



# NEWSLETTER

SEMINOLE HOSPITAL DISTRICT



## DATES TO REMEMBER

### SHD

- October 16: Boss's Day
- October 18: Developmental Language Disorder Day
- October 23: Board Meeting
- October 23: Medical Assistants Day

- October 1-7 Healthcare Supply Chain Week
- October 15-21 Pharmacy Week
- October 16-22 Healthcare Food Service Workers Week
- October 22-28 Respiratory Week
- October 23-29 Maintenance Week

### Month of October:

- Physical Therapy Month
- Breast Cancer Awareness Month
- Medical Ultrasound Awareness Month
- Physical Therapy Month
- Nat'l Cybersecurity Awareness Month

### Seminole Hospital District

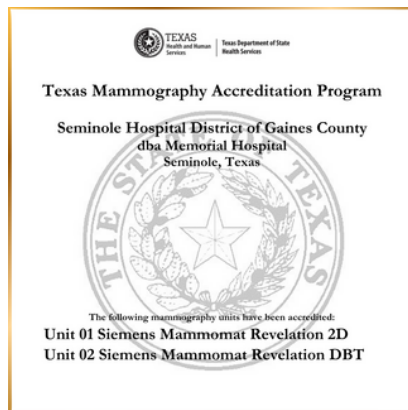
432-758-5811  
209 NW 8th St.  
Seminole, TX 79360

## KUDOS

### RADIOLOGY

Seminole Hospital District received our 3-year recertification as a **Certified Mammography Facility through the State of Texas** through September 2026. Director of Radiology Dee Phillipp explained, "We recently submitted examples of our best work for clinical evaluation, and we follow strict guidelines on maintaining and improving quality. Radiologists and Technologists stay current in continuing education. Our equipment is maintained to high standards."

SHD's Radiology Department offers both Screening and Diagnostic Mammograms in 2D Digital Mammography and 3D Digital Breast Tomosynthesis. Contact your Rural Health Clinic provider to schedule your mammogram with our highly qualified mammographers.



### MEMORIAL PLACE ASSISTED LIVING

Memorial Place passed the State Life Safety Survey with zero deficiencies. This is their personal best. In another required annual survey MPAL received re-licensure from the State of Texas, with no violations.

### MEMORIAL HEALTH CARE CENTER

MHCC also received their re-licensure from the State of Texas with no violations.

*Thank you and job well done to the many departments across the District who helped Memorial Place and Memorial Health Care Center accomplish these feats. Each of these surveys is required for MPAL and MHCC to keep operating.*

Please congratulate these departments on their recent achievements!

## COMPLIANCE CORNER

### IT Security and YOU

Between 21 October 2009 and 31 December 2022, 5,150 data breaches involving greater than 500 individuals were reported to the Office of Civil Rights (OCR). Between 2009 and 2015 loss/theft of healthcare records and electronic protected health information dominated the breach reports. However, since 2015 hacking/IT incidents have dominated the breach reports. In 2022 there was an increase in cyberattacks and data breaches at business associates.

382,262,109 individuals have been affected by data breaches from 2009 to 2022. In 2018, healthcare data breaches of 500 or more records were being reported at a rate of 1 per day. In 2022, an average of 194 data breaches of 500 or more records were reported each day.

You, an employee of Seminole Hospital District (SHD), play a very important role in keeping our systems secure. You are the **most important piece** of the SHD IT Security System. IT Security can implement all the technical wizardry known to man, but if you open an infected email, click on a link, or provide your credentials, you have opened the door and invited the bad guy into our systems. Hence the reason you always hear: DO NOT open suspicious emails, click on links, or provide your credentials to ANYONE through email, on the phone, or any other way for that matter. No credible individual will ask you to share your username and password.

*"There's no silver bullet to security. And for email, it comes down to the user."*

**To borrow from Smokey the Bear:  
Only you can prevent email hacks.**



submitted by Debbie Dabbs MBA, CHC, CHPC, CHRC, MT (ASCP) SM  
Compliance & Privacy Officer

## TEAM MEMBER OF THE MONTH

The employee of the month for August currently serves as a Patient Access Representative at Seminole Hospital District. She has been with the Revenue Cycle department since May of 2022. She has grown so much in her time here at Seminole Hospital District. She always has a smile on her face, and is a joy to work with. She is willing to jump into something, with no complaints. She shows honesty and always has a smile on her face. The team member of the month is Melissa Luis.

**Congratulations, Melissa!**



Pictured: Jaime Duncan, Rev Cycle Supervisor, Melissa Luis

## BOARD MEETING

Seminole Hospital District held its regular board meeting on Tuesday, September 26th.

Attendance was high as both community members and District staff waited for answers to recent changes at SHD, namely September's reduction in force and the revelation of SHD's financial situation. The Board welcomed guests with a very open dialogue.

Staff members who spoke demanded to know what had happened to the financials, when it occurred, why it took so long for anything to be done, and requested a better understanding of the current course of action.

Jay Youngblood, President of the SHD Board, stated his appreciation of those who spoke during the open forum before he addressed their concerns. Mr. Youngblood stated that it has "been a collection of things ... and it has taken over a period of time." Jay spoke about how the building project significantly reduced the reserves of the Hospital, that was followed by Covid expenses, and inflation. Those issues were compounded with the developing billing issues that were not addressed over a period of years. Despite the best intentions of Board Members, the District is now in its current financial position. [The Board] "tried to bring in people that were talented to fix the issues to avoid this situation."

Addressing a staff concern that quality of care might diminish and the District begin to favor a more for-profit approach, Jay Youngblood explained, "What we're looking to do is not become a corporate hospital that is a for-profit organization that rewards shareholders. What we're looking to do is to develop a district that is a sustainable district."

Albert Pilkington, District CEO, clarified "we're 75-80% through the process." Following Ovation Health's productivity analysis, Mr. Pilkington and SHD Directors initiated a reduction in force as well as a review of all contracts which will save SHD around \$180,000 each month. Going forward, Mr. Pilkington is observing to determine if the reduction in force was successful. Now the focus will be on repairing and bolstering the financials. Mr. Pilkington will be working closely with the incoming Director of Revenue Cycle, Mr. Barry Dalton who is set to begin at the District in October.

The Board ended open session by reminding guests that they are seriously concerned about the employees and the District,

and stated their appreciation for those who attended.

The public and members of the District are welcome to attend Seminole Hospital District Board Meetings. The next meeting is scheduled for 5:30 p.m. on Tuesday, October 23, 2023. The date is subject to change.

## MEET YOUR NEW CEO



Albert Pilkington  
Seminole Hospital District CEO

Albert is an Arkansas native with a degree in Business and an MBA from the University of Central Arkansas. He has lived from West Virginia to Washington State (including a short stint as a CEO in China). He was awarded the Young Administrator of the Year award as a thirty-year old CEO, as well as several awards for marketing over the years. He also has the distinction of being the recipient of the 2015 Inspiring Administrator of the Year Summit Award at the HealthCare Service Excellence Conference.

As a second-generation healthcare CEO, leading the change in healthcare has become a lifetime experience. In his 30 years of experience, he has been able to lead six financial turnarounds as a sitting CEO, and two as a consultant.

He is a father of three sons Albert, who is a Chemist with CDC, Aaron who is an elected State Representative in Arkansas, and Austin who is a Detective in Georgia. In addition he has 5 grandchildren. His wife Jackie is a hospital CEO in Louisiana and a 14 year OB nurse.

## IT & INFORMATICS

Spooky season is upon us – but I don't mean Halloween! October is Cybersecurity Awareness Month.

Computer hackers, cybersecurity breaches, and identity theft are certainly scary. How do you stay safe from online threats? Remembering these few guidelines can help you stay safe.

- Use a strong password consisting of at least 12 characters, mixed case letters, numbers, and special characters.
- Do not click on links, attachments, or buttons in emails unless it is something you were expecting to receive. Even someone you know could have their email spoofed so just knowing the person is not enough.
- Always take the time to verify the legitimacy of an unexpected email through a trusted source of contact.
- Use multifactor authentication (MFA) whenever possible. Additionally, if you ever work remotely (off-site) make sure to tell IT so that we can get you going with SHD's MFA.
- Inspect web addresses for legitimacy before visiting a website. Hackers can easily set up a malicious, look-alike website designed to steal your information. A good rule of thumb is to avoid websites that say "Ad" or "Sponsored."

submitted by Crystal R. Tyson  
Director of Informatics & Technology, IT

## FITNESS CENTER

The Fitness Center will be transitioning to 24-hour access with a tentative start date of October 7, 2023.

Membership sign-ups, fee payments, and training assistance will only be available 5 am to 8 pm, Monday – Friday.

Current up to date regular members will be grandfathered in with no changes to rates.

Please visit with the Fitness Center staff for information on updated pricing, staff hours, and class schedules.

## RETIREMENT

Congratulations to Brenda Escobedo on her retirement from Seminole Hospital District!

Memorial Place Assisted Living staff and residents surprised Brenda with a retirement party on September 28th. MPAL welcomed Brenda's family, friends, and SHD colleagues to celebrate her.

Brenda has been with the District for 15 years, serving as an Attendant at Memorial Place Assisted Living.



Pictured: Brenda Escobedo