



KHA's Current Report
March 15, 2024

President's Perspective – We Put Our Hearts into It

The Kansas Hospital Association soft-launched the public perception campaign, "We put our hearts into it," on Valentine's Day. The statewide campaign, now running, has a goal to improve the public perception of health care in Kansas and Kansas hospitals.

The campaign has two target audiences. The umbrella campaign counters negative perceptions about health care with positive messages and targets adults 35+. A subset of this campaign leverages message testing to help Kansas hospitals better position career opportunities within their communities. These assets target high school students (14-17), college students (18-22) and young adults (23-34).

Based on the public opinion poll and message testing conducted in 2023, KHA has developed several key messages for Kansas hospitals and health systems that better position the industry and improve public perceptions of Kansas health care; and relay the rewards of health care careers within Kansas communities.

The KHA Communications Committee suggested and reviewed resources for members to launch local public perception campaigns to complement the statewide efforts. Key messages, photos, videos, storyboards, social posts and scripts have now been added to a [shared folder for KHA members](#). Hospitals are encouraged to make the resources their own and share them in a variety of ways, from hospital websites and social media posts to paid advertising and more.

The new [shared folder](#) includes ready-to-go resources, as well as all the building blocks to build and customize your own communication pieces. We encourage KHA members to showcase their staff in this campaign, as Kansans have strong support and trust in their local health care professionals. We also have provided tips and instructions to help members maximize the messages that are compelling and believable.

KHA statewide campaign efforts will be in paid media on Facebook, Instagram and Snapchat. Ads will run for at least three months. We know there is a lot to love about Kansas health care, and we hope these new resources can help you showcase your staff and highlight how we "put our hearts into it." Together, we can make a difference. If you have any questions about the campaign or need additional resources, let us know.

--Chad Austin

PAC Spotlight – The Early Birds Get the Worm

As they say "the early birds of spring are the ones that get the worm." In this case, the early [Kansas Hospital Association Political Advocacy Committee](#) donors have come through in a big way, and we commend them for their commitment to the KHA-PAC! A huge thank you goes to our early donors as we kick off our 2024 PAC campaign. The hospitals that have met their 2024 goal include:

- Jewell County Hospital, Mankato
- Nemaha Valley Community Hospital, Seneca
- Smith County Memorial Hospital, Smith Center
- FW Huston Medical Center, Winchester

Additionally, we want to recognize APS for their generous contribution to the KHA-PAC. APS increases contracting efficiency and reduces overhead costs for members by coordinating the research and development of product and service contracts. Based on the purchasing power of our members, our experienced team negotiates agreements with local and regional vendors, and then passes along superior pricing, terms and conditions. For more information on APS, contact [Dennis George](#).

We also want to recognize and thank the following donors for their contributions in 2024:

- Wakon Fowler, trustee, Pratt Regional Medical Center, Pratt
- Brittini Oehmke, administrator, Hanover Hospital, Hanover
- Cathy Pimple, CEO, Newman Regional Health, Emporia

There are still more exciting ways you can get involved in the KHA-PAC coming up throughout 2024!

- KHA-PAC Auction and Raffle, at KHA's Annual Convention and Trade Show, Sept 5-6, Overland Park
- Donate or sponsor an item for the KHA-PAC auction. Ideas for auction items include:
 - Weekend getaway (we all need it) with access to lodging and tickets
 - Corporate suite or tickets for concerts or sporting events
 - Round of golf at Kansas or out-of-state courses
 - Kid-friendly or family-friendly items
 - Unique jewelry or home décor from your community
 - Food or wine baskets
 - Products your company makes or services you offer
- KHA-PAC Wine and Bourbon Pull
Donate a bottle of wine or bourbon and then take a chance by purchasing a bottle of wine or bourbon while you are at the PAC booth at convention.

- KHA-PAC Golf Outing
Join us for the KHA-PAC Golf Scramble. Details will be coming soon. You can network with KHA members by sponsoring our golf scramble. Get recognized in our newsletter, online and at the event. Hole sponsorships will be available.
- Additional Fun KHA-PAC Events
Join us for fun regional KHA-PAC events throughout the year. Details on events for 2024 will be coming soon.

Thank you for your support of the KHA PAC – We couldn't do it without you!

To become a contributor, visit: <https://kha-pac.square.site/>. Additional information, including suggested contribution levels, can be found at <https://www.kha-net.org/AboutKHA/KHAPAC/>.

If you have questions about the KHA-PAC or how to get involved, please contact [Tara Mays](#) at (785) 969-9270.

--Tara Mays

New Board Education Videos Available

Kansas Hospital Association staff has captured take-away videos and created board discussion guides from our speakers at the Critical Issues Summit in Wichita. These resources are an excellent way for KHA members to bring governance education into their boardrooms.

The videos and discussion guides for boards are on the [KHA website](#) and the [Kansas governWell website](#). New videos focus on:

- Cybersecurity: The Role of the Board – Tom Walsh, tw-Security
- Defending Against Cyber Attacks – Keith Fricke, tw-Security
- Future Trends in Health Care – Health Care Consultant
- Caring for Your Community – Geovannie Gone, GG Health Equity Consulting

Thank you to our speakers. Check out these resources and many more on the [KHA website](#) and [KansasgovernWell.net](#). As a reminder, Kansas governWell is a member-only resource. Kansas hospital staff and trustees will need to login. Go to <http://www.KansasgovernWell.net> and enter:

username: kansastrustee
password: 1governWell+

Let us know if you need other resources for governance education.

--Cindy Samuelson

KHA Membership Directory Updates Due Monday, Mar. 18

The Kansas Hospital Association Membership Directory is an indispensable tool for members. We strive to assist members in communicating with peers, and we need your help to ensure the information is current. This week, KHA members were sent a draft of their current data as it appears in the KHA database and online directory. We asked you to edit this document, providing us with the names, titles and email addresses of your executive staff. If you haven't already done so, please return the requested information, noting any edits, additions or deletions you wish made, by Mar. 18, to the attention of Jan Fenwick, (KHA, 215 SE 8th Ave., Topeka, KS, 66603; email jfenwick@kha-net.org; or fax: (785) 233-6955). As a reminder, the online and print directories are only available to KHA members.

In addition, our publishing partner for the directory, E&M Consulting, is wrapping up its advertising campaign for the KHA Membership Directory. Its staff will be contacting members with advertising opportunities. They are very professional and produce a high-quality directory. If you have an interest in advertising or have questions, please contact an E&M sales associate at (800) 572-0011, Ext.8005, or advertising@emconsultinginc.com. As always, your support of the Kansas Hospital Association is greatly appreciated!

--Jan Fenwick

Infection Prevention Conference – Mar. 21-22

This conference will help prepare health care professionals to be facilitators and resources for the surveillance, prevention and control of infections. Attendees will discover proven strategies for implementing infection prevention programs. Time will be allotted during the conference for attendees to network and discuss issues with other infection prevention professionals. All participants will receive infection prevention reference materials. This conference will be at the DoubleTree by Hilton Hotel Wichita Airport, 2098 Airport Road, Wichita, KS 67209.

Who Should Attend

This course is designed for infection prevention professionals in acute care, ambulatory care, long-term care, home health, mental health, correctional facilities and other interested professionals.



--Hayley Finch-Genschorck

Register Now for the U.S. Drug Supply Chain Security Act Requirements Webinar – Mar. 28

The U.S. Drug Supply Chain Security Act, signed into law in 2013, is designed to track and trace prescription drugs distributed in the U.S. from the manufacturer to the point of dispensing to the patient. In August 2023, the Food and Drug Administration announced a one-year "stabilization period" for DSCSA requirements that became effective Nov. 27, 2023. The FDA stabilization period was intended to accommodate the additional time needed to comply with DSCSA requirements. The FDA will begin enforcing the DSCSA in November 2024.

Join us for a noon briefing to learn more about the DSCSA implications for hospitals and what you need to know to comply.



--Hayley Finch-Genschorck

SUNRx Webinar Series: 340B Strategic Regulatory Brief – Apr. 17

SUNRx is hosting a [webinar](#) at 1:00 p.m. on April 17, offering valuable insights to aid decision-making, enabling your entity to uphold compliance and optimize its 340B pharmacy program.

Proposed legislation at both federal and state levels necessitates that eligible 340B entities demonstrate agility and discipline in managing their programs. Successfully navigating the complex landscape of 340B pricing limitations, established by Big Pharma, demands a thorough comprehension of the existing regulatory framework. In this session, Bharath Krishnamurthy, from the American Hospital Association, will deliver a strategic regulatory briefing, offering insights into the current 340B pharmacy environment.

Topics to be discussed include:

- Current 340B federal and state regulatory environment
- Current 340B environment with drug manufacturers
- 340B transparency and reporting trends
- Ways your entity can position itself moving forward



Contact SUNRx for more information. To learn more or if you have questions or need resources on 340B program management, contact [John Bretz](#), SUNRx.

--Steve Poage

APS Partner | TruBridge: Clear the Way for Care

APS Partner, TruBridge, announcement from their senior leadership in supporting our members in trying times. [Read More ...](#)

If you have questions or need additional information, contact [Dennis George](#) at (913) 327-8730. For more information, go to the [APS website](#).

--Dennis George

Federal and National News

President Proposes Fiscal Year 2025 Budget

President Joe Biden [released](#) a proposed [budget](#) for fiscal year 2025. Although the president's budget is likely dead on arrival, it includes notable information that may guide regulating agency actions in 2025. The budget includes total receipts of \$5.485 trillion and total outlays of \$6.135 trillion for a deficit of \$1.694 trillion. The U.S. Department of Health and Human Services' [requested](#) budget includes a request of \$1.6 trillion in discretionary and mandatory funding for the Centers for Medicare & Medicaid Services during FY 2025.

8th Circuit Upholds Arkansas 340B Protections

The U.S. Court of Appeals for the Eighth Circuit [upheld](#) an Arkansas law granting protections for hospitals and other entities participating in the 340B program. The Pharmaceutical Research and Manufacturers of America claimed the law, which prohibited drug manufacturers from restricting the use of contract pharmacies, was preempted by the federal 340B statute. The court ruled that the Arkansas statute was harmonious with federal law.

NHSC Scholarship Program Accepting Applications

Health professional students studying to become physicians, dentists, nurse practitioners, nurse midwives or physician assistants can apply for the [National Health Service Corps Scholarship Program](#). Recipients of the scholarship agree to provide service commitment in an underserved community for each year of scholarship support received. There is a two-year minimum service commitment, and participants can receive a maximum of four years of support. [Applications](#) are due by 6:30 p.m. Thursday, Apr. 25.

Congress Enacts Medicaid DSH Payment Cut Delays and Medicare Extenders

Congress [enacted](#) the Consolidated Appropriations Act (HR 4366), which included a health care minibus package. The [law](#) delays the Medicaid disproportionate share hospital payment reductions, extends the Medicare-dependent Hospital program and extends the enhanced Medicare low-volume payment adjustment through the end of 2024. The bill also reduces the Medicare physician fee schedule payment reductions for CY 2024. The minibus did not include site-neutrality payment adjustments, or the requirement to obtain and bill using an NPI for all off-campus outpatient provider-based departments.

CMS Issues Statement About Change Healthcare Cybersecurity Attack

The Centers for Medicare & Medicaid Services continues to monitor and assess the impact of the Change Healthcare cyberattack that occurred in late February. CMS [announced](#) that "in addition to considering applications for accelerated payments for Medicare Part A providers, we will also be considering applications for advance payments for Part B suppliers." CMS released a [fact sheet](#) with additional information. Providers who use WPS as the MAC will need to [request](#) the Medicare advanced payment using a [questionnaire](#) and [request form](#).

CMS Issues Revised Guidelines for CMHCs

The Centers for Medicare & Medicaid Services issued revised [guidelines](#) for Community Mental Health Centers. The agency updated the State Operations Manual-Appendix F to reflect changes made in the [Hospital Outpatient Prospective Payment System final rule](#) released in November 2023. Among other requirements, intensive outpatient services were added as a new level of care.

CMS Issues Final Guidance on Medicare Prescription Payment Plan

The Centers for Medicare & Medicaid Services [released](#) a final [part one guidance](#) for the new Medicare Prescription Payment Plan. The guidance addresses topics such as identifying Medicare Part D enrollees who are likely to benefit from the program, the opt-in process, program participant protections and the data collection needed to evaluate the program. The guidance requires pharmacies to provide information about the program for anyone who meets a \$600 out-of-pocket threshold based on a single prescription at the point-of-sale. Medicare Part D enrollees will be able to opt into the [new program](#) for the [2025 plan year](#).

MLN Connects Provider eNews Available

The Centers for Medicare & Medicaid Services issued the following [updates](#) to *MLN Connects Provider eNews*:

- [CMS Roundup \(Mar. 8, 2024\)](#)
- [Marriage and Family Therapists and Mental Health Counselors: Updated Enrollment FAQs](#)
- [Skilled Nursing Facilities: Billing Medicare for Respiratory Vaccines](#)
- [Colorectal Cancer: Screening Saves Lives](#)

Before You Go ...

- Online health care and IT certification training programs now are available through *careLearning*. [Additional information](#) is available.
- The American Hospital Association's Physician Alliance and the Collaborative for Healing and Renewal in Medicine released a [five-step blueprint](#) to help health care leaders build a systemic well-being program to prevent health care worker burnout.