



2000 Award Winner

HEARTLAND HEALTH

Heartland Health is an integrated health delivery system, which includes a medical center, physician practices and a health plan. Founded in St. Joseph in 1984, Heartland seeks to improve the health of area individuals and communities and to provide the right care, at the right time, in the right place, at the right cost with outcomes second to none. Commitment to that core purpose has enabled Heartland Health to become the leader in healthcare in a 21 county area of northwest Missouri, northeast Kansas, and southeast Nebraska. Providing exceptional care and service in an honest, respectful, trustworthy and caring manner is simply the way Heartland operates.

Heartland's vision for the 21st century includes a patient-centered, fully integrated regional health delivery system inclusive of all payers and providers and is on course to become a benchmark as one of the best health organizations in the nation. Six basic roles will continue to guide Heartland in the fulfillment of its core purpose: patient services, healthcare financing, applied research, education, corporate citizenship, and community/regional services.

Heartland Regional Medical Center developed from a merger of two prominent, long-standing St. Joseph Hospitals, giving it deep roots in the community. With a strong commitment to meet the healthcare needs of the region, Heartland provides medical services at every level of care. The main campus is home to acute care services including an Emergency and Trauma Center; specialty centers including the Heart Center, the Cancer Center, and the New Beginnings birthing Center.

Recent advancements at the Heartland Heart Center include treatments for hypertrophic cardio myopathy. The Cancer Center combines medical and radiation oncology in one facility with state-of-the-art technology such as the latest generation linear accelerator. The neurology department offers an image-guided operating system allowing physicians to improve outcomes with



pre-planning based on computer images of the brain and spine. Stereostatic radiosurgery allows for non-surgical radiation treatment to tumors in the patient's head, and a new treatment of fluid on the brain.

The Medical Center includes several centers of excellence that have received national recognition. In 1999, Heartland was named a Top 100 Hospital in the nation for heart specialties - the only hospital in Missouri to receive the award by HCIA-Sachs. For orthopedic specialties, Heartland was named a Top 100 Hospital in 1999 and 2000.

To improve the health of its resident population, Heartland went a step further than most when it developed a health maintenance organization (HMO) in 1994. With more than 32,000 members, Community Health Plan provides a low-cost financing and quality delivery vehicle of healthcare services.

Building healthier communities is the goal of the Heartland Regional Community Foundation. The foundation provides leadership and financial support for a range of programs and services including scholarships, community revitalization efforts, innovative approaches to health and quality of life improvements, children's rehabilitation and hospice.

As the region's largest employer, Heartland employs more than 2,600 people. In addition to providing quality healthcare to the community, Heartland also offers competitive salaries and benefits to its employees. This contributes to the fact that more than 60 percent of Heartland employees have greater than five years of service. In fact, there are generations of families who have selected Heartland as their employer of choice. The medical staff consists of 210 physicians, dentists and medical professionals who maintain a framework of self-governance and are accountable to the hospital's board of directors.

Heartland's success is due in part to their progressive leadership team. They recently developed Level of Effectiveness of Leadership (LOEL) survey process, which evaluates the 150 senior leaders of the organization on key elements of the MQA criteria and the organization's critical success factors. The LOEL process includes 360-degree evaluations, identifies

improvement steps for each competency, and is fully deployed throughout the organization.

Heartland continues to grow, while remaining focused on patient care. Through its core purpose, mission, values, and the RESPECT program it is communicating this focus to all employees. The recently revised annual employee feedback program evaluates all employees on the RESPECT continuum to reinforce patient focused behavior. In addition, Heartland has developed an extensive process to identify customer requirements, measure satisfaction, and improve processes to achieve customer satisfaction and loyalty.

Planning is critical to the continued growth of Heartland. They demonstrate their long-term view of the future through a 10-year strategic plan. This long-term plan has helped identify needs such as shortages of skilled healthcare professionals, new business opportunities, and the introduction of new technologies in both medical and operational areas. In addition to its own long-term plan, Heartland is a key participant in the development of the St. Joseph Regional Development Plan.

In 1997, Heartland became an owner in Premier, a strategic alliance of hospitals and health systems across the country. Premier will be a valuable long-term partner as Heartland addresses current and future challenges including programs for system development and integration, technology management, knowledge management and transfer and increasing the effectiveness and efficiency of organizations.

Heartland is well positioned to face the opportunities and challenges of the 21st century while continuing its pursuit of quality, as well as the planning and developing, of the finest integrated health system possible.

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