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Advancing Healthcare Leadership

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Message from the President

By Carey Unger

Happy Fall everyone! It is hard to believe how quickly this year is coming to a close. Since THEF runs its year from July to July, we are just gearing up. We had a great social/networking event at Braza at the beginning of October. It was wonderful to meet so many people and hear how excited everyone is about getting more involved this year. Just as an impressive statistic, we have more than 800 people that are associated with THEF — a number that his risen significantly recently and keeps climbing.

We continue to educate our members about the organizational changes that will be coming at the beginning of January, as we switch to a combined membership model. I will be sending out an email before that time with more details, but please let us know if you have any specific questions about the change. There is an excellent article a recent *Healthcare Executive* about the switch as well.

SAVE THE DATE

November 29

CASE STUDIES IN PERFOMANCE IMPROVEMENT STRATEGIES

a THEF Educational Event

Duke Hospital
7:00 am – 9:30 am

Check the Web Site for Details

Special kudos this month to our Membership Committee, which has been working tirelessly under the leadership of Jason Bartholomew to clean up our membership lists and databases; our Sponsorship Committee lead by Beth Koskoski which has been successful in finding area companies who are generously willing to support THEF's mission to reach out to area healthcare leaders, and Kim Washington and the Education Committee which is planning several upcoming events. I thank these individuals, and all the individuals who serve in some capacity, for making THEF a growing, thriving organization.

ACHE Chairman-Elect Speaks to THEF Feb. 21

Incoming ACHE national Chairman Brigadier General David Rubenstein will address THEF at its annual event February 21, 2008. General Rubenstein will discuss leadership.

General Rubenstein is the Commanding General of Europe Regional Medical Command [Heidelberg, Germany]. Prior to this assignment he was the Assistant Surgeon General for Force Sustainment, assigned to US Army Medical Command [Fort Sam Houston, Texas]. Among his many prior commands was Headquarters Company, 307th Medical Battalion (Airborne), 82nd Airborne Division [Fort Bragg, North Carolina].

He is a graduate of Texas A&M University and the Army War College. He has earned a Master's Degree in Health Administration from Baylor University and a Master's Degree in Military Art and Science from the Army's Command and General Staff College.

Among his awards and decorations are the Department of Defense Legion of Merit, Army Meritorious Service Medal, Army Commendation Medal, Army Achievement Medal, Armed Forces Expeditionary Medal, Humanitarian Service Medal, NATO Medal, Overseas Ribbon, and the Military Outstanding Volunteer Service Medal. He has earned the Master and Canadian Parachutist Badges, Ranger Tab, German Marksmanship Badge, and The Surgeon General's "A" professional proficiency designator.

General Rubenstein has received the 2006 Ray E. Brown Award from the Association of Military Surgeons of the US and has been appointed an Honorary Healthcare Administration Graduate Professor at Baylor University. His other honors include being the inaugural recipient of the US Army Medical Service Corps Mentor of the Year Award, induction into the Army Medical Department's Order of Military Medical Merit, Regent's Healthcare Executive Award from the American College of Healthcare Executives, and the Medical Service Corps Chief's Award of Excellence. He is listed in four Who's Who publications and has twice been included in *Modern Healthcare's* list of the 100 most influential people in Healthcare.

You don't want to miss this one. Check the web site for more details and reservations.

The Student Corner:

The past couple of months have seen a flurry of activity for the Health Sector Management program at Duke's Fuqua School of Business. In September, Fuqua was host to a lecture/student social featuring NC ACHE Regent Tom Elmore, where both UNC and Duke students enjoyed meeting each other and learning about ACHE and Novant Health. September and October also marked a number of health sector panel discussions primarily for the benefit of first year MBA students, as well as case presentations by industry leaders through HSM weekly seminar series. Fuqua students also had the opportunity to interact with other graduate programs, including a mixer with Duke's School of Medicine in October. Duke MBA students are also focused on the longer term career search, and kicked off the beginning of the fall recruiting season with numerous healthcare firms discussing opportunities with MBA candidates on campus.

UNC HESA is off to a great start this year, with over 50 students joining. We are excited to see more undergraduates becoming involved and hope to expand their participation this year. Our Professional Development committee has been hard at work planning events for the year. In November we will be hosting a business etiquette dinner for the School of Public Health. We are also planning a networking event with alumni and a salary negotiation seminar for the winter. We also hope to continue to grow our two major fundraisers, the auction in January and the annual dinner in April. There will be more information to come on these events.

Pacesetters:

Beth A. Koskoski, THEF's Sponsorship Chairman and Business Manager of WakeMed Raleigh's Emergency Services

Beth set her sites quite early on healthcare as a career. But it wasn't until she'd raised a family that she chose to combine her love of numbers with her love of the industry.

Why healthcare finance? "My mother was a nurse, and I volunteered in the hospital as a teen. I knew I wanted to be in that industry in one way or another—but I also knew I wouldn't be giving shots or taking blood."

"My strengths are on the finance side and mentoring future leaders. I enjoy the entire revenue cycle, analyzing and tracking and identifying areas of improvement."

Beth's first career: Beth still holds her first and favorite job, that of "Mom."

"I was a stay-at-home mom until my two kids were in middle school. Then I went for my undergraduate degree in business at Mercyhurst College in Erie, PA."

First jobs in the field: Beth started out in healthcare as a financial counselor and was later promoted to manager of outpatient services at a 500-bed hospital in Pennsylvania, her home state. Beth also worked in a long-term care facility and at rural community hospitals.

Most interesting position: "Being a healthcare consultant for three years gave me a chance to meet many different people and to observe different leadership styles," she says.

As a consultant, Beth served as interim director for up to nine months at a time, at large healthcare systems and at small, rural hospitals in Texas, West Virginia and N.C.

"I really enjoyed consulting in rural community hospitals. They are struggling, and they need people with financial expertise though they can't often afford to have them on staff. I would evaluate their accounting cycle, revenues, bad debt and key financial indicators and make recommendations. That was rewarding."

What have you done further to manage your career? "We relocated to North Carolina five years ago, where we are surrounded with world-class healthcare organizations. I also enrolled in Pfeiffer University's dual degree Master of Business Administration/Master of Health Administration program."

Beth earned both degrees last year.

"That program will keep you busy. It would have been very hard to do while I had young children at home."

Next professional steps: To become a certified ACHE fellow.

Reason for volunteering with THEF: "THEF promotes interactions among people in different positions and with different skills. That's important to help us to develop as leaders and to help us in turn to develop leaders that can address all the changes in healthcare today."

E-mail Beth if you would like to learn more about her career or her involvement with THEF.

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