



# Hospital Board Governance Certification Program

## The Importance of Education for Hospital Boards

Large or small, rural or urban—the role of a hospital in its community is vital. A key to a hospital’s future success lies greatly in the governance by its board and trustees. It has become a role that demands active participation by members who understand the hospital environment. The role is full of challenges, with members facing legal, ethical, and regulatory decisions in a highly evolving industry. Ongoing change make it critical that hospitals provide initial and ongoing education to the volunteers who provide direction for the hospital. With these needs in mind, HomeTown Health is pleased to offer a **Hospital Board Governance (HBG) Certification Program**.

## Topics to Guide & Inform Active Board Members

Our comprehensive Board Member Governance Program is presented in four segments. Designed for both seasoned and new board members, it is formatted to be offered in live training sessions, through online education, or a combination of the two to meet the needs of your hospital’s board. They are offered online through 12 independently paced courses of accredited education. In addition, periodic “Board Minutes” provided by Jimmy Lewis will provide real-time updates on issues occurring in rural healthcare.

The foundation of the program, segment A, provides an overview of the Hospital industry and the role of a board member. It covers topics such as board composition, accountability, duties, and activities, as well as an overview of sources of liability and protection for board members.

Segment C helps board members to greater understand their role in relation to others at the hospital, such as officers and providers, and provides tools and training in hiring and evaluation of the C-suite. It also provides training related to the community, the media, and in crises management.



Segment B digs into financial responsibilities, covering topics such as corporate structures, monthly financial statements, audits, cost reports, Community Assessment and Needs Survey, 990's, Extended Repayment Plans, and other areas of accounting compliance.

Segment D provides courses in regulations, laws, and areas of compliance. Designed to aid boards in understanding various regulatory agencies and regulations regarding patient care, medical devices, and privacy. It outlines a hospital's reporting requirements, accreditation and licensure, and contracts.



## A New Method of Equipping your Board

Online board member training offers several benefits over traditional education at retreats or standard board meetings.

### Respect the Individual Needs of Your Volunteers

With this time of rapid change, rather than schedule more meetings to provide additional education for board members, the Board Training Program allows the hospital to respect the personal time of board members. Online education provides the opportunity for an individual to schedule education when it is convenient for them. With varied backgrounds, the program provides additional resources for board members to seek more individualized knowledge in the areas they determine it is needed. It also means hospitals don't have to plan expensive, logistical retreats, pulling members away from their family or jobs. Online board training allows for education in the comfort of their home if desired, and time to process information before coming together as a group. It also offers various methods of learning to support various learning preferences.

### Hold More Effective Board Meetings

Individual education allows members to concentrate on specific problems or think more broadly about their role. Courses often provide a suggested **application or activity** to discuss as a group when coming together at regular board meetings. This can help to turn board meetings from a time of getting everyone on the same page, into a time to be productive, share well thought-out ideas, and move the hospital forward through challenges. By providing education in advance, the board already has the tools necessary to participate confidently at board meetings. In addition, unlike a once a year retreat, ongoing education promotes **ongoing continuity** on focusing on meeting the goals of the board.



### Promote Greater Accountability

The Board Training Program serves as an "outside nonpartisan facilitator" to guide the process and accountability of education. Each online course segment provides **individual assessments** to measure whether learning outcomes were met. By participating online, it allows each individual board member a path to pursue the individual accredited **Hospital Board Certification**, and allows the program chair or administrator to ensure accountability in participation through reporting features.

In addition, the program helps to promote effective governance helping to reduce risk within a hospital, and improving a hospital's overall risk profile to the community. Reports can provide real-time proof for insurers or other evaluating the governance of the hospital to demonstrate the commitment of each member.

# Hospital Board Governance Program

Healthcare Professional Training Made Accessible

## Part 1: “Board Minutes” Industry Updates

Each month or as events occur, Jimmy Lewis, CEO of HomeTown Health, provides brief recorded courses that can be used at your board meetings or watched independently by members to understand the key topics affecting hospital boards that month. The “Board Minutes” are exclusive to the HBG Program, and will also include an introduction to the courses assigned to participants for the month.

## Part 2: Online On-Demand Courses and Certification

Approximately 10 hours of education, specific to rural hospitals, that result in the earning of the Hospital Board Governance (HBG) Certification. Accredited by IACET, course offerings may also help meet continuing education needs for other professional organizations. *For a complete list of organizations that accept IACET, visit [iacet.org](http://iacet.org).*

Month	Title	Presenter
Month One	Board Duties and Activities	Jennie Price- HomeTown Health LLC
	Experts Answer your FAQs: Board Meetings	Michele Madison and Rusty Ross - Morris, Manning, & Martin, LLP
Month Two	The Payor Mix	Jimmy Lewis, CEO - HomeTown Health LLC
	Experts Answer your FAQs: Audit Opinions	Michele Madison and Rusty Ross - Morris, Manning, & Martin, LLP
Month Three	Statement of Finances of Closure	Jimmy Lewis, CEO - HomeTown Health LLC
Month Four	Experts Answer your FAQs: Compliance	Michele Madison and Rusty Ross -
	OIG Compliance Update - Sept. 2014	Michele Madison, Partner - Morris, Manning & Martin, LLP
Month Five	Liability for Hospital Directors and Officers	Jennie Price- HomeTown Health LLC
	Experts Answer your FAQs: Board Accountability	Michele Madison, Partner - Morris, Manning & Martin, LLP
Month Six	Hospital Financial Benchmarks to Survive	Jimmy Lewis, CEO - HomeTown Health LLC
Month Seven	Stark Reality: Dollars & Sense	Rusty Ross- Morris, Manning & Martin, LLP
Month Eight	2015 Regulatory Update	Michele Madison - Morris, Manning & Martin
Month Nine	Legal Compliance Update: OIG, EMTALA and M&A Transactions	Michele Madison - Morris, Manning & Martin, LLP
Month Ten	The Board's Role: Health Information Technology	Jennie Price- HomeTown Health LLC
Month Eleven	Physician Recruitment Strategies	Mike Broxterman - Pinnacle Health Group
Month Twelve	New Financial Models and Models of Care	Kathy Whitmire - HomeTown Health LLC

## Part 3: Live Board Training

Participation in the Board Training program includes education provided live at the HomeTown Health Annual Spring Conference in Savannah in April and Fall Conference at Callaway Gardens in October in Board Breakout Sessions. Board Members are also offered invitations to other events, such as CEO Day at the Capitol. For those that cannot participate live, many recordings are made available after events.

## HomeTown Health Board Governance Program Registration

Ideally, the Hospital Board Governance Program is designed to be most successful when all members of your hospital board, as well as several members of the c-suite (CEO, CFO, CNO, Compliance Officer) commit to and participate in the program together, discussing lessons along the way. To register, please list the names of each board member or hospital c-suite individual that will be participating. Please designate two contacts for reporting and administrator rights on the online system. *Participant information below may also be provided in Excel if preferred.*

Program Administrators / Contacts:		Board Role (if applicable)	Employer	Title	Email for Account Login
1.	.				
2.					
Other Board Participants:		Board Role	Employer	Title	Email for Account Login
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					

Total Number of Participants: \_\_\_\_\_

### Program Cost

Annual Program cost: \$4000 - HomeTown Health Member Hospital / \$6000 - Non-HomeTown Health Member Hospital

### Billing Selection:

- Annual Hospital Billing: \$4000 member/\$6000 non-member for 12 months beginning \_\_\_\_\_, 2015.  
 Quarterly Hospital Billing: \$1000 member /\$1500 non-member per quarter, beginning \_\_\_\_\_, 2015.

\_\_\_\_\_  
HOSPITAL NAME

\_\_\_\_\_  
Print Name and Title

\_\_\_\_\_  
Print Contact Email

\_\_\_\_\_  
Hospital Signature

\_\_\_\_\_  
Date:

For HomeTown Health, LLC:

  
Kathy Whitmire, Managing Director

Date: \_\_\_\_\_

Please complete the Registration Form and submit to  
[jennie.price.hth@gmail.com](mailto:jennie.price.hth@gmail.com).