERSARY

# DFWHC announces date, location and speakers for its Annual Awards Luncheon

IT'S HARD TO BELIEVE, BUT THE DFW Hospital Council's (DFWHC) Annual Awards Luncheon will be celebrating its 75th anniversary on Friday, October 27, at the Irving Convention Center. This year's event will be highlighted by the appearance of none other than Jane Pauley as keynote speaker. Her presentation will be a unique Q&A session moderated by Cynthia Izaguirre, news anchor at WFAA Ch. 8 TV.

"We were thrilled to see Jane Pauley was available to speak at our luncheon," said **Stephen Love**, president/ CEO of DFWHC. "For almost five decades, she has been a dedicated reporter and host on network television. A longtime advocate of children's health and education, Jane is also a highly regarded spokesperson in mental health. We would also like to thank Cynthia Izaguirre for taking time out of her busy schedule to host this discussion. We are looking forward to their presentation."

Pauley is anchor of the award-winning *CBS Sunday Morning*, a role she began in September 2016. She is the recipient of multiple Emmys, the Walter Cronkite Award for Excellence in Journalism, the Edward R. Murrow Award for outstanding achievement and the Gracie Allen Award from the Foundation of American Women in Radio & Television. Pauley is a member of the Broadcast and Cable Hall of Fame.

Pauley joined CBS Sunday Morning in 2014 as a contributor and substitute anchor. Some of her career highlights include a profile of **Hillary Rodham Clinton**; an interview with the late Supreme Court Justice **Ruth Bader Ginsberg**; a fast motorcycle ride with rock star **John** 



# Jane Pauley

**Mellencamp**; the only TV interview with **David Letterman** about his retirement from late night television; and a joint interview with then Vice President-elect **Kamala Harris** and her husband **Doug Emhoff**.



Pauley has written two New York Times bestsellers. A memoir, "Skywriting: A Life Out of the Blue" and "Your Life Calling: Reimagining the Rest of Your Life," based on her award-winning series on "Today" about people 50-plus starting different careers, learning new skills and pursuing their dreams. She and her husband, Doonesbury cartoonist Garry Trudeau, are the parents of three grown children.

Cynthia Izaguirre is an anchor at WFAA in Dallas specializing in television news and weekly "Wednesday's Child" reports. Since 2011, she has produced and anchored the "Wednesday's Child" segments which help find abused and neglected children a safe and loving home. A graduate of Thomas Jefferson High School and the University of North Texas, Cynthia grew up watching WFAA and considers it a great honor and privilege to work alongside some of the best journalists in the country.

During the luncheon, DFWHC will present the Distinguished Health Service Award, the Young Healthcare Executive of the Year and the Kerney Laday, Sr. Trustee of the Year. Award recipients will be announced this summer.

Ticket and sponsorship information will also be announced this summer. For questions, please contact Chris Wilson at chrisw@dfwhc.org. ■



Cynthia Izaguirre







For information, contact radio@dfwhc.org.

# The Human Side of Health Care



with Stephen Love (left) and Thomas Miller.























# THE DFW HOSPITAL COUNCIL (DFWHC) RADIO program

"The Human Side of Healthcare" was broadcast on a weekly basis since 2020 on KRLD 1080 AM. The program concluded on March 26.

Hosted by DFWHC President/CEO **Stephen Love** and KRLD's **Thomas** Miller, the program and podcast showcased the activities of North Texas hospitals while providing crucial COVID-19 updates.

Past broadcasts can be found online at Spotify, Apple Podcasts, Google Play, Stitcher, YouTube and iHeart Radio.

Final guests on the program in the spring included:

- Marisa Abbe, PhD, Children's Health;
- Sharn Barbarin, Medical City Arlington;
- Dr. Daniel Costa, UT Southwestern Medical Center;
- Tauane Cruz, Texas Health Resources;
- Dr. Stephen Hurlbut, Texas Health Harris Methodist HEB Hospital;
- Stephen Love, DFW Hospital Council;
- Dr. Narayanan Menon, Medical City Dallas;
- Dr. Ramesh Subedi, Texas Health Harris Methodist Fort Worth;
- Dr. Jawwad Yusuf, Texas Health Presbyterian Hospital Dallas.





# **Around DFWHC**

# **DFWHC** announced one minute of silence for May 12

THE DALLAS-FORT WORTH HOSPITAL **COUNCIL** (DFWHC) Board of Trustees announced an observance of one minute of silence for Friday, May 12, from 12:00 noon to 12:01 p.m. in honor of the victims of the shootings at Allen Premium Outlets mall. With May being National Nurses and Hospitals week, the DFWHC asked its member hospitals and community members to join in the moment of silence.

The gesture was an opportunity for North Texans to reflect on the loss of life over the past year from gun violence. Eight people were killed and seven injured during the shooting in Allen.

"Gun violence has become a public health crisis in our country," said Stephen Love, president/CEO of DFWHC. "We need to work together collaboratively to stop these tragic and horrifying incidents. We offer our condolences to the victims and their family members. We ask for a speedy recovery of those injured. We also thank our first responders for their dedication in serving North Texas." ■



# **Legislation Press Conference**

**DFWHC PRESIDENT/CEO STEPHEN LOVE** was present for the March 6 press conference introducing bills that would create harsher penalties for people assaulting hospital workers. Officials were on hand at Dallas police headquarters for the announcement in response to the tragic Methodist Hospital shootings on October 22, 2022.

"North Texas hospitals thank State Representative Rafael Anchia for introducing these bills protecting hospital workers," said Love. "We urge legislators to enact these bills into law. It's important to ensure hospitals are a safe haven." ■





# **DFWHC** and Hall Render breakfast event

MORE THAN 40 ATTENDEES turned out April 13 for the DFWHC and Hall Render in-person discussion "Can Hospitals Actually Make Money in Value-Based Care?" at Scottish Rite for Children in Dallas. Jim Burke, Principal Advisor, Strategic and Financial Consulting at Hall Render

Advisory Services, served as the keynote speaker. DFWHC President/ CEO Stephen Love moderated the discussion. Guests included reps from Children's Health, JPS Health Network, Prime Healthcare, Scottish Rite, Texas Health and UT Southwestern. ■



# **New President**

Chris York, FACHE, was named president at Texas Health Presbyterian Hospital Dallas, effective May 8. He will oversee the execution of a new strategic

plan that focuses on clinical growth and outlines priority investments in physician workforce and campus enhancements. He will be working with UT Southwestern and Texas Health to drive implementation of the plan. York has more than 30 years of healthcare leadership experience, much of it in Dallas-Fort Worth. He joins Texas Health from Community Health Systems, where he served as market CEO for Northwest Health System in Springdale, Arkansas. York spent nearly 15 years with Baylor Scott & White Health, most recently serving as president of Baylor Scott & White Medical Center Grapevine and **Baylor Scott & White Medical Center** Waxahachie. ■

# Spring educational webinars

AS AN EDUCATIONAL SERVICE to our members, the DFW Hospital Council co-hosts monthly webinars

with Associate Members.

## January 19, 2023

"Increasing Bottom Line Through **Reimbursement Appeals**"

- DFWHC/Hall Render Panel included Drew Howk, Heather Mogden and Maureen O'Brien Griffin of Hall Render. https://www.youtube.com/ watch?v=TTBx2898O7E

#### March 15, 2023

"How to Drive New Reoccurring Revenue"

DFWHC/Skyward RX Speaker was Dave Rike, founding partner of Skyward Rx. https://www.youtube.com/ watch?v=q4qw04LhmW0&t=43s

#### May 11, 2023

# "The Future of Hospital Security"

- DFWHC/Konica Minolta Speakers were Sooketoo Bhuta, director of product development at Konica Minolta Video Solutions; and Ty Porter, senior sales manager at Konica Minolta. https://www.youtube.com/ watch?v=S85OP1BB-oI

For info, contact Chris Wilson at chrisw@dfwhc.org.

# **Around DFWHC**



Attendees included Sue Richardson (I to r), Stephen Love, Will Turner, Eric Birdzell, Blake Kretz, Becky Tucker, Rangers Captain Mascot, Sara Grenier, Andrea Sartin, Jaime Pacilio and Matt Chance.

IT WAS A NIGHT AT THE BALL GAME on May 17 as the DFW Hospital Council (DFWHC) hosted a VIP reception at Globe Life Field during the Texas Rangers and Atlanta Braves contest. The event was an opportunity for the DFWHC Board of Trustees to offer thanks to Hall Render and FORVIS for serving as Year-Round sponsors in 2023. Also attending was DFWHC Associate Member SBL Architecture who graciously provided the suite.

"What a great evening of camaraderie," said **Stephen Love**, president/CEO of DFWHC. "We wanted to offer our thanks to Hall Render and FORVIS for their support in 2023. We would also like to offer our thanks to SBL Architecture for the food, beverages and wonderful

atmosphere. We could not have asked for a better host."

Representatives of Hall Render included **Keith Dugger**, **Brandon Kulwicki**, **Eric Birdzell** and **Sue Richardson**. FORVIS reps included **Andrea Sartin** and **Sara Grenier**. SBL Architecture reps were **Michael Barnett**, **Jim Little** and **Jaime Pacilio**.

DFWHC Trustees included Chair **Becky Tucker** of Texas Health Resources; Past Chair **Blake Kretz** of Texas Health Arlington Memorial; **Matt Chance** of Scottish Rite for Children; and **Will Turner** of Baylor Scott & White Medical Center – Waxahachie.

For information on Year-Round Sponsorships, please contact **Chris Wilson** at **chrisw@dfwhc.org**. ■

# **DFWHC** hosts VIP Reception at **Globe Life Field**









Stephen Love (I to r), Mike Barnett and Matt Chance.



Keith Dugger (I to r), Sue Richardson and Eric Birdzell.



Becky Tucker (I to r), Sara Grenier and Andrea Sartin.



Stephen Love (I to r), Jaime Pacilio and Jim Little.

# **Associate Members**

# **MARKETING** your Hospital

There are a number of reasons promotional products are an effective marketing tool. Here are just a few of the benefits associated with branded promotional products.

#### LOW-COST MARKETING

Making inroads into a community can be hard — and expensive. Investing in branded promotional products, however, is much more cost-effective than renting out a billboard or launching a large-scale internet marketing campaign. Additionally, branded promotional products often yield great results for companies hoping to improve brand recognition.

#### **BUSINESS EXPOSURE**

Investing in branded collateral is a great way to spread your company's messaging. You can use promotional products to quickly and effectively tell prospective customers about the services and products you provide. Branded promotional products, when utilized correctly, can carry your brand's story far and wide.

#### **ENHANCED BRAND RECOGNITION**

When you use your logo and branded messaging on promotional products, you're making an investment in increased brand recognition. When you purchase promotional products that your targeted audience will find useful, you'll be introducing your messaging to both the original recipients of the collateral as well as their extended social networks.

#### RETAINED LOYALTY

Branded products foster a sense of connectedness and feelings of gratitude between recipients and your company. Both employees and customers are likely to view your brand in a more positive light after receiving a promotional product. Purchasing branded products can help you retain both employees and customers.

# MOST EFFECTIVE TYPES OF PROMOTIONAL PRODUCTS

The promotional product you select for your business depends on your budget, the circumstances surrounding the giveaway and your existing branding. Branded promotional products should be consistent with your existing branding efforts. For example, if your company sells outdoor equipment, water bottles and carabiners may be the best collateral to invest in. If you deal primarily with office-oriented businesses, you'll be better suited purchasing branded stationery and pens. Here are some effective types of branded collateral:

## **PENS**

Universally useful and exceedingly cost effective. Pens are sure to be a success.

# **WATER BOTTLES**

Water bottles are especially valuable to use at fairs and trade shows. Water bottles last a long time meaning, they carry your message far and wide.

## **STATIONERY**

If you deal primarily with other office-oriented businesses, stationery items like notepads are sure to leave a lasting impression.

#### **MUGS**

Coffee may be one of the most widely spoken universal languages. Investing in branded mugs is a great way to let your audience take your messaging home.

#### **TOTE BAGS**

Tote bags with attractive designs may be some of the most effective pieces of collateral to share with customers and employees.

## **POWER BANKS**

Power banks are a great way to show your customers how well you understand their needs. These devices are practical and can be used daily.



# **Promotional Products WORK**







# WHEN TO USE PROMOTIONAL **PRODUCTS**



#### COMMUNITY EVENTS

Street fairs, concerts and other community events are ideal places to give away branded collateral. Renting a booth at your next community event and giving away some promotional products is a small investment with a big payout.

#### APPRECIATION

Whether you're looking for a way to show your biggest client how much you care or are hoping to improve retention of your existing labor base, promotional products are great ways to foster loyalty at employee and client appreciation events.

#### TRADE SHOWS

Trade shows are the ideal opportunity to show your industry peers exactly what you're made of. Investing in branded collateral to give away at your next trade show can open the door to new business and valuable collaboration.

Branded promotional products are a powerful tool that marketing professionals and small business owners can rely on to produce effective results. If you are looking for a fresh way to take your brand's story to the streets, investing in promotional products can help you make a lasting impression on your customers, employees and community.





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GET NOTICED. **GET BUSINESS** 

# **Associate Members**



CAREGIVERS OF PEOPLE WITH ALZHEIMER'S and other forms of dementia face unique challenges and as dementia symptoms worsen, caregivers can experience increased emotional and physical stress making it more difficult to care for their loved ones. Many caregivers rely on direct care workers for in-home care allowing their loved one to continue living at home and help prevent or delay nursing home placement.

# ALZHEIMER'S®

The Alzheimer's Association recently released its annual Alzheimer's Disease Facts and Figures report (www.alz. org/alzheimers-dementia/facts-figures) revealing the latest burden of Alzheimer's and dementia on Texas caregivers is growing. According to the 2023 Alzheimer's Association Alzheimer's Disease Facts and Figures report:

- Today, there are more than 11 million family members and friends serving as dementia caregivers, including 1 million caregivers in Texas.
- Fifty-nine percent of unpaid caregivers report emotional stress due to caregiving and 39% of unpaid caregivers report physical stress due to caregiving.
- The prevalence of anxiety among dementia caregivers is 44%, compared to caregivers of people with stroke (31%)
- Dementia caregivers report higher rates of chronic conditions including stroke, heart disease, diabetes, and cancer compared to caregivers of people without dementia or non-caregivers. In Texas, 59% of caregivers reported at least one chronic condition.
- The prevalence of depression is higher among dementia caregivers (30%-40%) when compared to caregivers for other conditions such as schizophrenia (20%) or stroke (19%) In Texas, 26.7% caregivers reported depression.
- Seventy-four percent of caregivers report they are "somewhat concerned" to "very concerned" about maintaining their own health since becoming a caregiver. In Texas, 11.2% report frequent poor physical health.
- The prevalence of suicidal ideation in dementia caregivers with a mean age of 64 was 32% compared with 2.7% in US adults age 56 and older.

The new report also looked at the number of direct care workers needed between 2020 and 2030 - an estimated

Hopefully, greater awareness will translate into increased legislation for dementia initiatives, as the need will only increase over time as our population ages.

1.2 million more direct care workers are needed, which is more new workers than in any other single occupation in the United States. This projected growth in the direct care workforce is being seen across the country and in Texas. The 2023 Alzheimer's Association Alzheimer's Disease Facts and Figures report revealed:

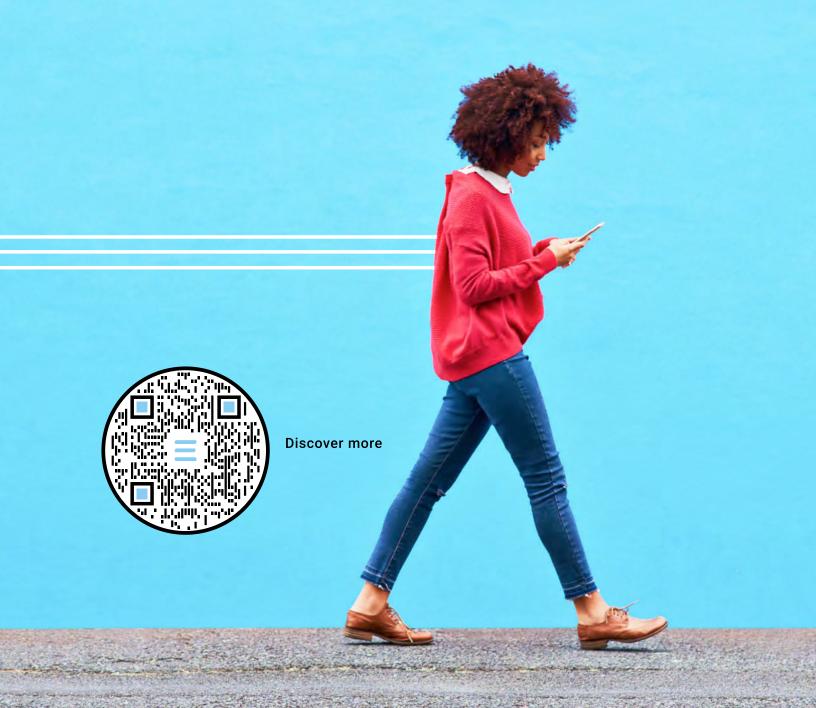
- In 2020, there are approximately 320,780 home health and personal care aides in Texas.
- By 2030, Texas will need 418,500 home health and personal care aides, a 30.5% increase.

"The Alzheimer's Association's recent report raises much needed awareness about the many ways that caregiver stressors are impacting millions of people in this country," said Dr. Andrea Hester, Community Outreach Manager for the Kerwin Medical Center at Texas Health Presbyterian Hospital Dallas.

She continued, "As a clinician and family member of a loved one with dementia, I have witnessed firsthand the challenges that caregivers face, including decline in physical and mental health, financial stressors, and lack of respite options. Hopefully, greater awareness will translate into increased advocacy and legislation at the national and state levels for dementia care-related initiatives, as the need will only increase over time as our population ages. Caregivers should know that the Alzheimer's Association is there for them as a frontline resource, including access to the 24/7 helpline, educational opportunities, care consultations, and information about local resources."

To learn more about the resources available for caregivers and families or to learn more about the 2023 Alzheimer's Disease Facts and Figures report, please visit alz.org. ■

# A MOMENT OF



REAL CONNECTIONS.
UNREAL RESULTS.

From this moment on, targeting patients using groundbreaking intelligence is real. It's raising advertising ROI to new heights, while cutting spend waste almost in half.

# Welcome to ELAVAITE by Agency Creative.

Powered by a revolutionary HIPAA-compliant privacy-first platform, it uses machine learning to target patients that show the highest probability of interest at any given time. ELAVAITE's predictive approach is fundamentally changing the game for healthcare marketers.

This is the moment. The opportunity is real. It begins with the expertise of Agency Creative.



# PERSPECTIVES

INSIGHTS IN HEALTHCARE MARKETING



# Machine Learning is Disrupting Healthcare Marketing.

The digital age of advertising has only been around since the mid '90s. When I graduated from college in the mid '80s, we didn't even use computers. But in 1994 digital marketing began when the first online ad was posted to a website. Then in 1996 the first social networking site was launched, followed by the birth of social media advertising in 2004.

Over the last few years precision targeting has evolved due to data collected on each one of us. However, in the healthcare industry, the unique challenges of regulations and HIPAA has limited our ability to leverage many advanced advertising methods.

But now, the game has changed. A new machine learning platform has fundamentally changed how healthcare marketers target patients. It uses contextual and other privacy-friendly signals to identify connections between devices and

locations. And it targets the right people with the right message at the right time.

This HIPAA-compliant privacy-first platform has created a digital media solution that is a true gamechanger for healthcare marketers. All of this is achieved without relying on personalized information or user IDs. It's like having a crystal ball to help you make smarter decisions about your marketing strategy.

The customized machine learning predictive models inform all media buying decisions, driving performance throughout the patient journey and leveraging upper funnel campaign data to drive lower-funnel results. It extends beyond endemic health properties to reach new audiences at scale using streaming tv, rich media, digital display ads and more.

Once a campaign launches, it evaluates patterns in seconds to accurately deliver

advertising only to the audience sets that show the highest probability of interest at any given time. We're already seeing audience predictive scores in the 90%+ range, which is an extraordinary number for any vertical, much less healthcare.

The result? Significant increase in targeting efficiency and a marked reduction in advertising costs. We now expect the amount of advertising budget waste to reduce by half, if not more. We're currently rolling it out with several of our current healthcare clients.

It's a great day for healthcare advertising.



About the author

Mark Wyatt Founder & CEO, Agency Creative
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# Defensible Pricing in the Age of Transparency –

The Importance of Strategic Pricing Development and Rate Benchmarking





# **Educational Discussion**

Thursday, May 25

2:00 p.m. - 3:00 p.m., CT



# **Guest Speakers**

# **Beth Mullins**.

Principal in the FORVIS Healthcare Finance Practice

# Alicia Faust

Director, Healthcare Performance Improvement, FORVIS

# Stephen Love,

President/CEO, DFW Hospital Council

As consumers deal with the impact of rising prices and interest rates, transparent and defensible pricing in healthcare has taken on even greater importance. How are hospitals navigating regulations around price transparency — and what has been the impact on hospital pricing and negotiation of payer contracts?



**INFORMATION:** 

Chris Wilson, chrisw@dfwhc.org, 972-719-4900

https://attendee.gotowebinar.com/register/136066094531532632

# **DFW HOSPITAL COUNCIL**

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Jennifer Miff President, DFWHC Foundation Senior Vice President, DFWHC

How to contact us 972-717-4279 info@dfwhcfoundation.org

# It truly was a "Celebration of Service"

FOR 25 YEARS, the DFW Hospital Council (DFWHC) and the Foundation have celebrated North Texas' hospital employees' and volunteers' service -- to both our patients and to our region. Our 25th Employee of the Year Luncheon took place April 19 at the Hurst Conference Center. As in past years, by the end of the event, there was hardly a dry eye in the house! Recipients' words at the podium were heartfelt and full of gratitude for the way they are able to serve patients, whether at the front lines or behind the scenes. I am proud to be part of an organization that promotes this recognition of our crucial healthcare workforce.

To continue this celebration of service, I'd like to first extend my sincere congratulations to this year's winners and nominees. Their photographs can be seen on the following pages. It was our honor to join each of you at this event and to celebrate your achievements with your hospital and health system representatives.

I would also like to again thank our sponsors, participating hospitals, and our nominators, along with our fantastic and entertaining speaker, Christine Cashen! Their support and spirited celebration made this a special and inspiring day and we could not have made this happen without them. Also, thank you to the ACHE of North Texas **Board** for volunteering their time to judge the nominations.

Finally, this luncheon would not be possible without the efforts of the 2023 Event Committee, including hospital representatives who volunteer their time to select the theme, location and speaker, and our internal team, who works tirelessly for months to make this event happen.

Members included Phil Kendzior, Baylor Scott & White Health; Larra Keel, Children's Health; Emily Potts, Children's Health; Kara Wyar, Children's Health; Amy Smith, Cook Children's; Sally Williams and Candace Longanecker, DFWHC Foundation; Chris Wilson and Stephanie Suarez, DFW Hospital Council; Kerrie Bryant, JPS Health Network; Kim Pinter, JPS Health Network; Jennifer Fredrick, Medical City Healthcare; Hunter Maggio, Methodist Health System; Shauntee Mayfield, Parkland Health; Dwiana Thomas, Parkland Health; Stacy Miller, Scottish Rite for Children; Lynn DeLaney, Texas Health; Diane Kelly, Texas Health; Felicia Williams, Texas Health; Jamie Yeatts, Texas Health; and Jennifer Doren, UT Southwestern.

Thank you one and all! It truly was a "Celebration of Service." ■



www.dfwhcfoundation.org

#### **Foundation Mission**

Inspire continuous improvement in community health and healthcare delivery through collaboration, coordination, education, research and communication.

## **Foundation Vision**

As the trusted "go to" resource, inspire collective improvement of health and healthcare outcomes.

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# **Around DFWHC Foundation**



# Mental Health Recovery Workshops in 2023

ARE YOU CONCERNED FOR LOVED ONES or your community and have a passion to help others? If so, learn how to become part of the solution! The DFW Hospital Council (DFWHC) Foundation's Community Health Collaborative (CHC) has hosted two "Recovery Workshop: ROCC Stars Unite" in 2023 with plans to hold additional classes. These events are complimentary.

Working with UT Southwestern Medical Center, the Association of Persons Affected by Addiction and the National Alliance on Mental Illness, the program creates awareness about mental health and addiction recovery.

Classes were held March 26 and May 21, with plans to hold two additional classes in 2023.

In this workshop, peer support specialists will teach you concepts through an engaging presentation and

discussion. This workshop is intended for the entire community. Those with and without personal mental health experience, healthcare professionals, community leaders and more are welcome.

For information, please email mhfantx@ dfwhcfoundation.org.

Program is supported by the Community Mental Health Grant Program from Texas Health and Human Services Commission (HHSC). The Community Mental Health Grant Program was established by House Bill 13, 85th Legislature, Regular Session, 2017 and authored by Representative Four Price. The 86th Legislature appropriated \$45 million in 2019 to continue Community Mental Health Grant Program in 2020 and 2021. ■



# 25th Annual Employee of the Year Luncheon

Honoring the best hospital employees of North Texas

**April 19, 2023 • Hurst Conference Center** 

Reception 11:00 a.m. • Luncheon/Awards 12 noon - 1:45 p.m.



# Congratulations!

# North Texas hospital employees honored at April 19 luncheon

A SALUTE TO THE NORTH TEXAS hospital workforce, the Dallas-Fort Worth Hospital Council (DFWHC) Foundation's 25th Annual Employee of the Year Luncheon was held April 19 at the Hurst Conference Center. More than 600 attendees turned out to honor 120 nominees and 14 award recipients from across the region.

"We hope this day was as memorable and inspiring for the nominees as it was for us," said Jen Miff, president of the DFWHC Foundation. "The DFWHC Foundation is a strong proponent for workforce programs that make a difference in the quality of care for North Texans. Today's recognition is critical to boost staff morale, retain a strong workforce and honor the roles of every employee who contributes to the successful delivery of patient care, whether at the front line or behind the scenes. All of these nominees deserved to be recognized and it was our honor to applaud them during this luncheon."

**Christine Cashen** served as keynote speaker in support of the theme "Celebration of Service." Becky **Tucker**, senior vice president channel integration at Texas Health Resources and chair of the DFWHC and DFWHC Foundation Boards, served as master of ceremonies.

One of the highlights was the introduction of Dallas Police Officer Sgt. Robert Rangel to open the program. Sgt. Rangel was onsite at Methodist Dallas Medical Center on October 22, 2022, when two hospitals employees were killed in a shooting on the fourth floor. He was able to injure the suspect and defuse the dangerous situation. The audience gave him a standing ovation.

Award recipients included:

#### **Rex McRae Scholarship**

• Nikki Uribe, ICU Extern, Methodist Mansfield Medical Center

#### **Physician Award**

• Dr. Danny C. Holland, Methodist Dallas Medical Center

## **Volunteer Award**

• Sharon Callahan, Methodist Richardson Medical Center

## **Preceptor Award**

• Delaney Massey, Registered Nurse – ICU/CCU, Parkland

#### System Award

• Angela Vincent Michael, Director Performance Improvement, Methodist Health System

#### **Community Service Award**

• Charmie Faith Frykman, Registered Nurse, UT Southwestern University Hospitals

## **Special Recognition Awards**

- Michelle Garrett, Patient Care Technician, Methodist Midlothian Medical Center
- Natalia De Villa Pulido, Registered Nurse, Baylor Scott & White Medical Center – McKinney
- Julie Green, Pathology Assistant, Methodist Mansfield **Medical Center**
- Sonya Manibusan, Volunteer/Guest Services, Texas Health Presbyterian Hospital Dallas

## **Employee of the Year Awards**

- Gereldene Dodson, Registered Nurse, Texas Health Presbyterian Hospital Kaufman
- Stephen Aryeetey, Registered Nurse, Medical City Las Colinas
- Beth Stewart, Nursing Supervisor, Texas Health Harris Methodist Hospital HEB
- Sarah Gartner, Nursing Operations Specialist, Parkland Health

Board members of the North Texas Chapter of the American College of Healthcare Executives judged the blinded nominations on March 7. Individual and hospital names were removed in advance and selections were based entirely on the facts presented within the form letter. Nominees were separated into four categories of hospitals including 1-99 beds, 100-250 beds, 251-499 beds and 500-plus beds. ■

# **Employee of the Year Luncheon**













Sgt. Robert Rangel (top left, center) was given a standing ovation to open the program; Becky Tucker (top right) served as Master of Ceremonies; Christine Cashen (middle left) served as Keynote Speaker; Julie Green (middle right, center) of Methodist Mansfield receives Special Recognition; Natalia De Villa Pulido (lower left) of Baylor Scott & White McKinney receives Special Recognition; Stephen Aryeetey (lower right), of Medical City Las Colinas is named Employee of the Year. – photos by Jerry McClure



**Employee of the Year:** Gereldene Dodson, Registered Nurse Texas Health Presbyterian Kaufman



Employee of the Year: Stephen Aryeetey Registered Nurse Medical City Las Colinas



**Employee of the Year: Beth Stewart Nursing Supervisor** Texas Health Harris Methodist HEB



**Employee of the Year:** Sarah Gartner **Nursing Operations Specialist** Parkland Health



Special Recognition: Michelle Garrett Patient Care Technician Methodist Midlothian



**Special Recognition:** Natalia De Villa Pulido **Registered Nurse Baylor Scott & White McKinney** 



**Special Recognition:** Julie Green Pathology Assistant Methodist Mansfield



**Special Recognition:** Sonya Manibusan Volunteer Guest Services Texas Health Presbyterian Dallas



Rex McRae Scholarship: Nikki Uribe ICY Extern Methodist Mansfield Medical Center



**Physician Award:** Dr. Danny C. Holland Methodist Dallas Medical Center



**Volunteer Award: Sharon Callahan** Methodist Richardson Medical Center



**Preceptor Award: Delaney Massey** Registered Nurse ICU/CCU Parkland Health



System Award: **Angela Vincent Michael** Methodist Health System



**Community Service: Charmie Faith Frykman UT Southwestern** 

This recognition is critical to boost staff morale, retain a strong workforce and honor the roles of every employee who contributes to the successful delivery of patient care.

# **Employee Nominees**

#### **EMPLOYEE NOMINEES**

**Angelica Creevey**, Baylor Scott & White All Saints – Fort Worth

**Thomas Gilder**, Baylor Scott & White Heart and Vascular Hospital – Dallas

Lisa Simmons, Baylor Scott & White - Centennial

Kim Godawa, Baylor Scott & White - Plano

Norman Gregorio, Baylor Scott & White – Waxahachie

Vanessa Ferris, Baylor Scott & White The Heart Hospital – Plano

**Nisha Paul**, Baylor University Medical Center – Dallas

Traci Major, Children's Health - Dallas

Chris Collins, Children's Medical Center Plano

Deb Smith, Cook Children's

Samantha Cuellar, JPS Health Network

Michael Temesgen, Medical City Dallas

Sgt. Robert Rangel, Methodist Dallas

Gladys Cavallo, Methodist Richardson

Tara Condron, Methodist Southlake

Patrick Adwell, Texas Health Arlington Memorial

Scott Leiker, Texas Health Harris Methodist Alliance

**Sherry Goodrich**, Texas Health Harris Methodist Azle

John Andrews, Texas Health Harris Methodist Cleburne

Michael K. Lane, Texas Health Harris Methodist FW

**Tanya Howard,** Texas Health Harris Methodist SW Fort Worth

McKenzie Steelman, Texas Health Frisco

Tejal Patel, Texas Health Presbyterian Allen

Patricia Harper, Texas Health Presbyterian Denton

**Donna Whitaker**, Texas Health Presbyterian Flower Mound

Billy Whitson, Texas Health Presbyterian Plano

#### **PHYSICIAN NOMINEES**

**Dr. Melanie Lagomichos**, Baylor Scott & White All Saints – Fort Worth

Dr. Asjad Khan, Baylor Scott & White - McKinney

Dr. Joshua Lemmon, Baylor Scott & White - Plano

**Dr. Valerie Gorman**, Baylor Scott & White – Waxahachie

**Dr. Samir Shahani**, Baylor Scott & White The Heart Hospital – Plano

**Dr. Ksenya Shliakhstisava**, Children's Health – Dallas

Dr. Jacob Sexton, Children's Medical Center Plano

Dr. Samson Cantu, Cook Children's

Dr. Joseph Martin, JPS Health Network

Dr. Phillip Wortley, Medical City Dallas

Dr. Carlos Cruz, Medical City Denton

Dr. Benjamin Lo, Methodist Mansfield

Dr. Shelley Lenamond, Methodist Midlothian

Dr. Rohan Jeyarajah, Methodist Richardson

Dr. Robert Pollard, Methodist Southlake

Dr. Lauren Vice, Parkland Health

**Dr. John Senkowsky,** Texas Health Arlington Memorial

**Dr. Richard Hazen**, Texas Health Harris Methodist Alliance

**Dr. Malathi Chamarthi Raju**, Texas Health Harris Methodist Cleburne

Dr. Nisarg Shah, Texas Health Harris Methodist HEB

Dr. Janie Sanders, Texas Health Frisco

Dr. Brian Tibbs, Texas Health Presbyterian Dallas

**Dr. Anantha Chentha**, Texas Health Presbyterian Kaufman

**Dr. Mark Peterman**, Texas Health Presbyterian Plano

#### **VOLUNTEER NOMINEES**

**Raymond Ornelaz**, Baylor Scott & White Heart and Vascular – Dallas

Scott Suiter, Baylor Scott & White - Grapevine

Diane Bentler, Baylor Scott & White – Lake Pointe

Kristen Murray, Baylor Scott & White – McKinney

Anne Bradley, Baylor Scott & White – Plano

**Harold "Butch" Steely**, Baylor Scott & White The Heart Hospital – Plano

Kirk Pouttu, Children's Health - Dallas

Marilyn Mahoney, Children's Medical Center Plano

William "Bill" Parker, Cook Children's

Terri Lee, JPS Health Network

Mike Sabourin, Medical City Arlington

Mark Holmgren, Medical City Dallas

Eric Hale, Medical City Denton

Adele Kazetta, Methodist Charlton

Adeliada Kelly, Methodist Dallas

Marsha Huey, Darlene Powell and Abby Wilson, Methodist Mansfield

Mary Ann Blome, Parkland Health

Micki Roemer, Texas Health Arlington Memorial

Larry Hawkins, Texas Health Harris Methodist Alliance

Peggy Helm, Texas Health Harris Methodist Azle

Jack Lewis, Texas Health Harris Methodist Cleburne

Glen Averhoff, Texas Health Harris Methodist FW

Rebecca Roper, Texas Health Harris Methodist HEB

Cindy Skinner, Texas Health Frisco

Isabel Pumilia, Texas Health Presbyterian Allen

Karen Tulli, Texas Health Presbyterian Dallas

Barbara Lambert, Texas Health Presbyterian Plano

Berta Montes, UT Southwestern

#### SYSTEM NOMINEES

Dr. Carlos Valencia, Baylor Scott & White Health

Tiffany Montgomery, Children's Health System

Marcus Hughes, JPS Health Network

J.D. Buchert, Parkland Health

Holly Hinsey, Texas Health Resources

#### PRECEPTOR NOMINEES

**Claudia Chavez**, Baylor Scott & White All Saints – Fort Worth

Bryan Lewis, Baylor Scott & White - McKinney

Tina Jackson, Baylor Scott & White - Plano

Ariel Barclay, Baylor Scott & White – Waxahachie

Marcy Crawford, Baylor Scott & White The Heart Hospital – Denton

Alisha Patel, Baylor University Medical Center –

Maira Swift, Children's Health – Dallas

Joan Ramos, Children's Medical Center Plano

Ross Richardson, Cook Children's

Jessica Washington, JPS Health Network

Alexxandria Fellers, Medical City Dallas

Kourtney Cummings, Methodist Dallas

Aaron Greenwood, Methodist Mansfield

Karlanette Arthur, Methodist Midlothian

Jamie Homeier, Methodist Richardson

Hope Oboyle, Methodist Southlake

Marsha Weissenborn, UT Southwestern

#### **REX MCRAE NOMINEES**

Nataliya Drozhzheva, Baylor Scott & White All Saints – Fort Worth

Kayla Cowgill, Baylor Scott & White - McKinney

Natasha Branch, Baylor Scott & White - Plano

Amanda Hobbs, Baylor Scott & White – Waxahachie

Kelly Stacy, Methodist Dallas



# Celebration of Service!





# 25th Annual Employee of the Year Luncheon THANK YOU SPONSORS!

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Medical City Healthcare

**UT Southwestern** 



**Danny Davila** Director, FCRA Regulatory Risk & Consumer Compliance Advisor GroupOne Background Screening

LinkedIn https://www.linkedin. com/pub/danilio-davilalpi/1/7b9/962

E-mail ddavila@gp1.com

# The rising cost of data collection

THE ROI OF TALENT ACQUISITION continues to evolve. Whether it's examining relocation expenses or reviewing rising costs, it's important for hospital leaders to consider your organization's talent management practices.

Background screening reports can vary between basic to comprehensive, countywide to national. A dependable background reporting firm conducts objective, datadriven investigations. But acquiring this information has become costlier over the past several years. Here's a breakdown of the fees we've noticed to be increasing:

- County Criminal Courts Across the country, county courts are increasing their costs, with the highest fees from New York. The average fee is usually \$3 to \$5 for courthouses requiring manual research. Counties establish the cost based on research requirements, staff utilization and how current the information is.
- Employment Verification Approximately 20 years ago, HR departments started outsourcing employment verification to third-party sources. These sources obtain data such as dates of employment and then provide it to background screening companies. Prices range from \$35 to \$90. The rising cost of this data has resulted in rethinking the option of "purchasing" employment verification.
- Education Verification High schools are increasing their use of third-party sources for the purpose of providing verification of diplomas. These sources obtain the degree and then charge a fee ranging from \$3 to \$20. The older the document, the more the cost.
- Licensures/Credentials The healthcare industry requires employees to possess extensive credentials. These licenses require validation from the issuing sources. Fees range from \$12 to \$25, depending on the specialization and the sources.

The creation of databases, labor costs and the "need for speed" are some of the reasons for these price increases. Employers should revisit their current agreements with background screening companies and ask for other methods to obtain the information. Employers can then determine whether they can proceed without the extensive fees forced upon them by third-party sources.

Please do not hesitate to contact GroupOne Background Screening for more information.



# **GroupOne** Services

Created by a board of hospital CEOs in 1989, GroupOne was the nation's first healthcare pre-employment screening program. Today, GroupOne provides convenient web-based solutions, automated employment verification and student background checks. It has grown into one of the most dependable human resource partners in the healthcare community.

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Danny Davila: ddavila@gp1.com

www.gp1.com

# Group**One** REPORT



# **GroupOne's** Hot Topic webinar "Is the Résumé Authentic?" has been posted online

GROUPONE BACKGROUND SCREENING'S WEBINAR "Is the Résumé Authentic? Candidate Assessment in the Modern World" originally broadcast on April 6 has been posted online.

The "Hot Topic" panel discussion included expert speakers David Graves, HR guru and sales rep at GroupOne, and Danny Davila, director of FCRA Regulatory Risk at GroupOne.

They detailed how fraudulent résumés can pose serious liability issues for your company. If you hire someone who is unqualified for the job, your customers or patients could sue you for negligence.

This fiery topic has been in the headlines over the past couple of months in the political arena, revealing just how common this issue can be.

Topics included consequences, red flags, legalities, common embellishments and real-case scenarios, with an active Q&A session.

You can view the webinar at <a href="https://www.youtube.com/watch?v=-NIUVkeGDsY">https://www.youtube.com/watch?v=-NIUVkeGDsY</a>. ■

# Group**One** REPORT



# Background screening issues for 2023

**THOUGH 2023 IS NOT UNIQUE** when it comes to background screening challenges – our business is constantly evolving – employers should note some hot issues this year.

#### **AUTOMATED SCREENING SYSTEMS**

The U.S. Equal Employment Opportunity Commission (EEOC), the Federal Trade Commission (FTC) and the Consumer Financial Protection Bureau (CFPB) are now focusing on automated methods of employment background screening to ensure the information they produce is accurate.

Last year, the CFPB raised concerns about inaccurate identity matching and is considering a rule to amend the Fair Credit Reporting Act (FCRA) to improve such screenings. The EEOC has also expressed concerns about employers using automated screening processes, also known as **artificial intelligence** or "AI," when hiring employees. Employers should use consistent procedures in their hiring decisions based on information obtained legally through verifiable sources.

## LAWS LIMITING ACCESS TO CRIMINAL HISTORY

A movement over the past decade has seen numerous

municipalities and states passing "clean slate" and "fair chance" privacy laws limiting the ability of employers to look at applicants' criminal histories when hiring. At least 10 states have passed new laws that go live this year, and campaigns are already active in additional states. New state privacy laws in California and Michigan have removed dates of birth as personal identifiers from public records, which screeners use to conduct background checks. Thanks to the work of the Professional Background Screening Association in Michigan, they were able to resolve this issue with the state providing a registration process allowing access to records.

#### **MARIJUANA LEGALIZATION**

While marijuana possession remains illegal under federal law, most states have legalized the substance for medicinal and in some cases, recreational use. Today, laws expunging marijuana convictions are becoming increasingly common. The movement has caused many employers to consider the removal of marijuana from pre-employment drug tests. Employers who conduct pre-employment drug screenings should consider how to treat employees who legally use marijuana outside of the workplace.

# Should employee background checks shift to continuous?

#### THE USE OF POST-EMPLOYMENT BACKGROUND

**CHECKS** for continuous monitoring is on the rise in the U.S. With many records now being digital, employers could learn of an employee's potential adverse information quickly. But using such technology can also raise serious ethical questions for employers.

Today, about 93% of companies conduct background checks as part of their hiring process. But only 1 in 5 employers conduct background checks after employment.

Background checks can include employment, credit, education and professional license verification, as well as driving record checks. Post-employment background checks can be either continuous or annual.

According to a recent survey by the Professional Background Screening Association (https://thepbsa.org/ about-us/industry-survey/), about 19% of organizations conduct post-hire background checks, an increase from 12% in 2020. But make no mistake, conducting annual background checks can create problems.

As the old saying goes, "Be careful what you ask for!" If you discover potential adverse information, are you prepared to let the specific employee go? An employer that does not take action against the employee, perhaps a long-time valued worker, could potentially risk serious legal issues.

# **CAN YOU IGNORE THE POSITIVES?**

There's a strong case to be made for periodic employee background checks, especially for jobs involving public safety. Do your employees work with patients at a hospital? Do they drive a company truck?

Companies that only run background checks when hiring may never learn of potential adverse information. Continuous background checks not only make your employees and patients safer, but your company avoids costly legal fines.

Job candidates might pass an initial background check, but that does not mean a background check will



stay the same over time? Periodic checks can also include monitoring for lapses in professional licenses, such as those held by healthcare employees, which could put hospitals at risk.

Simply put, continuous or periodic monitoring of your employees is a good way to maintain a "piece of mind" while also avoiding a potential crisis.

The information and opinions expressed are for educational purposes only and are based on current practice, industry-related knowledge and business expertise. The information provided shall not be construed as legal advice, express or implied.

# Group One REPORT

# Background Screening "RED FLAGS"

#### OF THE MANY QUESTIONS WE ARE ASKED at

GroupOne Background Screening, perhaps the most common is what "red flags" do employers notice during a background check? Here's eight of the most common.

#### 1. ERRATIC EMPLOYMENT HISTORY

Gaps in employment history are not always a cause for concern, but a regular pattern of unemployment or a list of short-lived jobs could suggest an unreliable applicant. This would not include internships or training, which are always a plus.

#### 2. LYING ON YOUR RESUME

A certain eastern politician has put this **red flag** squarely in the headlines. Dishonesty is a huge alarm. Lying about your qualifications will usually be detected during a background check. Background screening teams will contact references to verify details about previous jobs. A background check will also determine when (and if) you obtained your degree.

### 3. CRIMINAL HISTORY

Depending on an employer's hiring standards and the severity of the crime, an applicant can still be hired as long as they make their history known. Usually, minor misdemeanors or incidents that occurred many years ago are overlooked. The standard of how many years screeners go back is usually seven years.

#### 4. BAD REFERENCES

What happens when a former manager gives you a less than shining review? Multiple bad references? Well, that's a definite red flag. It should be noted, due to potential



litigation from former employees, many workplaces do not provide information other than dates, title and salary.

#### 5. POOR CREDIT HISTORY

Credit checks are not always the standard and are usually performed for financial jobs. If you are going to be dealing with money, a poor credit history is considered a red flag.

#### 6. FAILED DRUG TEST

This is a complicated red flag. At the moment, marijuana is legal for adults in 22 states and Washington, D.C. But drug tests are also job-dependent, such as those requiring candidates to drive or work with machinery. If a candidate fails a drug test, it could be a **red flag**.

### 7. BAD DRIVING RECORD

Usually, your driving history will only be checked if the job requires you to drive. Poor driving records can include multiple citations, driving under the influence or a conviction for reckless driving, red flags all!

#### 8. SOCIAL MEDIA ACTIVITY

Another tricky area. Social media checks are not the standard in background screenings but, make no mistake, it's legal. Employers can peruse social media to gauge a candidate's character. Hate speech, foul language or distasteful material could serve as red flags. ■

# Group ne

**THANK YOU** 

BACKGROUND SCREENING



for your service to North Texas healthcare!

# JOB WELL DONE!

# **30 YEARS**

For more than 30 years, **GroupOne** has been committed to improving patient safety by offering comprehensive background screening services. We thank our hospitals for their dedication to patient safety. You are truly North Texas Healthcare Heroes.

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