

MEDIA PLANET

March 2011

HEALTH CARE APPRECIATION



3
FACTS

CROSS COUNTRY FOR A CAUSE

Dr. Katherine Jeter explains why she is cycling 3,100 miles to raise awareness for a vital field of nursing

PHOTO: WOON SOCIETY

Locum tenens
For the
semi-retired
physician

Educating
our youth
How critical they
are to our future

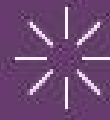
CHALLENGES

For the past 40 years, we've weathered shortages of nurses and doctors, with this issue ebbing and flowing since the health care industry exploded in the 1970s.

FACT

1

BY 2020, 37,600
NEW HOSPITAL
JOBS WILL BE
CREATED IN
CHICAGO ALONE



WE RECOMMEND



Therus Koff speaks about a new environment for physicians.

PAGE 6

"Locum tenens is very important because it allows physicians to semi-retire."

A resolution on the horizon

Our country's health care system and higher education institutions met these challenges head-on and did a yeoman's job of preparing our workforce to meet the health care needs of our nation. That is until now. Health care reform coupled with the beginning of the mass exodus of one of our country's largest generations, the baby boomers, have put a strain on our nation's hospitals and health care centers that may alter our delivery of services forever.

We need highly-skilled people to fill these new, well-paying jobs being created in health care. As a former high school educator, I truly subscribe to the notion that our nation's youth hold the solutions to issues currently facing our na-

tion. In 2010, the Chicago Public School System, with support from the Instituto del Progreso, the Metropolitan Chicago Healthcare Council (MCHC) and other partners, opened the Insittuto Health Science Career Academy (IHSCA). IHSCA is a charter high school dedicated to preparing our next generation of doctors, nurses and allied health professionals for success in college and entry-level positions in the health care industry.

Increasing our workforce

More inventive approaches, like IHSCA, are needed to increase our health care workforce. This "grow your own" approach to addressing the workforce shortage doesn't stop with our youngest citizens. You will read in this issue about efforts that are under way to strengthen our skilled workforce in hospitals and health care centers by targeting



Kevin Scanlan
President and CEO,
Metropolitan Chicago Healthcare Council

"We must remain committed to identifying innovative solutions to this workforce shortage."

existing staff working in entry-level positions. MCHC is also helping master's prepared nurses learn the skills necessary to teach at nursing schools. By growing the number of available teachers for associate and baccalaureate nursing programs we can increase student capacity and continue to educate the next generation of nurses.

The ingenuity that has been harnessed to change the health care workforce is impressive and historic. We must remain committed to identifying innovative solutions to this workforce shortage as it is estimated that more than 37,600 new hospital jobs will be created in the metropolitan Chicago area alone by 2020. I believe that the implementation of health care reform and the continuation of our region's world-renowned health care hinges on the successful resolution of the health care workforce shortage.

Becoming a member of your professional organization p. 6
ILOTA highlights the networking opportunities and lobbying benefits.

MEDIA PLANET

HEALTH CARE APPRECIATION
1ST EDITION, MARCH 2011

Managing Director:

Geraldine Delacuesta
geraldine.delacuesta@mediaplanet.com
Editorial Manager: Jackie McDermott
jackie.mcdermott@mediaplanet.com

Responsible for this issue

Publisher: Jessica Stanek
jessica.stanek@mediaplanet.com
Business Developer: Brandon Hale
brandon.hale@mediaplanet.com

Designer:

Mariel Fitzgerald
mariel.fitzgerald@mediaplanet.com
Contributors: Carolyn Calamia, Petra Canan, Therus Koff, Mary Pat Olson, Donna Reigstad, Kevin Scanlan, Jacqueline Stoey

Distributed within:

Chicago Sun-Times, March 2011
This section was created by Mediaplanet and did not involve the Chicago Sun-Times or its Editorial Departments.

Mediaplanet's business is to create new customers for our advertisers by providing readers with high-quality editorial content that motivates them to act.

Physicians find alternative path

After witnessing the burnout of doctors working in rural areas, Therus Kolff saw an opportunity to help meet the needs of both the physicians and the communities they served.

While attending the University of Utah Medical School, he started CompHealth (now CHG Healthcare Services), to provide locum tenens—doctors who fill in for physicians, either temporarily or permanently.

A new environment

One of the main benefits of this practice is that it removes physicians from the business side of health care, so they can focus more on their patients and remain motivated, Kolff says.

According to Kolff, locum tenens physicians fall into three categories. The first are new physicians who are not sure what type of environment they want to work in. Second are physicians that are either in transition from their previous work



Therus Kolff
Founder of
CompHealth

environment or those with additional interests or careers. Last are highly skilled, older physicians who do not want to leave medical work entirely.

“Locum tenens is very important because it allows physicians to semi-retire,” Kolff says.

Moving health care forward

With reforms in health care, Kolff says the U.S. needs physicians educated within the country, as more and more Americans obtain insurance and the elderly population grows.

“We are still putting out the same number of physicians, but we have 30 percent more people living in the United States,” Kolff says. “We don’t have enough physicians in the U.S.”

Locum tenens today

Kolff remained CEO of CompHealth

until 1994, and now serves as Healthcare Strategic Advisor. Today, CompHealth is a \$300 million company that paved the way for a multi-billion dollar industry.

“One of the things that was really so key early on, and it persists today, is almost a fanatical attention to detail,” he says. “We believe very strongly in quality care.”

PETRA CANAN
editorial@mediaplanet.com