



2005

MISSOURI QUALITY AWARD RECIPIENT

HEARTLAND HEALTH

Heartland Health is a not-for-profit 501(c)(3) community-based organization, governed by a community board of directors and serving the residents of 21 counties in northwest Missouri, northeast Kansas and southeast Nebraska. Heartland is an integrated health services provider including a hospital — Heartland Regional Medical Center (HRMC), a physician practice — Heartland Clinic, a health insurance products provider — Community Health Plan (CHP) and a foundation — Heartland Foundation.

Founded in St. Joseph in 1984, Heartland's vision is to make the service area the best and safest place in America to receive health care and live a healthy and productive life. Commitment to this vision enabled Heartland to become the leader in health care in the 21-county area. Heartland's vision for the 21st century includes a patient-centered, fully integrated regional health delivery system inclusive of all payers and providers. Six basic roles guide Heartland in the fulfillment of its core purpose: patient services, health care financing, applied research, education, corporate citizenship and community/regional services.

HRMC developed from a merger of two prominent, long-standing St. Joseph hospitals. With a strong commitment to meet the health care needs of the region, HRMC provides complex and special care for heart, cancer, orthopedic and neurological patients.

To ensure the need for ongoing primary and sub-specialty care was available in a physician practice Heartland Clinic was formed. The story begins in 1993, when Heartland's service area was experiencing a shortage of primary care physicians. Heartland actively recruited physicians to serve the community, and by 1996, 27 primary care physicians had re-established a presence in the area. These physicians then saw the need for a full and diverse sub-specialty group of physicians to complement their patients' care — focusing on specialties important to the area such as cardiovascular surgery and neurosurgery. Today, Heartland Clinic consists of 96 dedicated physicians, 25 mid-level providers and 350 staff members — all working together to provide the best care and services to the community and region.

Financing health care is one of the largest issues that we, as a nation, face today. To ensure that affordable



health care is available for its neighbors in the 21-county area, Heartland developed CHP, an insurance products provider, as a financing mechanism. CHP is dedicated to helping employer groups find solutions to the rising cost of health care. CHP accomplishes this through Health Maintenance Organization (HMO), Preferred Provider Organization (PPO) and Administrative Services Only (ASO) products that are tailor-made for the client and that address health and wellness issues, disease management and include high-risk care management programs focusing on proactive approaches to healthy lifestyles. Most recently, CHP launched a new individual product, Advanced Choice, to meet the need of individuals, children and families.

Heartland has integrated the components of health care delivery and financing to become a benchmark as one of the nation's top health care organizations. However, the picture would not be complete without the work of Heartland Foundation. Heartland believes achieving its vision begins long before a member of its service area becomes a patient. Starting at the grass roots, Heartland Foundation empowers children and adults to improve their personal and collective futures. A number of innovative practices and programs successfully demonstrate that when people and organizations from diverse backgrounds work together, significant results can happen to improve the health and economic vitality of this region. Healthy Communities, emPower Plant, Community and Regional Forums, Project Fit, Read from the Start, and Public Achievement are just a few of the programs sponsored by the Foundation. In May 2000, Heartland Foundation received the Governor's Platinum Cornerstone Award for Fitness and Health Leadership for its work with schools sponsoring Project Fit, promoting healthy lifestyles.

Clearly, Heartland couldn't be the success it is today without the dedication and hard work of its nearly 2,900 employees. Providing exceptional care with integrity and compassion in an honest, respectful and trustworthy environment is simply the way Heartland team members operate. In return, Heartland offers competitive salaries and benefits. Heartland is such an integral part of the community that, literally, generations of families call Heartland their employer of choice. Heartland's medical staff is also top notch. Today, 265 physicians, dentists and medical professionals maintain a framework of self-governance and are accountable to the hospital's board of directors.



Through its vision, mission, values and RESPECT-Plus, Heartland's customer service program, Heartland communicates a message of very good patient care to all employees. In fact, RESPECTPlus was created by and for employees to identify the key behaviors and attributes of a Heartland employee. It is so important to the organization that annual employee feedback is based upon it. Additionally, Heartland has developed an extensive process to identify customer requirements, measure satisfaction and improve processes to achieve customer satisfaction and loyalty.

Planning is critical to Heartland's continued growth. Heartland demonstrates a long-term view of the future through its document, Heartland: 20/20, a strategic plan that helps identify needs such as health care professional shortages, new business opportunities and the introduction of new technologies in both medical and operational areas. Additionally, Heartland is a key participant in the St. Joseph Community Plan.

Suppliers and partners are critical to Heartland's work as an organization because the products and services procured from them can directly impact the quality of care and effectiveness of care delivery. Heartland be-

came an owner in Premier, a strategic alliance of hospitals and health systems from across the country. Premier has been a valuable partner as Heartland seeks to increase its effectiveness and efficiency. To meet this challenge, Heartland uses Premier's group purchasing contracts, comparative data and benchmarking, performance improvement and consulting. These programs provide preferential pricing on products and compares Heartland with other "best in class" health care facilities.

Heartland also established a key supplier relationship with Cerner Corporation to provide clinical information technology solutions. The Cerner partnership will produce computerized physician order entry and seamless data exchange as well as a community-wide electronic personal health record and other information technology enhancements.

Heartland is well positioned to face the opportunities and challenges of the 21st century. It continues its pursuit of quality and the planning and development of the finest integrated health system possible.



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