General Update

The Health Plan, as has been noted in other updates, embarked on expansion plans for their Medicare Special Needs Plan (SNP). The SNP is a dual eligible Medicare product for those individuals who qualify for both Medicare and Medicaid. The expansion made way for this product to be offered in Pinal, Santa Cruz and Cochise counties on January 1, 2011. These counties are in addition to Pima and Maricopa counties which have been served since January 2008. The extensive preparation and efforts within the Health Plans paid off. There were a total of 222 new members with January 1 effective dates. This was a record month. February 1 effective dates were impressive at 161. This brings the total number of members to 2,284. We look forward to the momentum carrying on through 2011.

Strategic Planning Process Update - The process of defining a common Vision and Mission for the integrated organization began last October at a UAH Board retreat held in Tubac. The Davis Consulting Group helped us to develop draft statements and a committee of Board members and leadership has continued to refine and “reality test” them. We are now prepared to submit a recommendation for approval at the Board meeting on February 24.

The next step has been to ask all staff members and those affiliated with the College of Medicine (more than 9,000 people in all) to participate in an online survey to help identify and define the Values that will guide our steps on a day to day basis as we move into an integrated whole. A report on what you told us during that survey will be available within the next week to 10 days, and those results will form the basis of discussion for focus groups representing a cross section of our organization, who will help us further identify and refine the Values definitions and make recommendations as to the most effective ways to roll out the new Values set and integrate it into the culture of our emerging organization.

Other activities related to Strategic Planning are also moving forward. For example, for the past two Mondays, COM leadership, Department Chairs and UAH Senior Leadership have spent time discussing those aspects of our legacy organizations that must be incorporated into the new entity and identifying those things we must change in order to achieve our commonly held aspirations for the future. Not surprisingly, we discovered that we all want to save the same things, let go of the same things, and achieve the same things!

We have also been working with SPM, a Chicago-based firm experienced in branding large academic medical facilities across the US, to develop, test and perfect our visual and verbal messaging around the integration, so that citizens of Arizona and beyond will be better able to understand the benefits of having a teaching/research/tertiary care hospital at the ready to handle complex medical issues and offer cutting-edge treatment options. SPM will be onsite this spring to explain what their research has shown and to roll out our new logo, signage and media campaign. Of course, our staff will be the first to see these new developments.

In all, the past year has been an exciting and rewarding time for the UAH family of employees, physicians and patients and, despite the challenges of integration, we eagerly await the time when we can take our place among the leading medical centers in the country.

Thank you for all you do each and every day to help us achieve this goal!