



SEE LAST PAGE FOR WHAT'S INSIDE



**Gail Malcolm, FACHE, LFHIMSS**  
President

## President's Message

It is a privilege to address you as the new President of the Healthcare Leadership Network of the Delaware Valley – HLNDV. We look forward to welcoming new members to our upcoming educational and networking events in our first full year as a unified ACE chapter.

The HLNDV Board approved the 2009/2011 Strategic Plan in February. I encourage you to take a look at the plan at your convenience. Activities of the HLNDV Board Committees will be focused on addressing the initiatives in four goal areas:

1. Growth – “Align the finances and structure of the chapter to promote sustainable membership growth and diversity”
2. Service – “Promote the professional advancement of our members by offering exceptional networking, community service and career development resources”
3. Engagement – “Effectively engage all of our chapter members and local healthcare professionals through participation in chapter leadership and events”
4. Knowledge – “Provide members with local access to high quality information to promote their professional success”

The Board cannot achieve these goals alone – active membership participation is required. In addition to attending educational and networking events, members are encouraged to become active in Committees by contacting Committee Co-chairs. There is also the opportunity become involved in mentorship as a mentor or mentee – please visit the Mentorship Program Page for more information, including three success stories.

We have a number of educational opportunities scheduled over the coming months – view the Events Calendar for the latest information. Please mark your calendars for our annual meeting on Thursday, June 11th. The topic is - “The Greening of Healthcare: How Sustainability fits into Your Organization.”

It will be a privilege to welcome you in person at an upcoming event. I would also like to encourage you to pass along to me or any of the HLNDV Board Members any suggestions you have for how your local ACE chapter can better serve you. We realize that in these particularly challenging economic times, funds for continuing education are limited. We will focus on providing local and cost-affordable Category I and II programs to our membership and support for members in transition.

Take care,

Gail B. Malcolm, FACHE, LFHIMSS  
President, HLNDV



## Spotlight On Mentoring

Early in 2008, Career Development Committee Co-chairs John Kiernan and Chuck Walczak were contacted by Carlton Alouidor who expressed interest in the HLNDV Mentorship Program. As a graduate student in health care administration at St. Joseph's University who hails from Jamaica, Carlton was seeking a mentor who could provide perspective on career paths in health care management and who understood the regional market. Based on his interest in identifying a mentor, Carlton subsequently joined ACE/HLNDV as a student member.

HLNDV member Dan Strauch, MHA, CMPE, Administrator at The Center for Kidney Care in Mt. Laurel, NJ agreed to work with Carlton. Dan's background in both hospital and large physician practice management roles offered Carlton a unique and broad-based career perspective. Dan and Carlton shared feedback on their participation in the HLNDV Mentorship program:

Dan Strauch - The Mentor Perspective

“I have really enjoyed the opportunity to become a mentor through HLNDV. Carlton Alouidor is a great guy and has a bright future in healthcare administration. He has been a pleasure to meet and get to know, and I have tried to help give advice and support as I am able.

“When John Kiernan and Chuck Walczak asked me whether I was interested in becoming a mentor, I was both intrigued and a little apprehensive. I wondered who I would be ‘matched’ with and whether we would be compatible. I am happy to say that Carlton and I have met several times and we have had very good, productive conversations. He has a lot of potential and is preparing to advance his career.

“I have enjoyed the chance to be a Mentor and I look forward to continuing our interactions and our friendship. It is a unique way to contribute to the success of HLNDV and to our profession.”

Carlton Alouidor - The Mentee Perspective

“A year ago I was somewhat lucid about the health care industry. Having completed my first semester in the graduate program at SJU, I decided to seek out an experienced health care professional in an effort to develop relationships and provide guidance with regards to professional development. The HLNDV Mentorship Program granted me that opportunity.

“In March 2008, Dan Strauch and I met in person and discussed what our goals were for our mentorship program. We have developed an exceptional experience ever since, interacting via telephone, email, over breakfast and dinners to discuss issues as it relates to our careers and to monitor my career progress. The experience with Dan has been very positive! The encouragement and advice I have

*Continued on page 4*



## U P C O M I N G E V E N T S

### MAY

#### **Advancing Healthcare Leadership**

Many Roads to Success - A Dialogue with CEOs  
May 19, June 2, and June 16, 2009

### JUNE

#### **Career Transition Jump Start**

Saturday, June 6th 8:30 – 11:30 am

Workgroup session focusing on essential communication tools and resume writing. Open to professionals at all levels. Group size will be limited to allow for individual resume review and development.

Location: Management Pathways

5 Great Valley Parkway, 2nd Floor Conference Room, Malvern, PA 19355

#### **HLNDV Annual Meeting**

##### **"The Greening of Healthcare: How Sustainability fits into Your Organization"**

Co-Sponsored by the Delaware Valley Green Building Council (DVGBC)

Thursday, June 11, 2009 5:00 p.m. to 8:00 p.m.

The offices of Granary Associates

1500 Spring Garden St., Suite 1100, Philadelphia, PA 19130

**Visit [www.hlndv.org/events](http://www.hlndv.org/events) for details and registration for these events.** For further information please contact the Events and Education Committee Co-Chairs at [events@hlndv.org](mailto:events@hlndv.org).

The Events and Education Committee is actively seeking new members to assist with planning and producing events for 2009. Please contact Hamish Stewart-Smith or Allison P. Wilson-Maher at [events@hlndv.org](mailto:events@hlndv.org).



### **Get LinkedIn with ACHE**

On March 20, 2009, ACHE launched a new group on LinkedIn. This group will help affiliates exchange information, share ideas and build contacts. If you are not already a part of LinkedIn, learn more about this valuable networking tool. Both ACHE and HLNDV have created accounts on LinkedIn. Search under "groups" then "Find a group" to join. It can be a great networking tool. Please also initiate items for discussion or post job openings!



## NEW JERSEY REGENT'S COLUMN

Colleagues:

How time flies. Already a year has passed in my serving as your Regent for New Jersey. Don't worry, I'll forgo the usual inclination to review what we've accomplished, and consistent with my commitment to be brief, offer just a couple comments on a theme you've previously heard from me, "What have you done for your career lately?" In today's economy we witness the need to cut-back from many activities that we otherwise would pursue. Organizations are challenged; jobs are tenuous; and, most agree that this is not a time to take financial risks. Under these circumstances the status quo may be looking pretty good. However, a contrarian perspective is that this is a great time to selectively invest in things that will position for big returns in the future. While many of us will "hunker down" and be satisfied to just keep our jobs, some will take this time to build a competitive career advantage for the future. For example, many graduate schools are reporting significant increases in applications. I teach in a PhD in Health Sciences program and we have twice our usual number of applicants for the Leadership concentration. At our recent ACHE Congress on Healthcare Leadership 19 New Jersey colleagues, plus many others from across the country were awarded Fellow status in ACHE. These individuals are not hunkering down. Of course, advancement can also mean learning new skills by participating in a local educational event. Our ACHE-NJ and HLNDV Chapters provide numerous educational programs throughout the year. In fact, one of them, the CEO Series that these Chapters, along with the HLNY Chapter, NJHA and Seton Hall offered last fall was recognized at Congress as this year's "Best Collaborative Project." That series was so popular, we've recruited 9 new hospital CEOs to offer a second CEO series in 3 sessions scheduled May-June. For more information on the CEO series go to: <http://www.njha.com/estore/brochure.aspx?id=136&brochure=LeadershipCon f09.pdf&date=5/19/2009>

Of course, building your career can also mean volunteering for organizational or community projects in order to build new skill sets. That could even include taking a project leadership role for an activity sponsored by your ACHE Chapter. Whatever alternative or combination of alternatives you choose, I'm sure you get the point. As John F. Kennedy said, "Leadership and learning are indispensable to each other."

If you are thinking of pursuing advancement to Fellow you're in luck. Submit your application (with the \$250 application fee) by June 30, 2009 and, provided the application is approved, ACHE will waive the \$200 Board of Governors Exam fee. This waiver is valid for six months after receipt. Go to [www.ache.org](http://www.ache.org) for more details.

Enjoy your summer!

Terrence F. Cahill, EdD, FACHE



## HLNDV Sponsor Recognition

WE WOULD LIKE TO THANK THE FOLLOWING ORGANIZATIONS FOR THEIR SUPPORT AS ANNUAL SPONSORS DURING 2008-2009. THROUGH THEIR GENEROUS SUPPORT WE ARE ABLE TO HOST A VARIETY OF EDUCATIONAL, CAREER DEVELOPMENT, AND NETWORKING PROGRAMS THROUGHOUT THE YEAR.

PLEASE CONTACT ANY OF OUR SPONSORS (BELOW) TO GET MORE INFORMATION ON THEIR PRODUCTS/SERVICES.

### GOLD SPONSOR

**Siemens Healthcare** – Provider of imaging and lab diagnostics, therapy, and healthcare information technology solutions

Local Contact: Barbara Sivek [barbara.sivek@siemens.com](mailto:barbara.sivek@siemens.com)

### SILVER SPONSORS

**BremnerDuke, Inc.** – Health care real estate, focusing on planning, development, owning, and management

Local Contact: Allison P. Wilson-Maher [allison.wilson-maher@bremnerduke.com](mailto:allison.wilson-maher@bremnerduke.com)

**HBE, Inc.** – Designer and builder of health care facilities

Local Contact: Steve Grosswald [sgrosswald@hbcorp.com](mailto:sgrosswald@hbcorp.com)

**Turner Healthcare** – Builder of health care facilities

Local Contact: Lori Sullivan [lsullivan@tcco.com](mailto:lsullivan@tcco.com)

### BRONZE

**DGA Partners** – Consulting services in strategic, business, financial and facilities planning

Local Contact: Dan Grauman [dgrauman@dgapartners.com](mailto:dgrauman@dgapartners.com)

**Greencastle** – Clinical technology and business management consultants for hospitals, health systems, and physician organizations

Local Contact: Hamish Stewart-Smith [smithh@greencastleconsulting.com](mailto:smithh@greencastleconsulting.com)

**Leaders for Today** – Interim management staffing for the health care industry

Local Contact: Diane Nicholas [DNicholas@LeadersForToday.com](mailto:DNicholas@LeadersForToday.com)

**Nova Records Management** -- Specialists in records and data management

Local Contact: Bill Woodard [WWood21500@aol.com](mailto:WWood21500@aol.com)

**For more information on becoming an annual or event sponsor, please contact Anna R. Steelman, FACHE, CHC at 215-399-1865**

## Siemens Premier Partner Presence at Congress

The 2009 ACHE Congress for Healthcare Executives provided valuable education and networking opportunities for the Siemens team, over 20 strong at this year's event. Everyone thoroughly enjoyed the chance to increase their knowledge and understanding of issues critical to the healthcare industry.

On Sunday, March 22, Siemens sponsored the CEO Bootcamp. Excellent development training was provided to over 40 new or soon to be appointed CEO's at the Bootcamp by Tom Atchinson, a well-respected ACHE cluster instructor.

Additionally on Sunday, Gail Latimer, Vice-President and CNO walked at Convocation to officially become an ACHE Fellow. Gail's Siemens colleagues were there to cheer her on. Siemens would also like to congratulate the members of

HLNDV who also received their ACHE Fellowship at Congress. It was a fine celebratory moment for all.

On Monday, March 23rd, Gail Latimer joined Dan Messina, COO, CentraState Health System (NJ), to present "A Light at the End of the Tunnel – the Path to Workflow Integration". The topic was of significant interest to the conference participants – as Gail reported that there were over 250 that attended the sessions.

Siemens was also pleased to sponsor the Wednesday Morning 3/25 Hot Topic session. Robert Kolodner, MD, the retiring Office of the National Coordinator for HIT delivered a presentation on the topic of "Health Information Technology: Moving Forward in the New Administration". Kolodner's presentation provided the attendees with some insight on what to expect in the American Recovery and Reinvestment Act. His presentation was followed by an interesting round of Q & A from the participants.

And now that Congress is barely over, Siemens is already working on proposal submissions for the 2010 event. As a Premier partner we are honored to support such a significant event for the healthcare industry – and we look forward to seeing many HLNDV's members again at the 2010 Congress.

•••

## Economic Downturn Affirmation: This storm too shall pass

By Allison Wilson-Maher, Vice President, East Region, BremnerDuke Healthcare Real Estate

**A** dark cloud hovers over the economic well-being of the healthcare industry. It was spawned, at least in part, from the financial turmoil plaguing the rest of the nation's business sectors. Still healthcare, once considered immune to such fiscal calamities, remains better positioned to weather the economic storm and emerge stronger and more dynamic.

At the same time a capital crisis is putting a damper on hospital spending, aging baby boomers are clamoring for accessible healthcare services. Likewise, government initiatives are accelerating the quest for improved quality and coordination of care.

Yet there's no discounting the presence of a slowdown in the healthcare sector. In a January 2009 study by the American Hospital Association (AHA), 45 percent of respondents indicated they are postponing capital projects. Another 13 percent report they have halted projects already underway.

So, how does all this mesh with society's growing needs and government's increasing interventions? The AHA report suggests, "Postponing facilities projects affects a hospital's ability to meet community needs and meet larger U.S. health care system goals such as improved quality and efficiency."

A February 2009 report from Panel Intelligence, LLC, reports equally grim findings from their survey of not-for-profit hospital finance executives.

"Our research study clearly illustrates a large and growing sense of gloom from hospital executives. They are taking a fresh look at opportunities to cut costs, and the evidence suggests they are stockpiling cash," said Scott Packard, Ph.D., vice president of quantitative research for the market research firm. "In short, hospitals are acting like most American families – watching their wallet closely, but still spending where there is value."

*Continued on page 5*

Spotlight on Mentoring  
Continued from Page 1

received has enabled me to be more confident, improve my awareness and make more informed decision on possible career paths. We have not only developed a professional relationship but also sound friendships based on mutual respect.

“The HLNDV Mentorship Program has been a rewarding experience for me. I do hope to one day provide the same opportunity as a mentor to an individual in search of their own professional growth and development. I wish extend my thanks to Chuck Walczak and John Kiernan for taking the time to seek out and provide me with Daniel Strauch, an individual with a diverse leadership background in health care, for his advice and guidance.”

If you are interested in mentorship, please visit [www.hlndv.org](http://www.hlndv.org) to learn more and register your profile.

• • •

**HLNDV campus visit program**

The HLNDV campus visit program is seeking members to make visits to the following campuses. The focus of the visits is to meet students interested in healthcare management careers, answer questions about the field, and provide them with information about HLNDV/ACHE. Visits will start in the fall semester of 2009; we would like to arrange for 1-2 visits annually for each campus. Assistance will be provided to volunteers in coordinating visits. Please also share recommendations for other schools that could be included in the program. Interested members please contact Emily Burrell: [burrelle@mlhs.org](mailto:burrelle@mlhs.org) or Tracy Hanson: [hansont@mlhs.org](mailto:hansont@mlhs.org)

- Arcadia University (MBA, MPH)
- Drexel University School of Public Health (MPH, PhD)
- Eastern University (MBA Health Administration)
- Holy Family University (MBA)
- Immaculata University (Undergrad)
- LaSalle University (MBA)
- Philadelphia University (MBA)
- St. Joseph’s University (MBA)
- Temple University (MBA)
- Thomas Jefferson University (MPH, MSN)
- University of Pennsylvania School of Nursing (MSN Nursing & Healthcare Admin)
- University of Delaware (MSN; MS Health Services Administration)
- Villanova University (MSN Healthcare Admin)
- West Chester University (MBA, MPH)
- Widener University (MBA)
- Wilmington University (MBA, MS Management)

• • •

**2009 NJ ACHE Leadership awardees**

- Senior Executive Award: Chester B. Kaletkowski, FACHE  
President/CEO, South Jersey Healthcare
- Early Careerist Award: Laura B. LaBarbera, RN, FACHE  
Chief Operating Officer, Morris Anesthesia Group
- Regent’s Leadership Award: Annette Catino  
President/CEO., QualCare, Inc

• • •



Fellows Convocation Reception – From left to right: Charles R. Evans, FACHE (ACHE chairman), Christopher D. Van Gorder, FACHE (ACHE chairman-elect), Anna Steelman, FACHE, Warren Lyons, FACHE, Anthony Stanowski, FACHE, Gail Malcolm, FACHE, LFHIMSS, Gail Latimer, RN, FACHE, Ned Lafer, MD, FACHE, and Jim Burke, FACHE

ACHE awarded fellow status to 900+ members this year; over 150 participated in the Fellows Convocation Ceremony on Sunday afternoon at this year’s Congress. Following the ceremony was a reception, where HLNDV members were able to meet and pose for a quick picture with the incoming ACHE chairman and chairman-elect.



Temple University Healthcare Management Alumni Association (TUHMAA) Alumni Event at Congress – From left to right: Hamish Stewart-Smith, Tom Skorup, FACHE, Ned Lafer, MD, FACHE, Gail Malcolm, FACHE, and Susan Kaup, TUHMAA President

TUHMAA held its first alumni reception on Tuesday evening of Congress this year. The reception was well attended and TUHMAA looks forward to making this an annual event at Congress.

• • •

## MLK Day of Service 2009

### HLNDV Gets 'Down & Dirty' To Help Community Center



A small, but energized, group of HLNDV volunteers turned out to support our annual volunteer project as part of the nationally-recognized Martin Luther King, Jr. "Day of Service" held on January 19th. Working hand-in-hand with church congregation members and neighborhood residents of all ages, the HLNDV work crew helped to clear debris and clean two basement areas in a building being rehabbed into a Community Center by the Mentors of Excellence Ministry. The Rising Sun Avenue site in Philadelphia also supports relief programs in conjunction with Philabundance and SHARE.

A solid half-day effort and some creative teamwork produced lots of smiles as a 40 cubic yard trash container was filled to capacity to make way for interior renovations.

The project was organized by the Career Development Committee and Luke Balinski, HLNDV Community Service Coordinator, who commented "Every year I am amazed at the cheerful enthusiasm the HLNDV group demonstrates. They always come to a project eager to help and they put all their effort into the tasks at hand. It is sometimes hard work – this year we got particularly messy as we tried to undo 20 years of trash accumulation – but we don't come to sit around and relax. The more challenging the task, the more enjoyable it is to complete."

Co-Directors of the Mentors of Excellence Ministry, Erica and Clyde Griffin, described the HLNDV volunteer effort as "Awesome. You came ready to work and were self-motivated."

A Special "Thanks" to Our Volunteers:

Luke Balinski  
Thompson H. Boyd, III, M.D.  
Beatrice Dierisseau  
Kate Flynn, FACHE  
John Kiernan  
Gail Malcolm, FACHE  
Chuck Walczak

• • •

Economic Downturn  
*Continued from Page 3*

Panel Intelligence research indicates though that all is not doom and gloom on the healthcare front.

- Hip and knee replacements, as well as spinal fusion surgeries, continue to increase.
- Months of operating cash on hand has increased by approximately 18 percent at individual hospitals and 13 percent at hospital systems over the past year.

So perhaps the dark cloud just overhead is beginning to dissipate. Already the need to circumvent a true healthcare crisis is apparent. The baby boomer generation is aging and community health service needs are escalating. Government mandates are dictating significant changes to healthcare delivery.

As the market starts to rebound and healthcare needs continue to mount, industry consultants and development specialists can facilitate solutions. Today, well capitalized real estate development firms can provide quick access to necessary funding. While hospitals struggle to secure tax-exempt bonds, a traditionally critical source for hospital financing, savvy developers have the resources to assist.

As part of Duke Realty Corporation, a self-funded national Real Estate Investment Trust (REIT), BremnerDuke Healthcare Real Estate is uniquely positioned. BremnerDuke can either internally source capital through the firm's line of credit, or use its capital strength to obtain the best debt available to the strongest providers of real estate services.

Hospitals and healthcare systems can get a head start on the competition – and the mandates – by engaging a developer now to assist with the financing, planning, development, ownership and management of critical real estate initiatives. A real estate developer can mitigate the financial strains of development starts and facility improvements, while hospitals funnel their dollars toward equipment and information technology expenditures.

Like meteorological storms, the disturbance on the healthcare front shall pass, leaving in its place a rainbow of opportunity for those who team with an expert and start planning now.

## CONGRATULATIONS!

### The following HLNDV Members advanced to Fellow at the 75th ACHE Convocation, March 22, 2009

#### PENNSYLVANIA

Douglas L. Chaet, FACHE  
Irene Fleshner, FACHE  
Andrea F. Gilbert, FACHE  
Linda J. Grass, FACHE  
Cole T. Hoagland, FACHE  
Richard J. Kedanis, FACHE  
Edmund L. Lafer, MD, FACHE  
Gail E. Latimer, RN, FACHE  
Ruth Lefton, FACHE  
Robert A. Neri, FACHE  
Anthony C. Stanowski, FACHE  
Anna R. Steelman, FACHE  
Elaine C. Thompson, PhD, FACHE  
Allison P. Wilson, FACHE

#### DELAWARE

Sarah B. Nichols, FACHE  
Gary A. Shaw, FACHE

#### NEW JERSEY

Steven R. King, FACHE  
Patricia M. Lubrano, RN, FACHE  
Dean A. Mazzoni, FACHE  
Anthony J. Morlino, FACHE

## 'TOP DOCS' RANKINGS NOT AS IMPORTANT TO CONSUMERS AS OTHER FACTORS, SURVEY REVEALS

BUT, CONSUMERS ARE INFLUENCED BY 'TOP DOC EFFECT'

Carol Lunger

Contrary to the hype that surrounds the publishing of the annual 'Top Doctors' lists in metropolitan magazines across the United States, a recent study by The Melior Group, a Philadelphia-based research and consulting firm, indicates that the vast majority of consumers report a high degree of skepticism about how those lists are compiled, but consider the lists to be influential marketing tools for hospitals to showcase themselves.

For choosing specialists, consumers still rely primarily on more traditional sources, such as their physician's recommendation (38 percent) and whether a doctor accepts their insurance (30 percent). Only 10 percent of respondents reported that the 'Top Docs' rankings were of primary importance to them.

Strengthening this finding, 84 percent of consumers say they have never contacted a physician because he or she was listed as a 'Top Doctor.' And 74 percent are skeptical about how the 'Top Docs' lists are compiled.

"Today's sophisticated consumers tap into a wide array of information sources to help them make their healthcare decisions, especially about which specialist to see when they need one. They read about them, inquire among friends and family, and as part of that research they are aware that these lists are available to them as a resource," according to Linda McAleer, president of The Melior Group. "But the Top Docs lists may not hold as much weight in the final decision as we think."

Dichotomy Exists – the 'Top Doc Effect'

However, there appears to be a 'spill-over' effect with regards to Top Doc Lists, which we refer to as the 'Top Doc Effect.' More than 67 percent of consumers like the idea of using a medical practice that has access to "Top Doctors" even if the physician they see is not named on a Top Docs list – this is the 'Top Doc Effect.'

Further, almost half – 45 percent – of those surveyed agree they would use a hospital they didn't prefer to use, in order to consult with a Top Doctor practicing at that hospital. "While the majority of consumers say they don't read these lists or make decisions based on them, they are nonetheless influenced by the rankings," said McAleer.

More than three-quarters (76 percent) of consumers agree that the Top Docs lists are mainly for marketing and advertising purposes for the Doctor/Hospital and are not a reflection of the Doctor's skills and abilities.

"The Top Doc Effect should come as good news to physician practices and hospitals that use these rankings as a tool to differentiate themselves from the competition," said McAleer. "Regardless of whether a consumer chooses to see that Top Doc or not, if they select that Top Doc's practice, it is a win-win, by association."

Additional good news for healthcare marketers is the finding that some types of consumers do look at the Top Docs Lists. Consumers who use specialists (52% of the total sample) look at these lists at least occasionally or all the time (38%) and three in ten (28%) talk about the doctors on the lists with their friends or family. "These consumers may have a more pressing health need to gather as much information as possible and hence may seek information more actively," says McAleer.

Other Survey Findings:

**Top Docs Lists Seen as Marketing Vehicles** -- More than 75 percent of consumers surveyed agree that Top Doc Lists are mainly for marketing and advertising purposes for the doctor/hospital and are not a reflection of the doctor's skills or abilities.

**A Top Doc doesn't have to practice at a Top Hospital** – 57 percent of consumers do not feel that, in order to be named a Top Doctor, the physician has to practice at a Top Hospital. These findings indicate that promoting their Top Docs seems to be an effective marketing tool to increase their physicians' practices and use of hospital facilities even for hospitals that are not ranked at the top.

**Opportunity for hospitals** – To overcome consumers' skepticism, and the belief that the rankings are more likely marketing vehicles for the hospitals, the institutions can legitimize these lists by explaining and/or promoting the fact that the rankings are based on the recommendations and endorsements of other physicians in the specialty, a fact that 51 percent of consumers polled considered to be important.?

Conclusion

"It is likely that the Top Docs surveys will continue to be published and used as a marketing tool by doctors, hospitals and health systems," said McAleer. "They have sufficient impact to be seen as valuable differentiators in a crowded healthcare market."

Methodology

The Melior Group, a Philadelphia-based market research firm, designed and implemented the web-based, national, 24-question survey of 355 consumer healthcare decision makers. All respondents were adults aged 21 years and over. The survey data was analyzed by age, gender, household income and whether or not the respondent was currently consulting with a specialist physician. There was equal representation of individuals in income levels (below \$50,000; \$50,000 - \$75,000; \$75,000 - \$100,000; and above \$100,000) as well as by age (21-34 years; 35-44 years; 45-54 years and over 55 years).

### About The Melior Group

Founded in 1982, The Melior Group provides research and consulting to service organizations seeking to develop and expand their market potential. The full-service firm specializes in customized research designed with a clear and deep understanding of its clients' management needs. Melior also offers cost-efficient, customizable research products compiled from more than 25 years of experience primarily serving the financial services, healthcare, education, and culture and tourism industries.

## Job Search Survival 2009

Undoubtedly, this is the toughest year on record to land a new job. Reaching your career goal will take courage and nerves of steel. Are you up to the challenge? Here are three tips for job-search endurance that will keep you on the right track toward your employment goal.

### 1. Keep your career goal realistic.

This is not the time to strike out in a risky career direction. Following your heart toward a career in which you have little qualifications could yield months of frustration as you find yourself competing against legions of candidates far more qualified. Unless you are in the position to hold out for a very long job search, concentrate on positions where you are best qualified.

### 2. Realize it will take longer to land your next position.

If you've never experienced a lengthy job search, set your expectations out several months and practice patience. You will apply for many positions as the perfect candidate, and get no response. Expect that. You will conduct perfect interviews and hear nothing back. Expect that as well. Just remember that eventually the right company with the right job at the right time will come your way if you stay calm and focused and don't let discouragement keep you from moving forward. Just keep with it.

### 3. Write a better resume than your competition.

Less jobs and more applicants equals extremely high competition. The quality of your resume has never been more important. For the best possible resume keep these guidelines in mind:

- Focus your resume. Avoid a one-size-fits-all resume.
- Showcase your best information in the top half of page one.
- Include accomplishments that illustrate your ability to solve today's business challenges.

### 4. Sharpen your interview skills.

With employers interviewing only the best of the best, when you are chosen to interview be sure you are your competitive best. You CANNOT "just wing" an interview and expect to be called back for a second. Today it takes solid interview strategy to earn a second round of interviews. Interview books are helpful, but they usually fall short of teaching you how to read the interviewer's mind to understand his/her hiring motivations. A study in the art of selling is more effective to achieve great interview performance. A few basic selling strategies include:

- Asking the right questions to understand the interviewer's "hot button" motivations.
- Formulate answers around the interviewer's motivations.
- Know your accomplishments well enough to weave them effectively through your interview to achieve top candidate status.

Throughout 2009, the best jobs will go to those who persevere and stay focused. Keeping your expectations and goals realistic will help prevent the emotional ups and downs. Prepare for your job search as if you were com-

peting in a marathon. With patience, endurance and skill you will win your next job.

---

DEBORAH WALKER, CCMC IS A CAREER COACH HELPING JOB SEEKERS COMPETE IN THE TOUGHEST JOB MARKETS. HER CLIENTS GAIN TOP PERFORMING SKILLS IN RESUME WRITING, INTERVIEW PREPARATION AND SALARY NEGOTIATION. LEARN MORE ABOUT DEBORAH WALKER, CAREER COACH AT: [WWW.ALPHAADVANTAGE.COM](http://WWW.ALPHAADVANTAGE.COM)

• • •

## DELAWARE REGENT'S COLUMN

Lynn C. Jones, FACHE

This note is to introduce myself as the Regent for Delaware. I am the President, Christiana Care VNA, and Senior Vice President for Post Acute Services for Christiana Care Health System. My introduction to this role at the recent Congress on Healthcare Leadership was very well done and reinforced my impression of the great organization that we all belong to, and of the great support that we have from the ACHE staff to do our work. I also had an opportunity to spend time with several members of the Chapter's leadership group and am very impressed by all they have accomplished and by what they want to accomplish during this upcoming year.

The Delaware Regent's Advisory Council met recently, and I am glad to say that we have an energized and resourceful group who represent most all of the health systems in Delaware. We are currently developing our goals for the upcoming year, which will revolve around growing our membership, encouraging advancement, and to accomplish a higher level of engagement - and therefore a higher level of benefit - on the part of the Delaware affiliates. We also plan to increase the level of engagement of our healthcare administration students within the state, and will encourage participation by sectors of healthcare leadership community who have not been active in ACHE.

I am excited about what we can accomplish during the upcoming year, and I look forward to supporting the work of our Chapter. Please do not hesitate to be in touch with me if I can support you in regard to any aspect of our work!

• • •

## FACHE-Apply Now and Save \$200!

Submit your completed Fellow Application with the \$250 application fee by June 30, and ACHE will waive the \$200 fee to take the Board of Governors Exam once your application has been approved (the waiver is valid for six months). You must be an ACHE Member with at least two years of healthcare management experience to be eligible to apply for Fellow status. All follow-up materials (e.g. references) must be submitted by August 31 for the waiver to be valid. For more information see <http://www.ache.org/membership/credentialing/credentialing.cfm>

• • •

President's Message	1
Spotlight on Mentoring	1
Upcoming Events	2
Get LinkedIn with ACHE	2
NJ Regent's Message	2
HLNDV Sponsor Recognitions	3
Economic Downturn Affirmation	3
HLNDV Campus Visit Program	4
MLK Day of Service	5
2009 ACHE NJ Leadership Awardees	5
Top Docs Ranking	6
Job Search Survival	7
DE Regent's Message	7



**Healthcare Leadership Network**  
*of the Delaware Valley*

4514 Chester Avenue  
Philadelphia, PA 19143-3707

UPDATE

We gratefully acknowledge our Annual-level leaders in corporate support for the Healthcare Leadership Network of the Delaware Valley.

Gold Sponsor



Silver Sponsors



Bronze Sponsors



VISIT OUR WEBSITE AT [WWW.HLNDV.ORG](http://WWW.HLNDV.ORG)

2009 - 2010 BOARD OF DIRECTORS

**PRESIDENT**

Gail Malcolm, FACHE, LFHIMSS  
Marketing Manager, Siemens Healthcare  
610-219-6609 (Office)  
gail.malcolm@siemens.com

**PAST-PRESIDENT**

Thomas Skorup, MBA, FACHE  
VP of Applied Solutions, ECRI Institute  
610-825-6000, x5160 (Office)  
tskorup@ecri.org

**PRESIDENT-ELECT**

Christine Winn, FACHE  
Vice President, Administration  
Paoli Hospital  
610-648-1399  
winn@mlhs.org

**PRESIDENT EMERITUS**

Robert Hill, Jr., FACHE  
Principal, Health Strategies & Solutions, Inc.  
215-636-3500, x107 (Office)  
bhill@hss-inc.com

**SECRETARY**

Dennis Hovanec  
Area Director Managed Care, Kindred Hospitals  
215-722-8555 x4420 (Office)  
DennisHovanec@aol.com

**TREASURER**

Rieke Baize, FACHE  
Supervisor, Provider Assessment/Informatics,  
Independence Blue Cross  
215-241-3801 (Office)  
rieke.baize@ibx.com

**CO-CHAIRS, EVENTS AND EDUCATION COMMITTEE**

Hamish Stewart-Smith  
Partner  
Greencastle Consulting  
610-640-9958 x224 (Office)  
smithh@greencastleconsulting.com

**CO-CHAIRS, CAREER DEVELOPMENT COMMITTEE**

Allison Wilson-Maher, FACHE  
Vice President, East Region  
Bremner Duke Healthcare Real Estate  
215-893-1233 (Office)  
allison.wilson-maher@bremnerduke.com

**CO-CHAIRS, MEMBERSHIP/MARKETING COMMITTEE**

Doug Hughes  
Director of Nursing, Paoli Hospital  
610-648-1445 (Office)  
hughesd@mlhs.org

**CO-CHAIRS, ACADEMIC RELATIONS COMMITTEE**

LuAnn Kline  
Associate Hospital Director  
Temple University Hospital-Episcopal Campus  
215-707-8872 (Office)  
cluann.kline@tuhs.temple.edu

**CO-CHAIRS, CORPORATE SPONSORSHIP COMMITTEE**

Anna R. Steelman  
Senior Consultant, Health Strategies and Solutions, Inc.  
215-636-3500, x119 (Office)  
asteelman@hss-inc.com

**DIRECTORS-AT-LARGE (con't.)**

Bill Myers  
Eclipsys  
856-513-6116 (Office)  
William.Myers@Eclipsys.com

**Directors-At-Large (con't.)**

Dennis Kain, FACHE  
Executive Vice President and COO,  
Tyler & Company  
610-558-6100 (Office)  
dkain@tylerandco.com

**REGENTS**

James B. Burke, FACHE (Southeastern PA)  
COO, Hahnemann University Hospital  
215-762-8918 (Office)  
James2.burke@tenethealth.com

**REGENTS**

Richard J. Cohen, Ph.D., FACHE  
President/Chief Executive Officer,  
Philadelphia Health Management Corporation  
215-985-2501 (Office)  
rjc@phmc.org

**REGENTS**

Lynn C. Jones, FACHE (Delaware)  
President  
Christiana Care Home Health & Comm. Services  
302-327-5260 (Office)  
lynjones@christianacare.org

**REGENTS**

Terry Cahill, FACHE (New Jersey)  
Assistant Professor, Seton Hall University  
732-599-6327 (Office)  
Cahillte@shu.edu

**REGENT-AT-LARGE**

Warren Lyons, FACHE  
Director Operations Support,  
Temple University Health System  
215-707-8829 (Office)  
Warren.Lyons@tuhs.temple.edu

**DIRECTORS-AT-LARGE**

Deborah Watson, FACHE  
Vice President Operations, Southern Region,  
Bayhealth Medical Center  
302-430-5616 (Office)  
Deborah\_watson@Bayhealth.org

Gregory N. D'Adamo, FACHE  
VP Support Services, Capital Health System  
609-394-4030 (Office)  
gdadamo@chsny.org