



SoFHAUPDATE

SOFHA HIGHLIGHT

We are excited to announce that FirstChoice Pediatrics has opened a second location in Greeneville! Their new office is conveniently located in the same location as SoFHA OB/GYN at 5000 Monarch Pointe. For additional information call 423.794.5560.



MANAGEMENT UPDATE...

Each month our senior management team will provide a brief update on key topics around the organization.



Welcome to the February edition of the SoFHA Update! SoFHA's mission is to provide excellent patient-centered care. Our innovation and efforts have been recognized by the community and payers. We have been voted Best OBGYN, Best Urgent Care, Best Pediatrician, and Best Primary Care in the recent Reader's Choice Awards. Humana Medicare and United Medicare have both recognized SoFHA for having the best quality rating in the region. We were the top-performing group in the state for the BlueCross Blue Shield Quality Care Partnership Initiative (QCPI) in 2019. In addition, Cigna has recognized SoFHA as the top-performing Accountable Care Organization (ACO) in the nation for both quality and cost-efficiency metrics. This ranking is out of over 120 ACOs in the nation participating in Cigna's program. The BCBST QCPI and Cigna ACO programs include metrics for internal and family medicine, pediatrics, and OBGYN. Achieving this level of excellent care is only possible because all of our providers and team members contribute to these efforts. Thank you for all the hard work that you do.

The Quality Improvement Team (QIT) recognizes QIT team members for their extraordinary efforts in patient care with the Above and Beyond award. I would like to congratulate 2020 Above and Beyond recipients: Erin Davis, RN, Lead Care Coordinator; Jessica Jones, Outreach Coordinator; Kristi Mendenhall, BSW, Social Worker; Krystal Weir, RN, Care Coordinator.

It is my honor and privilege to serve on the SoFHA team.

Amanda Clear

Chief of Payer Relations and Value Contracting

CLINIC SPOTLIGHT: COMPREHENSIVE BREAST CENTER



818 Sunset Drive, Suite 100 Johnson City, TN 37604
Monday - Friday • Hours: 8:00am - 5:00pm

SoFHA Comprehensive Breast Center

- » State-of-the-art Equipment
- » Value and cost savings
- » Spa-like environment

Services:

- » 3D Mammography
- » Bone Density Studies (DEXA)
- » Breast MRI
- » Breast Ultrasound
- » MRI Breast Biopsy
- » Ultrasound Breast Biopsy
- » Stereotactic Breast Biopsy & Needle Localization
- » Genetic BRCA Testing

Scheduling:

- » Schedule in IDX
- » Phone: 433-6640 Fax: 232-8572

Our team is excited to be part of an outpatient imaging center with the best technology available today. We are blessed to be able to offer our community this level of technology at an affordable cost. Our center offers a large variety of services to meet the majority of needs related to imaging.

If patients are transferring services from another facility to us, the CBC will request their past mammogram images be sent to us for comparisons.

Office Manager: Brent Moseley, M.B.A., RT(R)
Officer Supervisor: Erin Kennedy

Radiologists:
Raymond Kohne, M.D.
Mountain Empire Radiology Group

DEPARTMENT SPOTLIGHT: MARKETING

The SoFHA Marketing team is responsible for creating advertising and messaging that best communicate the SoFHA brand. The marketing team includes: Dwight Carter, Catherine Heath, and Becky Lilly.

Some of the services that are offered include:

- Content Creation
- Copywriting
- Digital Marketing
- Events
- Graphic Design
- Marketing Campaigns
- Media Buys
- Newsletter
- Photography
- Print Materials
- Promotional Items
- Public Relations – Local News Media
- Reputation Management
- Signage: External and Internal
- Social Media
- Traditional Marketing
- Video Production
- Website
- Patient Experience:
 - » Patient and Family Advisory Councils (PFAC)
 - » Patient Resource for SoFHA Help



Location:
2528 Wesley Street
Johnson City, TN 37601

Director:
Catherine Heath

For Questions Call:
423.794.5646

EXCELLENCE AWARDS WINNERS

3rd Quarter winners (July - September)

- Megan Miller, RN – JC Peds
- Laura Graham - WIC
- Amanda Anderson – JCIM
- Linda Greene - JCIM

4th Quarter winners (October - December)

- Mary Jo Lizotte, PT – Physical Therapy
- Sherrie Depew - FCIM
- Shatel Dugger - Admin

[Click here to learn more about Team Member Recognition and Awards.](#)

WHAT YOU NEED TO KNOW

In February SoFHA will begin implementing a product called Patient Balance Messaging through Relatient (the same company we use for appointment reminders).

What is patient balance messaging (PBM)?

This product allows us to send text messages to those patients with new patient due balances. This text has secure two-factor verification that is HIPAA and TCPA compliant. By clicking the link in the text the patient will be directed to log in and can see their patient due balances by line item. Our SoFHA logo will be on the link. They can pay all or a portion of the balances by clicking on those lines they wish to pay. They can then load their credit card information and pay their bill with a click! The patient only has to load their credit card information the first time they get a text and it is securely saved for reuse for any future payments they make by text message.

This will be an easier way for patients to pay if they choose to do so. We will continue to send paper statements if a balance exists or if a cell phone number is not available. They can also opt out when they get the text. We hope this will improve the patient's billing experience by making it easy and convenient to pay their balance.

We do not have a live date yet but anticipate this will begin in February. Patients may ask someone in your office about getting a text message from SoFHA about their bill and questioning if it is legitimate so please be aware of the above.

Contact Jana Fullbright at (423) 794-5931 or Kim Morgan at (423) 794-2457 in the CBO if you have any questions or concerns.



PLEASE WELCOME MARY TRENDA



Please welcome Mary Trenda, MS, RDN, LDN to SoFHA. Mary is a Registered Dietitian Nutritionist who brings a holistic approach to nutrition by incorporating all aspects of health. She earned her Bachelor of Science degree in nutrition from Carson Newman University and her Master of Science degree in clinical nutrition from East Tennessee State University.

Nutrition counseling is for a full range of needs including: cardiovascular disease and disorders, gastrointestinal health, food allergies, diabetes, etc. Please contact Jessica Jones, Outreach Coordinator at 794-5752 to schedule an appointment.

CYBER SECURITY AWARENESS



State of Franklin Healthcare has partnered with **KnowBe4** a Security Awareness and Training solution. Each month you will be getting emails to complete current and relevant training modules to help you be more aware of Cyber Threats. [Click here to read more on how not to become a victim.](#)

KnowBe4
Human error. Conquered.