



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.*

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.



Board Member Education: *Which program is right for you?*

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 its leadership: the governance by its board, and the management of its C-suite and leaders. With these needs in mind, HomeTown Health is pleased to offer two education options through HTHU.net for rural hospitals. ***Which program is right for you?***

	School of Hospital Leadership & Governance Course Subscription	Full Hospital Board Member Training and Certification Program
Monthly "Board Minute" Updates from Jimmy Lewis	Included	Included
Industry Updates and Rural Hospital Bulletins	Included	Included
<i>On-Demand Courses:</i>		
Governance, Liability & Accountability	Included	Included as part of Certification Program WITH IACET Continuing Education Credit
Finances and Fiduciary Responsibility		
Relationships: Providers and the Community		
Compliance, Regulations, & Contracts		
Management Skills Courses	Not included	Included with IACET Continuing Education Credit
<i>Program Delivery:</i>		
Registration on HTHU.net	User Self-Registration	HTHU User Registration and Individual User "Welcome" Communication
Customized Monthly Group Schedule	Not included	Included; Monthly Communication to members to remain on track
Monthly Completion Reports to Designated Contact (Board Chair/Compliance)	Not included	Included; Additional Group reports provided upon request for Surveying Bodies, Insurance Carriers, etc.
Continuing Education and Certification	Not included	Included IACET Continuing Education Units; Frameable Certificate files and Press Release provided upon group completion
<i>Live Hospital Training:</i>		
Strategic Planning with Jimmy Lewis:	Upon Request for HTH Member Hospitals	Scheduled upon registration; Priority Scheduling
Board Breakout Sessions at Spring/Fall Conference	Live Included	Live Included; Recordings provided to those unable to attend live
<i>Pricing:</i>		
HomeTown Health Members	\$2,000 per facility (15 users)	\$4,000 per facility (unlimited users)
HomeTown Health Non-Members	\$3,000 per facility (15 users)	\$6,000 per facility; unlimited users

For more information, contact: Kristy Thomson at kristy.thomson@hometownhealthonline.com or Jennie Price at jennie.price@hometownhealthonline.com.

Hospital Board Governance Full Program Registration

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: _____

Full Program Cost

The Full Program includes an annual schedule, individual assistance/communication walking through program year, Priority scheduling of Strategic Planning with Jimmy Lewis, Monthly Progress Reports, and Continuing Education/Certification.

Full Program Billing Selection:

- ☐ Annual Hospital Billing: \$4000 member/\$6000 non-member for 12 months beginning _____, 2016.
- ☐ Quarterly Hospital Billing: \$1000 member /\$1500 non-member per quarter, beginning _____, 2016.

HOSPITAL NAME

Print Name and Title

Print Contact Email

Hospital Signature

For HomeTown Health, LLC:



Kristy Thomson, COO

Date: _____

Please complete the Registration Form and submit to jennie.price@hometownhealthonline.com. You will be contacted to help assist your board in the setup of your Program.

Hospital Board Governance: Course Subscription Only

HomeTown Health Board Governance Course Registration

The Hospital Board Governance Courses can be purchased through an online Course Subscription. We recommend that you share the courses with all members of your hospital board, as well as several members of the c-suite (CEO, CFO, CNO, Compliance Officer). Subscriptions are available for up to 15 hospital participants.

To register, please complete the registration agreement, below. Course access will be provided on the HTHU.net/boardtraining/ website for one year. Please designate one primary contact for registration information.

Course Subscription Cost

The Course Subscription Program includes access for up to 15 users to access the Hospital Board Governance Courses online.

Course Subscription Billing Selection:

- ☐ Annual Hospital Billing: \$2000 member/\$3000 non-member for 12 months beginning _____, 2016.
☐ Quarterly Hospital Billing: \$500 member /\$750 non-member per quarter, beginning _____, 2016.

HOSPITAL NAME

Print Name and Title

Print Contact Email

Hospital Signature

Date: _____

Primary Program Contact (if different than above): _____

Primary Program Email: _____

For HomeTown Health, LLC:



Kristy Thomson, COO

Date: _____

Please complete the Registration Form and submit to
jennie.price@hometownhealthonline.com.

The Primary Contact provided here will be contacted to for setup of your Subscription.