



Hot Topics in Healthcare from a CEO's Perspective

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Northwest Medical Center Oro Valley

- 144 Inpatient beds
- 18 Emergency Room Bays
- 6 Operating Rooms





CHALLENGES

- **Workforce**
- **Reimbursement**
- **Physician Recruitment**
- **ER Coverage**
- **Regulations**



Advances Focuses on Quality and Safety

- Evidenced based protocols
- Pay for Performance
- National Patient Safety Goals (NPSGS)
- Automation
- Hospitalists
- Shift towards Outpatient Care
- Focus on Satisfaction
- Technology
- Transparency
- IPA/PHO



Physician Recruitment

- The hospital opened in 2005 with 90 physicians. Medical staff is now close to 400
- Built 70,000 square foot Medical Office Building next to hospital
- Physician recruitment continues in order to meet community needs



Staffing

- Over 600 employees on staff
- Nursing staff recruitment
- Competencies and training



Market Strategies

- Demographic and Service Line Analysis
- Physician Collaboration
- Community Collaboration
- Community Forums
- Community Outreach
- Sister Facility—
 - Northwest Medical Center