

# Healthcare Council Report

Volume 20, Issue 3

Summer, 2013

HEALTHCARE COUNCIL OF THE NATIONAL CAPITAL AREA  
QUARTERLY REPORT

# HCNCA



## HCNCA Board Holds Strategic Planning Retreat

Ryan Frederick, Chair of the Strategic Planning Committee, moderated the one half day retreat hosted at the Nexus Health Corporate Office at National Harbor. Ryan, a Board member, is Founder and Principal of Point Forward Solutions. Mike Barch, Chair of the Board, provided a historical view of the organization. Les Pitton, President of the Healthcare Council, presented the results of his meetings with over 30 provider CEOs in the Greater Washington area and their observations about the Council's strengths, weaknesses, opportunities and threats. Afterwards the Board developed their own SWOT list followed with action steps. One of the most immediate steps is to reevaluate the Council's mission statement and prepare a draft for review at the September 2013 board meeting. The Board expressed appreciation to Verna Meacham for the use of Nexus corporate office and the hospitality shown to the group during the retreat.



Mike Barch with riding partner, Robert Wiedmaier, chef and owner of RW Restaurant Group, including Marcel's, Brasserie Beck, Mussel Bar & Grille, Wildwood Kitchen and Brabo in the DC area.

## Not Just Board Chair & Healthcare Executive.....

Mike Barch, since 2003 has led the Healthcare Council of the National Capital Area as Board Chair, and prior to that served in various trustee and officer positions. Mike's impressive resume as a healthcare executive, his creative mind and enthusiastic leadership are all reasons that make him an intriguing personality. His only pace at work is full speed, which is the reason he also lives his life outside of the office at the same pace. An avid snow skier and outdoorsman make his life on his Harley a standard part of his adventuresome living. He rides regularly with his Harley team of top executive chefs in the Greater Washington area, always experiencing the finest dining on their trips. It's a privilege for the Healthcare Council to boast such an exciting personality as the chair of the Board. If all of us can be so active as we approach our 70th year of life.



Mike Barch on his Harley. Photograph taken by the wife of fellow riding partner and chef, Robert Wiedmaier prior to a ride with the chef's of DC.

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 @HCNCA



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# 2013

HEALTHCARE COUNCIL OF THE NATIONAL CAPITAL AREA

CENTERPARK II - FIRST FLOOR 4061 POWDER MILL RD, STE 100 CALVERTON, MD 20705 PH: 301-731-4700

## MEET BROTHER'S BROTHER: An International Relief Agency

### Healthcare Council to assist Brother's Brother Foundation

Luke Hingson recently contacted the Healthcare Council of the National Capital Area to help in reaching out to healthcare providers in Northern Virginia, DC and Maryland. Many of the supplies that are no longer usable in US healthcare institutions are valuable resources for international health services. Brother's Brother is a Foundation that provides a valuable link between outdated resources at home and much needed supplies abroad. It is a privilege of the Healthcare Council to assist in connecting Brother's Brother with healthcare providers in the Greater Washington Area. We encourage providers to contact the new warehouse location of Brother's Brother in Northern Virginia about items your institution would be interested in donating. We also encourage any health care personnel interested in volunteering for a worthy cause to reach out to the leadership at the warehouse. They are always looking for individuals that can assist in sorting and packaging items for shipment. Visit [www.brothersbrother.org](http://www.brothersbrother.org) for more information about their efforts and works.

### International relief agency Brother's Brother Foundation continues the work of CrossLink



Recently, a 20' container to El Salvador containing over 13,000 bottles of antibiotics, vitamin supplements and other medicines and medical equipment was packed in cooperation with Food for the Poor (FFTP) and will be distributed by Fundación Nuevos Horizontes Para Los



BBF, in cooperation with Food for the Poor, loading two 20' containers in with pharmaceuticals at BBF's warehouse.

Brother's Brother Foundation (BBF), an international relief agency has expanded into the Washington-Baltimore area with the aim of helping more people. Luke Hingson, president of BBF, said "the organization can now provide a greater volume and greater variety of medical supplies to those who need them around the world." The foundation has opened a distribution center in Fairfax, VA. BBF received the remaining assets of CrossLink International in Falls Church, VA., which provided medicines and supplies for about 745,000 people in 2010. The founder of CrossLink, Dr. Barry Byer, has joined the board of Brother's Brother Foundation. Two former CrossLink board members, Amy Hammer, president of a lobbying firm, and Cindy Kilgore, a retired health system executive, joined BBF as advisory Trustees. Byer said, "We are thrilled that the services of CrossLink will continue under the banner of the Brother's Brother Foundation." Byer, a family physician, founded CrossLink in 1993 after a mission trip to Moscow, where he saw unsanitary conditions. Doctors used thread instead of sutures for procedures and reused surgical gloves and gauze after washing and sterilizing them. CrossLink became a nonprofit group in 1997, but the economic downturn a decade later made it difficult to raise money, Byer said, and it went out of business in September 2012. Brother's Brother Foundation reached out to CrossLink. The Washington-Baltimore metropolitan area is more than four times as big as Pittsburgh, the home of Brother's Brother Foundation and Mr. Hingson hopes to collect a much larger volume of needed medical supplies and simple equipment. Brother's Brother Foundation distributed 2,700 tons of medical supplies, textbooks, food and more in 66 countries last year. Read more about CrossLink on page 3.

**The mission of Brother's Brother Foundation is to promote international health and education through the efficient and effective distribution and provision of donated medical, educational, agricultural and other resources. All BBF programs are designed to fulfill its mission by connecting people's resources with people's needs.**



**BBF/CrossLink International and a New Location,** *continued*

Dr. Barry Byer founded CrossLink in 1993 and the organization became a 501(c)(3) in early 1997. CrossLink grew into an ecumenical

BBF VA, Warehouse Coordinator, Dinita Thomas Baxter; BBF Va Director of Hospital Supply Program, Ruth Anderson; BBF Mission Trip Coordinator Kevin Meszaros; BBF Trustee Dr. Barry Byer, MD; BBF Medical Program Coordinator Ilva Letojic; BBF President Luke Hingson and BBF Va Director of Accounting/Inventory of Hospital Supply Program, Debbie Baucom

humanitarian non-profit organization which has annually supplied medicines, medical equipment and supplies to approximately 350 mission teams and mission hospitals worldwide and in the United States. CrossLink shipped three to twelve containers every year. In addition, CrossLink supplied disaster relief after hurricanes and other natural disasters, provided medications for 12 regional free clinics and was one of four organizations that in 2011 established the Culmore Clinic, a free clinic in Northern Virginia. Dr. Byer was personally drawn to the mission field after Hurricane Mitch devastated areas of Central America in 1998. Later that year, he founded the Virginia Hospital Center Medical Brigade. For the past 14 years, this organization has sent teams numbering from five to 85 healthcare professionals and support personnel making nine to twelve trips a year to Honduras providing high-impact medical missions and sustainable healthcare models to the underserved. CrossLink ably supplied all of these trips to Honduras, sending only what was needed and useful to the mission field. After almost twenty years of experience, CrossLink closed its doors on September 30, 2012 due to a lack of funds. In the following month, BBF President Luke Hingson heard that CrossLink had closed and arranged to visit with Dr. Byer. The two organizations have a very similar medical mission and BBF already had been considering expansion.

BBF is proud to announce that a new BBF location is opening in Northern Virginia and three of the former employees of CrossLink are new BBF staff members. Dr. Byer is a newly elected BBF Trustee and will be helping with BBF's new efforts in Virginia and around the world.

**Contact information:**

**BBF Pittsburgh,  
Pennsylvania  
1200 Galveston Ave.  
Pittsburgh, PA 15233  
412-321-3160**

[mail@brothersbrother.org](mailto:mail@brothersbrother.org)  
[www.facebook.com/  
BrothersBrother](http://www.facebook.com/BrothersBrother)

**JOIN US FOR OUR GRAND OPENING**

**The Grand Opening of the new Virginia location is Saturday, July 27th at 12 NOON in the Prosperity Avenue warehouse. BBF trustees, advisory board members, staff along with mission-critical supporters and suppliers will enjoy a BBQ reception and ribbon-cutting ceremony alongside former CrossLink International board members, staff, supporters and volunteers.**

**To contact the Virginia staff please call the main number or email:**

**BBF Fairfax, Virginia  
2730 Prosperity Avenue, Suite 110  
Fairfax, VA 22031  
703.992.9210  
Ruth Anderson, Director, Supply Program  
randerson@brothersbrother.org  
Debbie Baucom, Director, Operations  
dbaucom@brothersbrother.org  
Dinita Baxter, Warehouse Manager  
dinitathomas@brothersbrother.org**

# SAVE THE DATES!

## DIVISIONAL MEETINGS:

### IT Divisional Meeting:

Wednesday, October 16, 2013

CONTACT: Nathan Read, IT Division Chair, 202-715-4299, [Nathan.Read@gwu-hospital.com](mailto:Nathan.Read@gwu-hospital.com)

### Volunteer Divisional Meeting

The Volunteer Group schedule meetings every other month throughout the year. CONTACT: Pam Fogan, Volunteer Services Division Chair, 301-896-3093, [pfogan@suburganhospital.org](mailto:pfogan@suburganhospital.org).

### HR Divisional Meeting:

To be announced

CONTACT: Matt Lasecki, HR Division Chair, 202-269-7933, [matthew.lasecki@provhosp.org](mailto:matthew.lasecki@provhosp.org)

### Quality Divisional Meeting

To be announced

CONTACT: Constance Yancy, DCAHQ President, 202-721-7163, [cyancy@hscsn.org](mailto:cyancy@hscsn.org)

Please Note: Additional Divisional Groups will be starting in 2013. Please watch for announcements about these new groups and meeting dates.

## Fall Conference, co-sponsored by Premier & the Healthcare Council is scheduled November 14, 2013.

### CFO Round Table Group Established



Camille R. Bash has been named the first chair of the Healthcare Council's CFO Round Table Group. Camille, CFO and Vice-President of Finance at Doctors Community Hospital is passionate about her work and is excited about the possibility of bringing together CFOs in integrated healthcare from throughout the Greater Washington Area to share best practices and ongoing

issues in healthcare finance. Prior to joining Doctors Community Hospital, Bash was CFO for Catholic Charities in Washington, DC, administrator for MedLink Hospital and Nursing Home, CFO for Washington Home and Hospice and vice president of business operations for Children's National Medical Center in Washington, D.C. Not only does she hold a certified public accountant license but is a certified nursing home administrator in Maryland and the District of Columbia. Her background makes her a perfect chair for leading the CFO Round Table of integrated healthcare CFOs.

### IT Divisional Group Elects New Chair Person

Nathan Read, Senior Director, IT at The George Washington University Hospital has been



selected as the new chair of the Council's IT Divisional Group as of June 1, 2013. The next Divisional Group meeting is planned for October 16. Nathan joined

GWUH in April of this year having served previously as VP of R & D at NextGen Healthcare Information Systems and prior to that as executive at Opus Healthcare Solutions. Nathan is pleased to accept the position of the IT Divisional Chair for a one year term.

## CURRENT ISSUES:

☞ **ACOs** - Compared with the 45 ACOs at the end of the fourth quarter in 2010, the end of the first quarter in 2013 witnessed 428 ACOs, with marked growth within various regions throughout the United States.

☞ **Cost of Chronic Conditions** - The 15 most expensive health conditions account for 44% of total healthcare expenses. Patients with multiple chronic conditions cost up to seven times as much as patients with only one chronic condition. [www.ahrq.gov/research/ria19/pendria.htm](http://www.ahrq.gov/research/ria19/pendria.htm).

☞ **ICD-10 Implementation Costs** - The compliance date established by the International Classification of Diseases is October 1, 2014. Hospitals and providers implementation estimates, conducted by Nachimson Advisors, LLC, a IT consulting firm, range from \$83,000 for a small practice to \$2.7 million dollars for large healthcare delivery systems. The U.S. Department of Health and Human Services (HHS) has estimated the total conversion to cost \$1.64 billion dollars. This cost includes \$357 million for training, \$572 million in lost productivity, and \$713 million for system changes.

"Dreaming, after all, is a form of planning." Gloria Steinem

## AREA NEWS

☼ **Dimensions Healthcare System Facilities: Now Live with Electronic Medical Records.** Laurel Regional Hospital and Prince George's Hospital Center, affiliates of Dimensions Healthcare System (DHS), "hit the switch" on Sunday, June 9 at 7:00 a.m. activating its new Electronic Medical Record (EMR) for the entire healthcare system. Bowie Health Center also participated due to data that's captured from patients visiting the free-standing emergency room. "This is a very exciting time for us," claims Dimensions Healthcare System President & CEO Neil J. Moore. "Our new EMR has been a long time coming. Most organizations have at least two plus years to implement an EMR and we completed the same process in half the time. For that accomplishment alone, I am extremely proud of everyone involved, who's worked very hard to see this project through."

☼ **Inova Cancer Center – Alexandria Receives National Outstanding Achievement Award:** Inova Cancer Center – Alexandria Receives National Outstanding Achievement Award from American College of Surgeons' Commission on Cancer: The Inova Joseph Viar Jr. and Bonnie Christ Cancer Center – Alexandria was recently presented with the 2012 Outstanding Achievement Award by the American College of Surgeons' (ACS) Commission on Cancer (CoC). Inova Alexandria Hospital is one of a select group of only 79 U.S. health care facilities with accredited cancer programs to receive this national honor for surveys performed last year. The award acknowledges cancer programs that achieve excellence in providing quality care to cancer patients.

☼ **MedStar Union Memorial is First Hospital in Maryland to Achieve Spine Surgery Certification by National Quality Commission:** MedStar Union Memorial Hospital in Baltimore is the first hospital in the state of Maryland to receive spine certification by The Joint Commission (TJC). Medstar Union Memorial underwent a rigorous on-site survey for compliance with standards of care specific to the needs of patients and families, including infection prevention and control, leadership and medication management. Hospitals that meet TJC's rigorous standards demonstrate a consistent approach to care, reducing the risk of error.

☼ **Adventist HealthCare Finalized Office Move to Gaithersburg, MD:** Adventist HealthCare, the first and largest health system in Montgomery County, moved into its new corporate headquarters in Gaithersburg on Monday, April 22. Adventist HealthCare, which had its offices on Research Boulevard in Rockville since 1996, will be located in a building just off Interstate 270 and Clopper Road, across from the National Institute of Standards and Technology. The new location at 820 W. Diamond Ave. allows the organization to improve office space for its approximately 300 employees and realize savings on its current lease. Adventist HealthCare will occupy the top three floors of the building with the Patient Financial Services department located on the fifth floor.

☼ **Maryland General Hospital is site for UMMS ambulatory care center:** The University of Maryland Medical System plans to build a \$50 million ambulatory care center, for outpatient services, on the campus of Maryland General Hospital. The building will be a seven story structure constructed on a now vacant lot at the intersection of Martin Luther King Jr. Boulevard and Linden Avenue in midtown Baltimore.

☼ **Calvert Memorial Hospital ER Safety Initiative:** A new approach, called Safer Sign Out, that was developed by Calvert Memorial Hospital and regional ER doctors to enhance the sharing of critical information during handoffs is getting a lot of buzz nationally, said Dr. Drew Fuller, assistant director of the CMH emergency department. Breakdowns in communication are one of the leading causes of medical errors," Fuller explained, "that is why having a standardized system is vital to ensuring continuity of care and patient safety." According to Fuller, the Safer Sign Out process was initially created at Calvert Memorial for physician handoffs – the transfer of a patient from one provider to another – at shift changes. "It is now featured on the American College of Emergency Physicians' website. Basically, it boils down to five key steps," he said. "We call these the 5 Rs – record, review, round, relay and receive feedback." During the record phase, the physician uses a sign out form as a safety checklist to identify any pending items or potential safety issues. Then both physicians sit down together, ideally at a computer, where there is access to laboratory and radiological results, to discuss the patient and assure a mutual understanding. This is followed by both of them making a bedside round together. At this time, the new physician is introduced and the patient's status is updated. Sharing the transfer information with the nursing team is another key component. The final step is to receive feedback on the outcome.

## HCNCA & NCASS

### 2013 BOARD OF DIRECTORS

HCNCA (Healthcare Council of the National Capital Area) and NCASS (National Capital Area Shared Services) are governed by a 10-member Board of Trustees comprised of both healthcare providers and payer leaders.

Mike Barch, Chair

George Wilkes, III, Immediate Past-Chair

Les Pitton, Jr., President & CEO

Traci Anderson, Trustee

Calvin Brown, Trustee

Hugh Eagleton, Trustee

Richard "Chip" Davis, Trustee

Ryan Frederick, Trustee

Gene C. Milton, Ph.D., Trustee

Omega Logan Silva, M.D., Trustee

Robby G. Brewer, Legal Counsel

#### DID YOU KNOW?

Each day since January 1, 2011 ten thousand baby boomers have turned 65. By 2030, nearly one in five Americans (18 percent) will be 65 or older.

## THE BOARD CORNER:



### 5 Strategies for Improving Low Meeting Attendance

- Make Reminder calls. Telephone follow-up dramatically increases likelihood of attendance.
- Send feedback surveys. Find out what board members liked about the last meeting and what they'd like to change for the next one.
- Bring in a guest speaker. Invite a constituent, or a representative of the community, to discuss common interests.
- Promote it everywhere. Announce it on the website, post about it on Facebook – just get attendees excited about going.
- Change the location. A new venue or different time can shake things up and increase interest.

*The Nonprofit Board Report*

"If you don't risk anything, you risk even more." Erica Jong

"I am always doing that which I cannot do, in order that I may learn how to do it." Pablo Picasso

"Use your imagination not to scare yourself to death but to inspire yourself to life." San Francisco psychotherapist and coach, Adele Brookman

"The greater danger for most of us lies not in setting our aim too high and failing short, but in setting our aim too low and achieving our mark."  
Michelangelo

"You'll always miss 100 percent of the shots you don't take." Hockey hall of famer Wayne Gretzky

According to the Dementia Queen use these 3 techniques to help improve cooperation with a loved one who suffers from dementia: 1) use a weighted blanket, 2) give a 15 minute deep pressure massage to the neck and shoulders and 3) Invoke a sense of trust  
To learn more, visit [www.thedementiaqueen.com](http://www.thedementiaqueen.com)

## Associate Member Update:

### Adventist University Online Completion Degrees

Adventist University is pleased to announce that we have recently joined the Healthcare Council of the National Capital Area as an Associate Member. In 2001, Adventist University of Health Sciences started its first online completion degree with 17 students. In the 12 years since then, it has grown to 1,143 students enrolled in the three completion degrees: Radiologic Sciences, Diagnostic Medical Sonography, and the RN to BSN program. Adventist University, a faith-based institution, is accredited by the Southern Association of Colleges and Schools (SACS) to offer completion, associate, bachelor's, and master's degrees. The three completion degrees are completely online and designed for working professionals. "I have been able to complete my degree while continuing to work, raise my family, and be active in the community," said Karen, Radiologic Sciences completion student. With interactive chat times and mission-focused faculty, each class provides students the resources needed to be the best in the field. "I started the program almost a year ago and I know it's the best decision I could have made," said Christina, Diagnostic Medical Sonography completion student. "I loved the program and have shared the value and experience with others in my profession." Founded in August 1992, Adventist University of Health Sciences' mission is to educate health professionals that embrace Healthcare as Ministry. Adventist University is located in Orlando, Fla. and is affiliated with Florida Hospital and Adventist Health System. Learn more about the online completion degrees at [www.online.adu.edu](http://www.online.adu.edu) or contact Marijane Forde to find out how the University works with healthcare providers in the Greater Washington area. Marijane Forde Adventist University of Health Science - Marketing at [marijane.forde@adu.edu](mailto:marijane.forde@adu.edu) or call (321) 209-0501.



Roberts Oxygen has expanded its 'Ready to Use' line to include USP Medical Air in 'E' size aluminum cylinders. The 'Ready to Use' is a permanently attached regulator with the following customer benefits:

- No regulators to purchase or repair.
- Built-in easy to set flow gauge...1/2 to 25 liters per minute flow rate.
- Built-in easy to read contents gauge.
- Keyless on/off valve. Easy to carry handle.
- 50 psi DISS connection for (CPAP) continuous positive airway pressure type ventilator.
- Protective shroud keeps the regulator and contents gauge safe at all times.

Medical Air is a colorless, odorless, and tasteless gas that is similar in composition to the air that we breathe. Medical Air USP is utilized in the most critical care areas of the hospital. Medical Grade Air USP is administered by ventilator, face mask, nebulizer or NICU Chamber.

Roberts Oxygen carries a complete line of medical gases. If you would like a demonstration of the New 'Ready to Use' 'E' USP Medical Air cylinder please contact your local Roberts Oxygen location, call our customer service line at 301-948-8100 or contact Robert Garner, the Washington Area Sales Manager with Roberts Oxygen Company, Inc. directly at 301-948-6225 ext. 220.

## Second River Healthcare Press Joins HCNCA as Associate Member: Second River Healthcare Press

Whether you are looking for books to donate to your employees, medical staff, trustees or read yourself, Second River Healthcare Press has a list of books you will not want to miss. Available books are

- If Disney Ran Your Hospital by Fred Lee (2005 ACHE Book of the Year).
- Why Hospitals Should Fly by John Nance, JD (2009 ACHE Book of the Year).
- Designed to Adapt by John Kenagy, MD (2011 ACHE Book of the Year).
- Charting the Course (Sequel to Why Hospitals Should Fly).
- Prescription for Excellence (About the UCLA Health System Co-Published with McGraw-Hill).
- Never Be Afraid to Do the Right Thing (By Gerald S. Levery, MD, former Dean of the David Geffen School of Medicine).
- Demand Better by David Nash, MD, MBA and Sanjaya Kumar, M|D, MSc, MPH (David Nash is the Founding Dean of the Jefferson School of Population Health, Thomas Jefferson University).
- Navigating the Boardroom by Dennis Pointer, Ph.D.
- Courage to Be First by Mark Scott and Leland Kaiser, Ph.D (About the Planetree hospital in America).
- It's a Great Time to Be a Physician by Jeffrey A. Weisz, M.D. (This is our newest book. Dr. Weisz was previously President of the largest medical group in the US).

Books can be ordered directly through Second River Healthcare Press at 26 Shawnee Way, Suite C, Bozeman, MT 59715, through the website [www.SecondRiverHealthcare.com](http://www.SecondRiverHealthcare.com) and/or the Healthcare Council of the National Capital Area by calling 301-731-4700.



Les H. Pitton  
 President & CEO  
[lpitton@healthcare-council.org](mailto:lpitton@healthcare-council.org)

Cheryl E. Thomas Executive Assistant  
[cethomas@healthcare-council.org](mailto:cethomas@healthcare-council.org)

John B. Maloney Director, Partner  
 Development  
[jbmaloney@healthcare-council.org](mailto:jbmaloney@healthcare-council.org)

Jenn Boggs  
 Accounting Supervisor  
[jenn.boggs@ltbd.com](mailto:jenn.boggs@ltbd.com)

HEALTHCARE COUNCIL OF THE NATIONAL CAPITAL AREA  
 CENTERPARK II - FIRST FLOOR 4061 POWDER MILL RD, STE 100 CALVERTON, MD  
 20705 PH: 301-731-4700

**Council Vision:** "To meet the challenges of tomorrow by working together today"...and thereby to facilitate the care of the sick and to promote education and prevention programs that ensure healthier communities.

**Mission Statement:** The Council's mission is to promote and facilitate activities that result in the best quality of care to the sick and injured. The aim of the Council and its wholly-owned subsidiary, National Capital Area Shared Services, Inc., is to serve its membership in the development and promotion of programs and services that will enhance the members' ability to operate their organizations economically and successfully with integrity and competency.

The Council functions as a neutral intermediary to facilitate networking and to provide member driven services.

provide member driven services.

Healthcare Council is a not-for-profit 501(c)(3) corporation  
 The Council has opportunities for Associates: For membership information, call 301-731-4700

**"The Council":** The Healthcare Council of the National Capital Area, Inc. is an organization of Providers of Care consisting of hospitals and allied health care facilities located in Maryland, Virginia and Washington, DC. The purpose of the Council is to provide for members "strategic and business advantages" that no single institution or system can efficiently or economically develop alone. Council activities are implemented through a structure consisting of the Chairmen of the Boards and the Chief Executive Officers of our member organizations. Divisions of specific activity have been formed to carry on the ever changing tasks at hand. These divisions develop information and improve performance using cooperative networking, meetings, surveys, group discussion and analysis and continuing education programs.

*Healthcare Council Report is published by:*

HEALTHCARE COUNCIL OF THE NATIONAL CAPITAL AREA  
 CENTERPARK II - FIRST FLOOR 4061 POWDER MILL RD, STE 100 CALVERTON, MD 20705  
 PH: 301-731-4700  
 FAX: 301-731-8286  
 WWW.HEALTHCARE-COUNCIL.ORG

LES H. PITTON  
[LPITTON@HEALTHCARE-COUNCIL.ORG](mailto:LPITTON@HEALTHCARE-COUNCIL.ORG)

CHERYL E. THOMAS  
[CETHOMAS@HEALTHCARE-COUNCIL.ORG](mailto:CETHOMAS@HEALTHCARE-COUNCIL.ORG)

*"It is not in the still calm of life...that great characters are formed."  
 Abigail Adams*