

INTERLOCUTOR

SUMMER 2024

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NEWS FROM THE DFW HOSPITAL COUNCIL

OLYMPIC GOLD

7-time medalist

Champion Gymnast

Cancer Survivor

SHANNON MILLER

to serve as
Keynote Speaker
at DFWHC's
76th Annual
Awards Luncheon
on October 18

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RELIABLE PARTNER + PRACTICAL SOLUTIONS

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Christie B. Davis

is Keith

Keith Dugger Avi Kerendian



Brandon S. Kulwicki



Miles D. Moody



James M. (Mac) Stewart



Steve Love President/CEO Dallas-Fort Worth Hospital Council

Challenges facing hospitals this fall and winter

WITH THE OUTSIDE TEMPERATURE hovering around 100 degrees, it's hard to imagine the fall and winter seasons approaching in a few months. Hospitals, however, will face many challenges during this timeframe and hopefully we can educate decision-makers with facts as opposed to unsubstantiated opinions.

Let's begin with site-neutral payments and compare hospital outpatient departments with ambulatory surgery centers and provider private offices. Many critics feel the payment (reimbursement) should be the same regardless of the site where services were performed. Hospitals must have 24/7 standby capacity, clinical backup and governmental requirements such as cost reports, safety net access and Emergency Medical Treatment and Active Labor Act (EMTALA) compliance.

No other locations have these conditions. Ambulatory Surgery Centers do have Fire and Life Safety Codes and Joint Commission Accreditation needs, but not the providers' offices. The point is all locations do not have equal regulations and hospitals are held to the highest standard, increasing operating expenses. One size does not fit all, and the payments should be different. Site-neutral think tanks fail to consider these flaws in their white papers and advocacy efforts. Hospitals want to be transparent in pricing and have patient navigators assist in explaining financial considerations, but site-neutral reimbursement is not the answer.

When federal and state legislators introduce bills to proposed legislation, it can sometimes impact health policies such as 2025 budgets, statutory Pay-As-You-Go (PAYGO) deadlines and debt ceiling requirements. We need to carefully watch for any legislation or amendments that could be introduced during these federal deadlines, especially items such as 340-B, site-neutral payments and reduced Medicaid reimbursement. The November elections could also produce lame-duck sessions for the Legislative and Executive branches which could impact public health policy.

On June 28, the U.S. Supreme Court reviewed the Loper Bright Enterprises case which rejected the doctrine of Chevron. This gives the courts power regarding statutes. Medicare and Medicaid have Health and Human Services' regulations that impact the delivery of healthcare. Will we have legal challenges to new regulations, programs and reimbursement? We'll have to wait and see, but this could create positive benefits. It could also disrupt healthcare delivery by restricting decisions regarding rules and regulations with potential unintended consequences.

The SEC v. Jarkesy decision ruled people facing civil penalties have the right to a jury trial. Could this same principle apply to Health and Human Services? I'm not an attorney, but this will be interesting to watch as we move through the next few months. Jury trials could slow the decision-making process.

Hospitals want to be collaborative, serve our patients effectively and be part of the solution. The next few months will be challenging, but if all stakeholders work conscientiously, we can succeed.

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FDITORIAL

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ADVERTISING

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

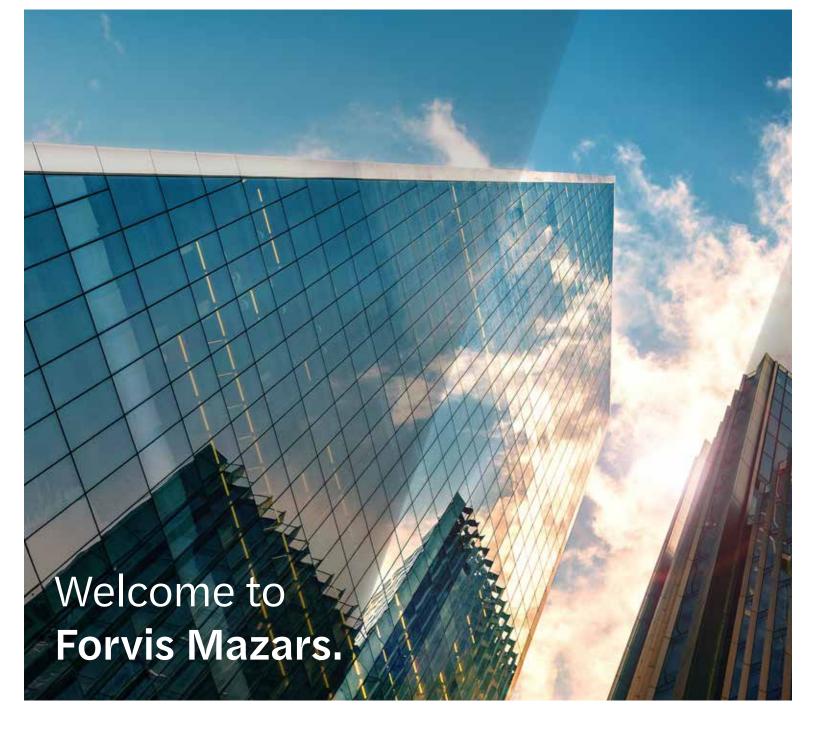
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INTERLOCUTOR 1: one who takes part in dialogue

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 how Konica Minolta supports healthcare's digital transformation, contact Olivia Rogers, Sr. Account Manager at orogers@kmbs.konicaminolta.us or 903-806-2888.



Gold Medal MINDSET



October 18, 2024 Loews Arlington Convention Center

DFWHC announces date, location and speaker for its Annual Awards Luncheon



IN HONOR OF HER

EXTRAORDINARY Olympic career and heroic survival of cancer, the DFW Hospital Council (DFWHC) has signed Shannon Miller to serve as the keynote speaker during its 76th Annual Awards Luncheon on Friday, October 18. The event has changed locale and will be held at the new Loews Arlington Convention Center next door to the Texas Rangers' Globe Life Field. The address for the venue and parking garage is 888 Nolan Ryan Expressway.

"As a gymnast, Shannon Miller was one of the great Olympic heroes in U.S. history," said **Stephen Love**, president/CEO of DFWHC. "We are thrilled she is available to speak at our luncheon. Her athletic career and survival of cancer are inspirational and should be of interest to our attendees. We are looking forward to her presentation."

Miller competed in the 1992 and 1996 Olympic Games, earning seven medals to include two gold, two silver and three bronze. For 25 years, she was the most decorated Olympic gymnast in U.S. history, a mark only recently tied by **Simone Biles**. She is the only female athlete to be inducted into the U.S. Olympic Hall of Fame twice, once as an individual and







DFWHC's 76th Annual Awards Luncheon will be held at the new Loews Arlington Convention Center (top and lower left), located next door to Globe Life Field and AT&T Stadium at 888 Nolan Ryan Expressway in Arlington. Shannon Miller (right) performing at the 1996 Olympics. During her Olympic career, Shannon would win a total of seven medals to include two gold, two silver and three bronze.

the second time as part of the 1996 team known as the "Magnificent Seven," the first U.S. women's team to win gold. In addition to her Olympic success, Miller was the first U.S. gymnast to win two world all-around titles.

In January of 2011, Miller was diagnosed with a rare form of ovarian cancer. She had a baseball sized tumor removed successfully and followed up with an aggressive chemotherapy regimen. Shannon has remained open and public about her diagnosis and treatment. She is currently cancer-free and continues to be a strong advocate for early detection, awareness, research and survivorship.

After retiring from Olympic competition, Miller received her undergraduate degrees in marketing and entrepreneurship from the University of Houston and her law degree from Boston College.

She remains a part of the gymnastics and Olympic

communities as an analyst and commentator.

Today, her passion is to help encourage others to break through and overcome their own personal challenges with what she terms the "Gold Medal Mindset." Miller is devoted to empowering women to make their health a priority as she travels the country to discuss cancer and survivorship and the importance of fitness and wellbeing.

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. ■

Around DFWHC

DFWHC's Love serves as keynote at North Dallas Chamber Conference

AS THEY SAY, "The best laid plans." Due to weather issues, Dr. Cheryl Pegus, the original keynote speaker of the North Dallas Chamber of Commerce's Annual Health Care Conference on May 29 at Scottish Rite for Children in Dallas, was unable to attend. With a few hours' notice, DFW Hospital Council President/CEO Stephen Love and Fidelity Vice President Benjamin Isgur were able to fill the void and serve as co-keynote speakers.

Love discussed "The Need for Medicaid Expansion and Legislative Updates" while Isgur covered "Healthcare Trends in 2024." The event attracted 150-plus.

There was no rest for the weary as Love followed his presentation with the panel discussion "Addressing the Demands of the Expanding Population in North Texas," moderating guest speakers **Lindsey Tyra**, chief strategy officer at Children's Health; **Michael Sanborn**, executive vice president at Baylor Scott & White; and **John Thresher**, chief development officer at Medical



City Health Care.

Isgur closed the event with "Advancements in Biomedicine with the Health Care Sector," as he moderated a discussion with **Lili Clark**, senior associate at Lyda Hill Philanthropies; **Claire Aldridge**, chief strategy officer at Form Bio; and **Gabby Everett**, director of business operations at BioLabs Pegasus Park.

DFWHC served as a Supporting Sponsor of the event. ■

Administrative fellows event held at Cook Children's

THE DFW HOSPITAL COUNCIL
(DFWHC) in coordination with
Amanda Thrash, president of
Texas Health Presbyterian Hospital
Allen, hosted a Young Healthcare
Executive Cohort meeting for DFW
administrative residents and fellows
on May 23 at Cook Children's.

Thrash, the DFWHC 2023
Young Healthcare Executive of the Year, served as host and provided introductions. Rick Merrill, president/CEO of Cook Children's Health Care System; Stan Davis, president of Cook Children's Medical Center; Natalie Wilkins,

vice president of operations at Cook Children's Medical Center; and **Stephen Love**, president/CEO of DFWHC were in attendance.

"The DFWHC Board of Trustees initiated this program in 2017 for young healthcare executives," Love said. "This program encourages collaboration for our up-and-coming healthcare executives."

Two new events have been scheduled for September 26 at Parkland Health and November 7 at Texas Health Presbyterian Allen.

For info, contact **Stephanie Suarez** at ssuarez@dfwhc.org. ■





Reed new CEO at **Medical City** Children's



SKYLER REED, FACHE, has been named CEO of Medical City Children's Hospital and Medical City Women's Hospital Dallas.

Since 2022, Reed has served as COO of Medical City Dallas. In that role, he oversaw multiple services and hospital departments, and led capital expansion and project development.

Skyler previously served as COO and facility ethics and compliance officer at Medical City Arlington. He also held executive leadership roles within HCA Healthcare at St. David's Georgetown Hospital and St. David's South Austin Medical Center.

Skyler earned a Master of Science in Health Care Administration from Trinity University and a Bachelor of Science in Health Services Administration from Auburn University. ■

Summer Educational Webinars

AS AN EDUCATIONAL SERVICE

to our members, the DFW Hospital Council hosts monthly webinars with Associate Members.

May 8, 2024

"Cyber Security Training"

- DFWHC/Konica Minolta Speakers Eric Ihlenfeldt and Heather Nicholson of Konica Minolta. https://www.youtube.com/ watch?v=cxvQ7YbH7So&t=490s

May 9, 2024

"Bringing Innovation and **Entrepreneurship to Nursing**"

- DFWHC/UNT Health Science Center at Fort Worth

Speaker Dr. Cindy Weston, Founding Dean, UNT Health Science Center at Fort Worth.

https://www.youtube.com/ watch?v=y1F5UxXkCzg&t=18s

May 15, 2024

"Hospital Strategies for **Preventing and Managing Insurance Denials**"

- DFWHC/Forvis Mazars Speakers Ryan Rozwat and Valorie Clouse of Forvis Mazars; Madison **Andrews** of Stillwater Medical Center; and Liz Elias of Hall Render. https://www.youtube.com/ watch?v=AZw7XxxCoIE&t=409s

May 16, 2024

"Save Money and Reduce Reliance on Staffing Agencies"

- DFWHC/Nurses Lounge Speakers Timothy Armes and Garret Armes of Nurses Lounge. https://www.youtube.com/ watch?v=o1fjZ19vxxE&t=32s

May 23, 2024

"The New Scrutiny of Tax-Exempt Health Care"

 DFWHC/Hall Render Speaker Jeffrey L. Carmichael, Attorney at Hall Render. https://www.youtube.com/ watch?v=Lzq1oDlVih0&t=83s

June 6, 2024

"New Price Transparency Requirements for Hospitals"

- DFWHC/PYA P.C.

Speaker Kathy Reep, Senior Manager of Consulting and Business Development at PYA, P.C.

https://www.youtube.com/ watch?v=DBzWGxNDVrQ

July 17, 2024

"2024 Healthcare **Industry Top Risks**"

- DFWHC/Protiviti Speakers Richard Williams, Leyla Erkan, Kimberly Lanier, Bryan Throckmorton, Jarod Baccus, Kevin Dunnahoo, Bryon Neaman and Kim Pardini-Kiely, National Executives, Managing Directors and Department Leads at Protiviti.

https://www.youtube.com/ watch?v=VGz7Nrs9dvo&t=8s ■

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

Around DFWHC





DURING THE FAMILY FIT FEST on April 27 at Dallas Market Hall, every family member, from children to grandparents, was invited to discover how to get their mind and body right. Attendees learned how to be fit in all aspects of life: nutritionally, physically, mentally, financially, civically, spiritually, and more.

Members of the DFW American Nursing Informatics Association (ANIA), North Texas Korean Nurses Association (NTKNA), Tau Beta Sigma Sorority (to include Harmona Epps of the DFW Hospital Council) and health informatics students from the University of Texas at

FAMILY FIT FEST

Community rallies to combat health inequity in North Texas

Arlington (UTA) managed the attendee "experience" survey at the event. Compared to 2023, this dedicated team tripled the number of surveys this year, reflecting a 20 percent participation rate!

The DFW Hospital Council (DFWHC) supported the **Community Council of Greater Dallas**, the poverty fighting network that served as the event's top sponsor and led by its CEO **Sharla Myers**, by having Epps contribute as a planning committee member.

She was responsible for focusing on community members of specific Dallas ZIP codes where a previous disparities report created by the DFWHC Foundation and PCCI indicated the existence of high health inequity levels.

Epps mainly wanted to make these communities aware of the Family Fit Fest opportunity. To boost participation, flyers about the Family Fit Fest's healthwellness services were provided by many of the DFWHC hospital systems, along with nearby medical clinics of Red Bird Mall in South Dallas.

DFWHC President/CEO **Stephen Love** also assisted in supporting the effort by serving as a "survey data collection volunteer."

Formerly Get Kidz Fit Fest, this year's Family Fit Fest was a free community expo attracting more than 2,000 attendees. Educational and physical activities were provided by more than 100 businesses and non-profit organizations aimed at enhancing and improving everyone's quality of life. Proceeds from sponsorships and exhibitors allowed Family Fit Fest to be a complimentary public event with free health screenings. ■









DFWHC hosts VIP Reception at Globe Life Field

IT WAS A NIGHT AT THE BALLGAME on June 4 as the DFW Hospital Council (DFWHC) hosted a VIP reception at Globe Life Field during the Texas Rangers and Detroit Tigers contest. The event was an opportunity for the DFWHC Board of Trustees to offer thanks to Hall Render and Forvis Mazars for serving as Year-Round Sponsors in 2024. Also attending was DFWHC Associate Member SBL Architecture who graciously provided the suite, tickets, food and beverages.

"It was a great evening of fellowship and networking," said Stephen Love, president/CEO of DFWHC. "We wanted to offer our thanks to Hall Render and Forvis Mazars for their support. We would also like to thank 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 and Christie Davis. Forvis Mazars reps included Chris Clark, Danielle Zimmerman and David Harwood. SBL Architecture hosts were Michael Barnett and Jaime Pacilio.

DFWHC Trustees included Past Chair Becky Tucker of Texas Health Resources; Matt Chance of Scottish Rite for Children; Will Turner of Baylor Scott & White Medical Center - Waxahachie; Juan Fresquez of Methodist Mansfield Medical Center; Natalie Wilkins of Cook Children's; and Chris Richard of Kindred Hospitals.

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

Associate Members



ON JUNE 28, 2024, the Supreme Court of the United States overturned a long-standing doctrine, known as *Chevron* deference, that impacts a court's deference to a government agency's action during administrative proceedings. The Supreme Court held that federal courts cannot defer to agencies' interpretations of statutes. Instead, courts must independently make this determination.

BACKGROUND

The Supreme Court established *Chevron* deference 40 years ago. Under Chevron deference, courts considering whether an administrative agency's interpretation of a statute is enforceable deferred to the agency's interpretation. Such deference was granted if the agency was interpreting a statute Congress charged it

with administering and the statute was either silent or ambiguous as to the specific issue being addressed by the agency. When these conditions were met, courts deferred to an agency's reasonable interpretation of the law.

Despite being a familiar doctrine, it was also heavily litigated. The June 28 ruling answered how much deference a court should normally give to an agency's interpretation of the law: none. Two cases before the court raised this question: (1) Loper Bright Enterprises, et al. v. Raimondo; and (2) Relentless, Inc. v. U.S. Department of Commerce, et al.

In both cases, the petitioners challenged the lower court's deference to an agency's interpretation of a statute that required fishing vessel operators to permit federal observers on their boats and pay the observers' salaries for time spent onboard. The petitioners argued the agency

This article was submitted by Hall Render. For info, please contact Chris Wilson at chrisw@dfwhc.org.

overstepped by implementing these requirements and claimed the D.C. Circuit and the First Circuit erred when they deferred to the agency's interpretation of the statute that authorized these actions.

The Supreme Court only reviewed the latter claim how much deference a court can give to an agency's action when applying Chevron.

THE SUPREME COURT'S DECISION

The Supreme Court ruled that under the Administrative Procedure Act, a federal law that governs the process and procedures of administrative law, courts must exercise independent judgment when deciding whether an agency acted within its statutory authority. It cannot defer to the agency's interpretation as previously allowed under Chevron. The Court reasoned that the APA codified "that courts decide legal questions by applying their own judgment." It held that courts must determine all questions of law, not agencies.

In doing so, judges must "use every tool at their disposal to determine the best reading of [a] statute and resolve [any] ambiguity." That expertise rests with courts—not agencies. This change means that, unlike decades of previous caselaw, courts are no longer bound to accept an agency's interpretation of statutory ambiguities.

THE IMPACT OF THE RULING

The effect of today's ruling is significant and changes the courts' method of analysis for determining lawful agency action. The decision was ultimately broader than many analysts anticipated and its full impact remains unknown.

What we do know:

- Courts may consider an agency's interpretation of a statute but are not bound to follow that interpretation simply because the statute is ambiguous.
- Courts will read and interpret the statutes independently to determine the best reading of the statute.

Critically, the decision does not undo the underlying decisions that relied on Chevron. The Supreme Court



stated that these prior cases remain good law. The change in "interpretive methodology" does not alter those former rulings.

PRACTICAL TAKEAWAYS

- Courts will no longer defer to an agency's interpretation of a statute when determining whether the action is lawful.
- While *Chevron's* deference is overruled, previous cases that held an agency's action was lawful under Chevron still stand.
- The ruling changes forty years of precedent that impacts the federal regulatory arena—including health regulation. The decision was broader than many analysts anticipated, and its full impact is still unknown. For clients who continually work with federal agencies, such as the Centers for Medicare and Medicaid Services, stay tuned for more detailed analysis regarding the impact of Loper in the coming days.

If you have questions on the effect of these developments, please contact:

- Drew Howk at (317) 429-3607 or dhowk@hallrender.com;
- Elizabeth Elias at (317) 977-1468 or eelias@hallrender.com;
- Heather Mogden at (414) 721-0457 or hmogden@hallrender.com;
- Sarah Crosby at (317) 429-3663 or scrosby@hallrender.com; or
- Your primary Hall Render contact.

Special thanks to Kelsey A. Linzell, Summer Associate, for her assistance in preparing this post.

Hall Render blog posts and articles are intended for informational purposes only. For ethical reasons, Hall Render attorneys cannot—outside of an attorney-client relationship—answer specific questions that would be legal advice. ■

Associate Members



TWO LEADING PROFESSIONAL SERVICES FIRMS,

Mazars, an international partnership operating in over 100 countries and territories, and FORVIS, a top ranked firm in the United States, marked the official launch of their new global network on June 3, Forvis Mazars.



- Largest new entrant in global rankings in decades
- Key leadership roles announced

Forvis Mazars, a top 10 global network is the largest new entrant into the global rankings in decades. As a twofirm network, Forvis Mazars is unique in the market and provides the agility, capacity and coverage to support clients wherever in the world they operate. This move brings increased choice in the market, serving the public interest.

KEY LEADERSHIP POSITIONS REVEALED

The network comprises two members: Forvis Mazars, LLP in the United States and Forvis Mazars Group SC, an internationally integrated partnership operating in over 100 countries and territories. The network will be governed through a structure that includes a Global Network Board, responsible for enabling seamless collaboration and client delivery worldwide.

GLOBAL NETWORK BOARD

Hervé Hélias will serve as the first Chair of the Global Network Board. Hélias will also continue to serve his ongoing mandate as Chairman of the Group Executive Board of Forvis Mazars Group, SC (formerly Mazars Group). Matt Snow, Chairman of Forvis Mazars, LLP (formerly FORVIS, LLP) will serve as Vice Chair of the Global Network Board.

In the United States, **Tom Watson** will continue to serve as CEO of Forvis Mazars, LLP (formerly FORVIS, LLP) and will also sit on the Network Board. Rob Pruitt, Fran Randall and Tim York from Forvis Mazars, LLP will sit on the Global Network Board.

David Chaudat, Pascal Jauffret, Véronique Ryckaert and Phil Verity from Forvis Mazars Group will sit on the Global Network Board.

Hélias comments: "This is a momentous and exciting time for our clients, our profession and our people. Mazars and Forvis have worked together for over 20 years and share a commitment to delivering an outstanding client experience. We are well positioned to deliver excellence, everywhere, under a single global brand. Clients will get consistent, high-quality, comprehensive services worldwide, and we remain

Forvis Mazars is built on our commitment to listen to our clients, anticipate the challenges they face, and deliver an unmatched client experience in all that we do. This new network will quickly unlock new opportunities for our clients and our people, and both groups can feel confident that we are making decisions with their long-term success in mind.

agile and flexible to their specific needs. I am extremely proud to serve as first Chair of the Global Network Board. Working together, I am confident that our two firms will continue to empower our people to raise the bar for client service standards, while challenging industry opportunities to support future needs in local markets."

"Forvis Mazars is built on our commitment to listen to our clients, anticipate the challenges they face, and deliver an unmatched client experience in all that we do," Watson said. "This new network will quickly unlock new opportunities for our clients and our people, and both groups can feel confident that we are making decisions with their long-term success in mind."

Forvis Mazars is a leading global professional services network now operating under a single brand. With a legacy spanning more than 100 years, Forvis Mazars is committed to providing a different perspective and an unmatched client experience that feels right, personal, and natural. We respect and reflect the range of perspectives, knowledge and local understanding of our people and clients. We take the time to listen to deliver consistent audit & assurance, tax, advisory, and consulting services worldwide.

Associate Members



Nurses Lounge to introduce cost-cutting monthly subscription staffing platform

THE NURSES LOUNGE (NL), A CAREER MARKETPLACE

for nurses, announced they will be launching a mobile app enabled on-demand staffing platform this fall that includes a localized Float Pool. Participating DFW Hospital Council (DFWHC) facilities will have unlimited access to the NL Float Pool for staffing their open PRN/Per Diem shifts for a flat monthly subscription fee.

"As the internet replaced Sunday employment ads, today's connective mobile app enabled technology is set to replace health facilities dependency on temp staffing firms. Doing so will save health systems millions of dollars annually," said **Tim Armes**, President and Co-founder of Nurses Lounge.

The platform essentially serves as a workforce marketplace where healthcare facilities will directly post temp staffing opportunities to qualified healthcare professionals who will then be able to apply for, and accept jobs directly on the Float Pool's mobile app.

The NL Float Pool offers nursing professionals a more flexible work/life balance and more choices for work

This article was submitted by The Nurses Lounge. For info, please contact Chris Wilson at chrisw@dfwhc.org.



at preferred locations while saving healthcare facilities potentially millions in temp agency fees, overtime pay and sign-on bonuses.

Services Include:

- A suite of on-demand staffing technologies and services (NL Float Pool) for a flat monthly rate.
- An interactive lounge page for each facility where they may highlight unique benefits of the facility and other current information.
- Permanent nursing openings may also be added to the Nurses Lounge facility job map via a feed from their ATS.

"The Nurses Lounge facility job map provides nurses a 365-degree view of all the current job openings at facilities within an easy commuting distance. This is important as location is one of the top search requirements when nurses look for jobs," explained Mr. Armes.

WHAT IS NURSES LOUNGE?

- Nurses Lounge was created to aggregate and connect the nursing profession (nurses, schools, associations and healthcare facilities) on a single platform.
- Maximize the timely distribution of essential information to highly targeted audiences of nursing professionals.
- Provides nurses with a unique suite of features and content designed to assist with the advancement of their careers.

Some of the present participating organizations already includes over 180 BSN schools, The Texas Association of Deans and Directors of Professional Nursing Programs (TADDPNP) and The National Association of Nurse Directors of Nursing Administration in Long Term Care (NADONA LTC).

HISTORY

Mr. Armes, after the sale of Jobs.com which he founded in the late 90's, took over a nursing job board named NursesLounge.com in 2001. He then launched a monthly direct mail magazine sent to 35k RNs in the DFW market. During that time, John Gavras, then president of

This could potentially save healthcare systems millions annually in agency staffing fees.

DFWHC, suggested a business plan to Mr. Armes where all hospitals could pool their nursing employees from which to draw temporary staff from. This was designed to substantially reduce each hospital's growing staffing costs.

TODAY'S STAFFING INDUSTRY DIRECTION

Today with the growth of efficient tech-driven, on-demand mobile app-based recruiting, over 20 staffing firms in recent years have raised well over \$100 million, primarily from equity capital firms.

A large percentage of the funds raised by these firms are spent competing with healthcare facilities to employ nurses. All at a time when the available number of nurses are shrinking.

Additionally, it is estimated that by the end of 2024 there will be over 500 staffing firms utilizing this platform model with potentially over 1,000 firms each with their own mobile app within a few short years.

However, what hasn't changed, is the hourly markup fees charged by the agencies. Studies show facilities with over 100 beds are paying an average of \$3.6 million dollars annually in staffing fees and costs are expected to only increase as the available pool of nurses shrink.

"So, the real question is," asks Mr. Armes, "what staffing model has the most positive impact on the industry? A single mobile app that connects all hospitals with large pools of trusted local nurses interested in picking up extra shifts (similar to the Uber/Airbnb models) or 1,000 different staffing firms all with their own apps competing for nurses while continuing to charge facilities hourly staffing fees?"

LEARN MORE

To learn more about how you can save with Nurses Lounge subscription-based staffing platform go to NursesLounge.com to schedule a demo.

The monthly subscription fee will not start until the 1st month after a facility fills their first shifts. ■



Does your marketing need an infusion?

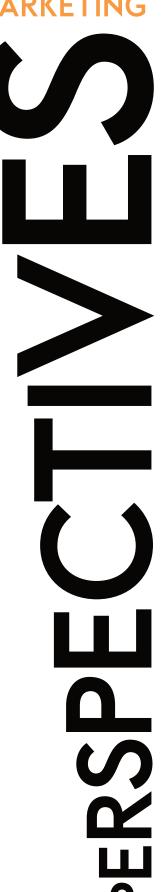
The right diagnosis for your marketing can be tricky. At Agency Creative, we help healthcare brands identify the challenge, prescribe the treatment, and deliver an authentic connection that will have your campaign running at full strength.

It's time to infuse your brand with Agency Creative.





HEALTHCARE



Concerned about Google's SGE impact on your website ranking?

oogle's May 14, 2024, launch of the Search Generative Experience (SGE) is set to significantly impact healthcare websites' visibility and traffic. Are you concerned? You should be.

You might be wondering, "what is SGE?" Google's SGE is a groundbreaking Al-driven search model. Instead of providing a list of websites that address the user's query, the Al answers the question directly. This approach, similar to ChatGPT, creates a two-way communication with the user. If the AI's response satisfies the user, they may not explore further or visit websites of healthcare professionals. Many healthcare websites may experience a noticeable drop in search rankings and traffic.

How will patients and healthcare seekers find your website? You may have to paypay Google, that is. Google's search revenue has soared, reaching nearly \$46 billion, up 14% from Q1 2023.

SEO experts predict a decrease in organic visibility, reducing organic traffic, patient conversions, and revenue. Some estimates suggest up to a 60% decrease in organic traffic. SEO.com reports that even websites ranking #1 might see such a drastic drop in organic visibility that users need to scroll halfway down the search results to find the first organic listing.

A recent study by BrightEdge, published on the Search Engine Land website, highlights that SGE significantly impacts healthcare

queries, among others. Here are the findings on the effect of SGE on various industries:

- Healthcare 76%
- Ecommerce 49%
- B2B Tech 48%
- Insurance 45%
- Education 44%

Jim Yu, BrightEdge co-founder, says SGE is a "fundamental shift" impacting all sectors, including healthcare. "Marketers will have less influence over the customer journey. Google will ultimately determine the quality and relevancy of your brand."

Given this significant change, healthcare organizations must develop an omnichannel approach to patient acquisition, integrating both online and offline strategies. If you want to understand how your website traffic is being affected by Google's SGE and discuss alternative strategies, please contact us.



About the author Mark Wyatt Founder & CEO, Agency Creative mwyatt@agencycreative.com

Insights & Inspirations

HEALTH & VOTING



How is health related to voting and what role does the health sector play?

Healthy — Democracy Healthy People

AMBASSADORS
FOR AGING WELL

Thursday, August 8 2:00 p.m. - 3:00 p.m., CT

SPEAKERS

Jeanne Ayers, RN, MPH,

Executive Director and Founder, Healthy Democracy Healthy People

Gnora Mahs, DrPH, MPH,

Partnerships Director,
Healthy Democracy Healthy People

Elva Roy, MBA,

Founder & Lead Ambassador, Ambassadors for Aging Well

Stephen Love,

President/CEO,
DFW Hospital Council

Join us as we discuss studies revealing a connection between civic and voter participation and community health outcomes. The same data also reveals voter participation actually advances health and racial equity.



DFW HOSPITAL COUNCIL

education • networking • collaboration



90 Hospital Members90 Business Members54 Years of Support





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Jennifer MiffPresident, DFWHC Foundation
Senior Vice President, DFWHC

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

Preparing for Patient Safety Summit

AS WE GEAR UP for our 17th Annual Patient Safety Summit in September,* I am particularly excited to learn from our keynote speaker, Will Bowen. In 2006, Will, a CSP® (Certified Speaking Professional™), challenged 250 people to break the destructive habit of complaining by going 21-days-in-a-row without speaking a single complaint. Will's complaint free idea exploded into a worldwide movement of more than 15 million people in 106 countries.

Maya Angelou called Bowen one of her "great spiritual heroes" and she provided the Forward for Will's #1 International Bestselling book "A Complaint Free World," which is required reading for employees, executives and leaders around the world. That book has sold nearly 4 million copies!

With millions of people from across the world using the simple principles found in Will's book, they have been able to eradicate the toxicity of complaining from their lives. "A Complaint Free World" will explain what constitutes a complaint, why we complain, what benefits we think we receive from complaining, how complaining is destructive, and how we can get others around us to stop complaining.

Find out how forming the simple habit of not complaining can transform our health, relationships, career and life.

We would also like to announce our **Texas Department of State Health Services (DSHS) Grant** for Mental Health First Aid Training Classes was renewed through August of 2026. The grant provides the opportunity for employees and healthcare workers across a 16-county area of North Texas to receive complimentary training in Mental Health First Aid. This will be our fourth straight year to coordinate the classes.

As an organization, The DFW Hospital Council Foundation strives to support education and research that drives improvements in health outcomes across our region. Knowing the challenges in North Texas around mental and behavioral health conditions, I hope you will all join us for the powerful keynote session on September 5 to learn how we can take steps to be more positive and to eliminate negative energy from our work environments and lives.

*The Patient Safety Summit is every Thursday in September from 10 to noon. To view the agenda and speakers, visit our webpage for the 17th Annual Patient Safety Summit at https://dfwhcfoundation.org/2024-patient-safety-summit/. ■



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



DID YOU KNOW complimentary **Mental Health First Aid Training Classes** are still available in North Texas?

The DFW Hospital Council (DFWHC) Foundation announced June 25 it had renewed the **Texas Department** of State Health Services (DSHS) Grant that now extends classes through August 31, 2026. The grant provides the opportunity for employees, community members, healthcare workers or church groups to receive complimentary training in Mental Health First Aid.

Training is virtual with some live classes. You can find the latest class listings at www.healthyntexas.org. Join an existing class or form a group of a minimum of 10 for a private session. The class is six hours long with two hours of prep work prior. Once you take the class, you are certified for three years.

The class covers common signs and symptoms of

mental illness and substance use; and how to interact with a person in crisis and connect them with help.

Counties where the class is available includes Dallas, Denton, Collin, Ellis, Erath, Grayson, Hood, Hunt, Johnson, Kaufman, Navarro, Parker, Rockwall, Somervell, Tarrant and Wise.

The "Recovery Workshop: ROCC Stars Unite," where peer support specialists teach concepts through an engaging presentation, was also extended. Those with and without personal mental health experience, healthcare professionals and community leaders are welcome.

The DFWHC Foundation hosted its third Recovery Workshop of the year on June 30. Additional classes are being planned for the fall.

For information or to find a course in your area, email mhfantx@dfwhcfoundation.org.

2024

Patient Safety Summit

SAFETY CHAMPIONS LIGHT THE WAY

10:00 a.m. – 12:00 noon, CT September 5, 12, 19, 26

\$120 all sessions (\$30 each) 7.5 contact hours pending approval

Visit our website to see Agenda, Speakers and Topics:
Safety, Resilience, Equity, Engagement, Sustainability and more!

dfwhcfoundation.org/2024-patient-safety-summit/



JOINT ACCREDITATION





In support of improving patient care, this activity has been planned and implemented by the University of North Texas Health Science Center at Fort Worth and DFW Hospital Council Foundation. The University of North Texas Health Science Center at Fort Worth is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.



Keynote Speaker:
Will Bowen

Author of 5 bestselling books



17th Annual Patient Safety Summit

Registration now open for September 5, 12, 19 and 26 event

REGISTRATION IS NOW OPEN for the DFW Hospital Council Foundation's 17th Annual Patient Safety Summit. The virtual event is set to begin **September 5** and continue September 12, 19 and 26, taking place each day from 10:00 a.m. to 12:00 noon, CT.

The Patient Safety Summit is designed to educate healthcare providers including bedside care givers, quality directors, regulatory and risk management staff, and many other healthcare workers on current trends and best practices in patient safety and regulatory compliance.

Themed "Safety Champions Light the Way," the event kicks off September 5 with Keynote Speaker Will Bowen, the bestselling author of "Happy Stories" and "A Complaint Free World." He is also the founder of A Complaint Free World, a nonprofit organization that has touched the lives of millions of people in 106 countries.

After decades of unprecedented sales success in insurance, broadcasting, and advertising, on July 23, 2006 Bowen's life changed forever. On that day, he invited 250 people to try and break the negative habit of complaining by going 21 consecutive days without uttering a single gripe. Will gave each person a purple bracelet to be used as a mindfulness tool.

His idea was a simple one: switch the bracelet from wrist-to-wrist with each spoken complaint and keep switching until you go 21 consecutive days without complaining.

Bowen's idea exploded around the world and, some 15 years later, the worldwide Complaint Free bracelet total is over 15 million and climbing.

Bowen has been featured on "Oprah," "Today," "ABC World News," "CBS Sunday Morning," and in People, Newsweek and The Wall Street Journal.

Additional topics and speakers include:

• Thursday, September 12 – "Sentinel Event Definition of Suicide and How to Apply" with Sally Dahab of The Joint Commission; "Best Practices for Monitoring of a Suicidal Patient: On Inpatient Services, in the ED and the Outpatient Setting" with Dr. Andrew Diederich of Children's Health.



- Thursday, September 19 "Best Practices for Fall Prevention" with Anne Hulzing of The Joint Commission.
- Thursday, September 26 "Transforming Moral Suffering by Cultivating Moral Resilience" with Cynda Rushton, Professor at Johns Hopkins University; "Workplace Violence Prevention in Texas: Our New State Plan" with Jack Frazee of the Texas Nurses Association.

There will be 7.5 hours of continuing education credits provided (pending approval).

For sponsor and registration information, please visit: dfwhcfoundation.org/2024-patient-safety-summit/.

For additional information, please contact Patti Taylor at ptaylor@dfwhcfoundation.org.

In support of improving patient care, this activity has been planned and implemented by the University of North Texas Health Science Center at Fort Worth and DFW Hospital Council Foundation. The University of North Texas Health Science Center at Fort Worth is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team. ■

Around DFWHC Foundation

New Care Transitions Committee hosts meeting

THE DFW HOSPITAL COUNCIL (DFWHC)
FOUNDATION hosted the inaugural meeting
of the Care Transitions Committee on June 26.
The virtual event served as an opportunity for
healthcare representatives to discuss goals and
develop a charter for the committee.

"This committee should serve as a great opportunity to create awareness and improve quality in our North Texas hospitals," said **Patti Taylor**, committee coordinator and director of quality and patient safety at the DFWHC Foundation. "We were asked to create this committee and we're excited to assist in the coordination."

According to Taylor, improving care transitions between healthcare settings is critical to improving patients' quality of care and their outcomes.

"Effective care transitions can prevent medical errors and unnecessary hospitalizations



and readmissions," Patti said. "We're looking forward to future discussions and most importantly assisting the hospitals of North Texas."

For committee information, please contact Taylor at ptaylor@
dfwhcfoundation.org. ■

Second Opioid Series event of the year held July 9

THE DFW HOSPITAL COUNCIL (DFWHC) FOUNDATION continued its 2024 live virtual "Opioid Discussion" with the topic "Trauma and Addiction" on July 9.

Dr. Robb Kelly of the Robb
Kelly Recovery Group served as
guest speaker. Dr. Kelly has over 20
years of expertise in helping people
harness the power of the brain to
make positive and lasting changes
in people's lives. He has a PhD in
Psychology from Oxford University
Trinity College; a PhD in Psychology/
Behavioral Science from the
University of Southampton; and is a

nationally certified Recovery Coach Level1 (NCRC-1).

This was the second complimentary virtual event of the year with a target audience of Clinicians, Physicians, Nurses, Healthcare Workers, Community Health and Community Members.

The "Opioid Discussion" is expected to continue throughout 2024 to raise awareness on the opioid epidemic in North Texas. Four events were also hosted in 2023.

For information, please contact **Patti Taylor** at <u>ptaylor@</u> <u>dfwhcfoundation.org</u>. ■



Tickets going fast to "Third Annual Sepsis Conference" on Sept. 11



TICKETS ARE GOING SURPRISINGLY FAST for the **DFW Hospital Council (DFWHC)** Foundation's "Third Annual Sepsis Conference" on Wednesday, **September 11** from 8:00 a.m. to 3:00 p.m. at the Tarrant County College **Trinity River Campus** in Fort Worth. The event will be held in the school's Action A, B and C Rooms.

This conference is pre-registration only. Through July 31, early-bird tickets are available for only \$35. After August 1, cost is \$45 per person. Fee includes breakfast and lunch provided by Jason's Deli.

This year's event will be themed "Strike Out Sepsis," with speakers and agenda to be announced soon.

Registration and agenda information can be found at https://www.eventbrite.com/e/ sepsis-conference-strike-outsepsis-september-11-2024tickets-859593837307.

The session will be hosted by the **Sepsis Strike Force**. Coordinated by **Patti Taylor**, director of quality and patient safety at the DFWHC Foundation, the group was formed in 2017 with the intention of providing evidence-based clinical guidelines, protocols and best practices regarding sepsis.

The group's membership includes representatives from Baylor Scott &

White Health, Children's Health, JPS Health Network, Methodist Health System, Parkland Health, Texas Health Resources and UT Southwestern.

JPS Health Network will provide continuing education credits.

For info, please contact Taylor at ptaylor@dfwhcfoundation.org.

JPS Health Network is accredited as a provider of nursing continuing professional development by The American Nurses Credentialing Centers Commission on Accreditation. This activity if jointly provided by JPS Health Network and the DFW Hospital Council.



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

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How onboarding impacts your new hires

THE RACE FOR TALENTED WORKERS requires a wide range of factors. They could include sourcing, recruiting, assessments, screening, interviews, negotiation and eventually, onboarding. Each must have a time limit in order to fill the opening.

One of the constants in my career has been the urgency expressed by managers to fill their vacancies. The process is almost a juggling act, including a wide range of contacts, sources and outcomes to produce a new hire.

The core foundation of a background report is accuracy. It is centered on three major sources: name (especially if a last name has changed since high school); social security number; and date of birth. Surprisingly, almost 40 percent of the time there are delays because incorrect information has been entered by the candidate.

The days when background checks could be returned within hours have been reduced significantly by the increased protection of personal information. Courts, schools and employers request additional paperwork before they can legally issue records. One trend is the use of third-party reporting sources, which also increases turnaround times.

Drug tests can be slow, especially when there's a disconnect between candidates and the screening locations resulting in "no shows," or even a miscommunication involving prescriptions.

If a candidate does not provide accurate information, it could triple the number of days to investigate. Recently an individual listed their high school for verification. When we conducted our search, it was discovered the person "dropped out." We learned two days later the person earned a GED, information which took us minutes to obtain from the state education reporting source. This process, which should have taken one day, took five days to transact.

Preparing our candidates for onboarding is crucial when decreasing turnaround times. Here's a few recommendations:

- 1. Provide candidates with an "onboarding" document articulating expectations and each step required.
- 2. Ask the candidate if any information should be reviewed again for accuracy.
- 3. Remind the candidate what is being investigated in the background check.

Additional challenges are the ever-increasing skills of candidates to exaggerate their accomplishments. This has increased the need for scrutiny. The ultimate question we must ask is, "Do you complete the hiring process for someone who embellished their qualifications, or do you start all over again?" ■



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Group**One** REPORT



GroupOne's webinar "Rechecks: Why They Matter" set for August 21

JUST WHY DO RECHECKS of your employees matter? Join us for GroupOne Background Screening's webinar "Rechecks: Why They Matter" on Wednesday, August 21 from 2:00 to 3:00 p.m., CT.

During this live discussion, we will provide examples of different types of Rechecks that will keep your company safe and secure. We will also detail real-life scenarios where Rechecks would have substantially benefitted the company by saving time, litigation and costly fees.

This complimentary educational event will include speakers David Graves, HR guru and sales rep at GroupOne; and Chris Wilson, communications director at GroupOne.

You can register at https://events.teams. microsoft.com/event/888c08f1-a38e-4730-bff2-1ae8db0e69ba@76c3db70-eee8-4a1b-969cdc07754d8f83.

For questions, contact David at **dgraves@gp1.com**. ■

Group One REPORT



CHEATING ON DRUG TESTS among U.S. workers has surged to its highest level in over 30 years, according to a summer report from **Quest Diagnostics Inc.** The lab reported that approximately 31,000 out of 5.5 million drug tests showed signs of tampering in 2023.

Dr. Suhash Harwani, senior director of science for workforce health solutions at Quest, highlighted the lengths some individuals go to subvert drug-testing. The steady rate of positive drug tests, combined with an increase in tampering and varied marijuana laws across the U.S., presents significant challenges for employers aiming to maintain drug-free workplaces.

Cheating methods range from substituting urine samples with synthetic or animal urine to using additives designed to mask drug use.

Quest reported a significant rise in tampered samples, with 6,000 classified as substituted, marking a sixfold increase from the previous year. Additionally, around 25,000 tests were deemed invalid due to the presence of these additives. Quest classifies substituted or invalid samples as failed drug tests, which can lead to job loss or disciplinary actions.

In 2023, Quest tested over 8.4 million urine samples,

finding a 4.6% positive rate. Positive marijuana tests have driven this trend, with recreational use now legal in two dozen states. About 4.5% of the tests in 2023 were flagged for marijuana usage, the highest figure for any drug, and marginally more than the 4.3% in 2022 and up from 3.1% in 2019.

Amphetamines were the second-most flagged drug, with a positivity rate of 1.5%, up from 1.3% in 2019. The rate of positive marijuana tests was highest in states where recreational use is legal. States without legal marijuana saw a lower rate of 3.3%.

The Biden administration is considering reclassifying marijuana from a Schedule I drug.

HR professionals and staffing agencies are adapting policies to comply with varying state laws, with some employers now avoiding drug screening to ensure a consistent company-wide policy, especially in states like New York, where testing for marijuana is generally prohibited.

These complexities are intensified for employers operating in multiple states, highlighting the need for adaptable drug-testing policies in the evolving legal landscape.

Can background checks catch masked protestors?

HERE AT GROUPONE BACKGROUND SCREENING.

we're not too hip to conspiracy theories. And we most certainly are not going to take sides with the protests that took place on college campuses earlier this summer. But we could not help but notice comments by Kevin O'Leary during a television interview in May. He stated artificial intelligence (AI), when used in background check processes, could identify anyone anywhere, to include masked protestors. Talk about Big Brother!

O'Leary, a judge on the TV show "Shark Tank," said college students who participate in protests against Israel's invasion of Gaza are, ahem, "tanking" their future prospects.

He claimed the use of AI technology in background checks can identify students according to physical movements and retinal scans, even if their faces are covered with masks. Yes, retinal-scanning exists in more than just the most recent Jason Bourne film, but accuracy varies quite a bit and is mainly (and expensively) deployed in military installations and nuclear facilities.

As we've stated in past blogs, AI technology can present privacy and accuracy concerns. And what happens if a person gets misidentified? It's a valid question for employers considering the implementation of AI when making hiring decisions.

O'Leary said protestors were potentially destroying their future before entering the job market, with AI now having the ability to identify people by body movements and physicality.

Of course, the use of AI in hiring is nothing new. Today, there's a flood of companies entering the field and deploying facial recognition software for security and hiring screenings.



In a fascinating 2020 study by researchers at Texas A&M, it was stated facial recognition technology actually makes background checks less accurate, and using it may expose employers to liability for discrimination.

O'Leary stated the rapid development of AI used in hiring will ultimately hurt college protestors before they even begin their careers.

"We do what's called a deep, dark search," O'Leary ominously stated during the interview. "All of this imagery, all of this unedited film, is going to be online. So even if you've got a mask on, I'll see your eyes in 4-K resolution."

Quite a few college protestors have said that obscuring their faces is necessary in today's age in order to avoid threats of "doxxing" (the act of revealing information about someone online, such as their name, address, workplace and phone) and online harassment.

We're inclined to roll our eyes at the belief companies are going to scan protestors with AI technology and put them on a mysterious "blacklist." At the same time, you should always be aware of your online presence. Footage of you fighting with police during a violent protest is never a good look, valid cause or not. Always be cognizant because, it's a brave new world.

Group One REPORT

Woman makes SHOCKING discovery after background check

IN THE IMPRECISE AGE OF SOCIAL MEDIA, sometimes users go by a handle or simply their first name. In this interesting case, the **TikTok** user is a California woman named Samantha. Her recent post in June detailed how a normal background check revealed a shocking discovery of criminal records.

Samantha's company had recently merged with a new organization, and post-employment checks were conducted on the entire workforce. Much to her shock, she learned the investigation found three mysterious felony charges against her.

The report stated a woman with Samantha's name and birthday had felony charges for burglary, identity theft and possession of a controlled substance.

"This is a warning to you guys," Samantha posted on TikTok. "If you're going to go apply for a job, especially at a financial firm, know what's on your freaking background check!"

Luckily for Samantha, her company had exceptional post-employment background screenings, to include an FBI fingerprint check. Her HR team also conducted thorough due diligence, verifying details directly with her and cross-referencing with other sources to ensure accuracy.

Thankfully for Samantha, the felony charges turned out to be a "false positive" that can occur when two people share the same name or other identifying details. The felony charges were soon cleared from her record.

"Don't be 'stupid' like me and be walking around with three counts of felony charges," said Samantha on TikTok.

There's a great lesson to be learned here. As we tell our clients at GroupOne Background Screening, before rejecting an applicant based on a background check, provide a copy of the background check; a copy of their rights under the Fair Credit Reporting Act (FCRA); and



the name, address and phone number of the background screening company providing the report.

Once the candidate receives this information, keep the lines of communication open. All disputes should be treated in a calm manner. Eventually, all parties will benefit when employment background checks provide updated and accurate information.

In Samantha's case, her record was cleared. TikTok friends commenting on her post stated, "I had a similar situation. We were purchasing a house and found out a family member used my identity to get a car. What a horrible experience."

Another commenter posted, "For a long time I had two accidents on my record – at a time and in places I've never been."

At GroupOne, every effort is made to ensure your reports are accurate. When a candidate disputes a background check, we are here to work with you and the candidate every step of the way.



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