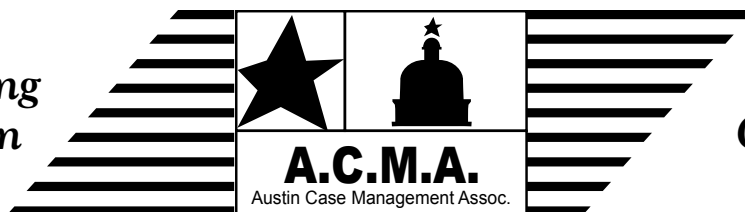


Continuing
Education



Networking
Opportunities

for Healthcare Professionals

August 2005

Enhancing professional skills and relationships for Austin-area
Nursing Professionals, Social Workers, CCMs, CRCs, CDMs and Home Health Administrators

Join us for our monthly meeting Tuesday August 9★ 11:45 a.m.

This month's meeting will be held at North Austin Medical Center Auditorium on the 2nd floor, Tuesday, August 9. (Click here for [MapQuest Directions](#)) The meeting will begin at 11:45am preceded by lunch from approximately 11:15-11:45am.

You can RSVP on our web site, www.austin-cma.org Visitors are welcome for a \$5.00 charge which includes lunch and the CEU's.

This month's topic will be discussion of ethics on "Specialty Hospitals". **Christa Soules, MBA**, Director of Physician Relations at Austin Surgical Hospital, will be presenting an ethics in-service. The presentation will review ethical behavior by healthcare professionals within a hospital setting and will discuss the controversy of specialty hospitals in Texas. A detailed look into the various laws and regulations surrounding hospital referrals and quality patient care will be examined. Come learn about the growing trend of Specialty Hospitals and their impact within the healthcare industry.

Christa Soules has proven to be a skilled executive in healthcare marketing; physician recruitment; and public relations. Christa has worked for various healthcare entities including M.D. Anderson Physicians Network, The Medical Team Home Health, and more recently Austin Surgical Hospital.

Christa Soules started her career in the healthcare industry 10 years ago when she was appointed President of the Health Occupation Students of America (HOSA) program. She was acknowledged for high honors in the Phi Theta Kappa program while receiving a degree in Healthcare Administration from Texas State University, formerly known as Southwest Texas State University (1998), and is currently completing a Masters of Business Degree from Baker College (2005).

Christa is most recognized for her role in developing successful start-up businesses and has a particular interest in the increasing trend of physician-owned

specialty hospitals. She is recognized for her outstanding achievements within the community and she is committed to ensuring patients are provided exceptional healthcare services. Just recently, Christa accepted the role of Co-Chairman for The Capital Area Nursing Home Games, a non-profit organization for the elderly living in a nursing home setting. She has also been named, Public Information Officer for Austin Surgical Hospital by the Department of State Health Services.

Sponsors for this month's presentation are: Austin Surgical Hospital and MetroCare



- 23 Bed Facility Specializing in Orthopedic Surgery, Spine Surgery, Plastic Surgery and Pain Management Procedures.
- Private Patient Rooms with TV / DVD player
- Open Visiting Hours
- Chef on-site with daily special menus
- Multi-Lingual Staff
- Tours of Hospital Available Upon Request: Call Christa Soules, Director Physician Relations at 512-314-3802



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- Providing MICU capable state of the art ambulances with Paramedic or Intermediate on every transport.
- Wheel-chair Van transportation (M-F 7:00am-5:00pm, Saturday & Sunday 8:00am-6:00pm)
- Scheduled transports (rehab. dialysis, & wound care, etc.)

For more information, call 512-389-2144

"Exploring the Diverse World of Healthcare" CONFERENCE UPDATES:

The annual ACMA conference is fast approaching. We would like to thank this year's sponsors.

GOLD: Austin Home Health

SILVER: Corinthian Care Group

BRONZES: Girling, St. David's Medical Center, American Home Patient, Lifeway Home Health, Outreach Health Services, Visiting Physicians Association, The Medical Team, Hanger Prosthetics & Orthotics, OrthoPlus, and House Call Doctors.

The success of this conference would not be possible

without these dedicated sponsors and the countless hours from the conference committee. Thanks to all!

Vendor booths are filling up quickly. Please get your booth reserved now. You can go to the website and download the vendor form. Just fill it out and fax it over to 836-4926.

The schedule of topics and speakers will be available on the website soon along with conference registration forms.

You won't want to miss this event.

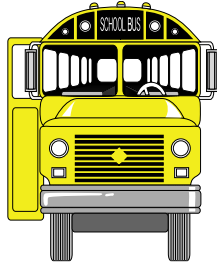
Letter from the President

“Resolve to be tender with the young, compassionate with the aged, sympathetic with the striving, and tolerant with the weak...because in your life you will have been all of these.” Author unknown.

Compassion - that's a thought value to apply, particularly as we deal with such a broad diversity of individuals in our health care systems. It seems we have to stop, process, and then adapt our approach to each patient before we actually initiate action. And it may be the distraught family member, and not the patient, who demands more of our skills and time. Compassion is not often recognized by our job description or appreciated by our supervisors. It is

Caution: School is back in session!

Most schools in our area begin the fall semester in mid-August. Be ready! Remember that many of the drivers around school areas are distracted parents or inexperienced teenaged drivers. So be extra cautious, especially at the beginning and end of the school day.



Remember to stop whenever a school bus is loading or unloading passengers. Most school buses are equipped with “stop signs” that extend, like wings, from the side of the bus when children are getting on or off the bus.

often going above and beyond without expectation of reward. So, who benefits the most of your efforts? It's that individual who is the recipient of your compassion.

Appreciating and recognizing the diversity of the world of health care and the people we serve is the theme of this year's conference. In our world, diversity applies globally to a collection of people, cultures, and progress. This should make for a lot of fun, and the most entertaining (and educational) conference yet!

Employment Opportunity

Odyssey Hospice is currently hiring for the following positions: RN, Case Manager, Patient Care Manager, CNA and Admissions Coordinator. Please contact Vicki at 512.310.0214.

Membership News

Don't forget to update the membership committee with any changes that you have.

If you are not receiving your newsletter via your email address, please contact Cindy Lawless via e-mail at newsletter@austin-cma.org or call her at (512) 633-9840.

Also, please remember to send items for newsletter inclusion to Cindy by the 20th of the month.

2005 ACMA Officers and Committee Chairs

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Lillian Phillips, LMSW, Gentiva Health Services
president@austin-cma.org

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Valerie Kruger, The Summit at Northwest Hills

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