

Region 7

**Welcome from your Regional Consultant -
Eileen Brown**

ASHHRA

December 2011
Volume 6, Issue 1

What a Year....

It is hard to believe how fast 2011 has gone. Region 7 has been very busy with conferences, meetings and planning events.

Challenges around membership, finances, etc. have been present. Annual conference had many ideas on how to face these challenges in the coming year. Networking is a very large part of the benefits of being a member of ASHHRA.

Remember to start uploading your information to Box.net for those Chapters wanting to participate in this year's Chapter Management Awards.

As we enter 2012, please remember to reach out to me as your Regional Consultant and to use ASHHRA to help with any questions you may have to further your chapter or your profession. Let us all ring in the new year with renewed enthusiasm and a positive attitude.

Now Accepting Applications for January 2012 Mentoring Program!

[Download the Mentoring Application](#)

The ASHHRA Mentoring Program is designed to create a mentorship community for health care HR professionals to enhance and grow knowledge, skills, and abilities to excel in their career. Using the five competencies of the HR Leader Model, the program will become a resource for finding and developing talent to ultimately advance the growth of the health care HR profession.

Program Participants

Any health care HR practitioner who wants to advance in his or her career.

Get more information on www.ASHHRA.org

**Region 7
Arkansas, Louisiana, Texas
& Oklahoma**

Consultant

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Please feel free to call me or email me anytime with any questions, ideas, comments, suggestions....



**Save the date:
September 22 – 25,
2012
ASHHRA Annual
Conference
Denver, Colorado**

UPCOMING REGIONAL EVENTS

Texas Society of Healthcare Human Resources Administration and Education

2012 Webinar Series

Topics and Dates:

1. Joint Commission Update

Air Date: January 2012

2. CMS Guidelines

Air Date: January 2012

**3. Visa options for recruiting, hiring and
retaining professional health care staff**

Air Date: February 2012

**4. Mercer's 2011 National Survey of Employee
Sponsored Health Plans - the results are in!**

Air Date: February 2012

For more information including session
abstracts, speaker bios and registration fees
click [HERE](#).



- Educational meetings are held quarterly at the Las Colinas Country Club in February, May, August and December. Networking meetings are held quarterly at various locations throughout DFW in March, June, September and November. Webinars are provided free of charge to members in April, July and October.
- A one-day seminar is held each year in August.
- December is DFVHHRA's annual business meeting which includes elections of the Board of Directors for the following year.

Houston Society of Healthcare Human Resource Administration

HSHHRA 9th Annual Symposium

Wednesday, February 15, 2012

8:00 a.m. to 4:30 p.m.

[Crowne Plaza Hotel](#),

8686 Kirby Drive,

Houston, TX 77054, (713) 748-3221

Registration, Breakfast and Networking:

8:00 am

Presentation: 8:45–12:00 pm

Lunch: 12:00 pm - 12:45 pm

Presentation: 12:45 - 4:30 pm

Kevin Troutman; Fisher & Phillips LLP

Employment Law Update

Ken Janda, President and CEO of Community
Health Choice, Inc. (CHC)

Healthcare Reform Update

Roslyn Laves, Achieve Global

Six Leadership Styles

Lisa Boesen, & Jim Barron

Union Campaigns: Handling First Contacts

Regina Caffey, Director of Strategic Solutions -
National Brands at ReachLoca

Social Media for Recruitment

Doug Layman, Executive Vice President &
CSMO, Gilsbar, Inc

**How Creating a Culture of Health Will
Help Curb Expense and Position Your
Hospital to Earn "Best Places to Work"
Honors**

Advocacy Update

Labor Activity Report

ASHHRA/IRI 37th Labor Activity in Health Care Report, Oct. 2011
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EXECUTIVE SUMMARY (except from full report)



ASHHRA 37th Report
Final.pdf

ASHHRA MEMBER SURVEY – LABOR TRENDS

Only 29 percent of survey participants reported having unionized employees in their workforce. This is a four percent increase from the previous survey. This change could be attributed to several factors, including an increase in union win rates in RC elections in 2011 and renewed organizing efforts by health care unions.

Based on the low percentage of participants having unionized employees, union organizing and the threat of unionization continues to concern ASHHRA members, although to a lesser extent than last year. Fifty-three percent of respondents indicated that they were either “Very Concerned” or “Somewhat Concerned” about potential union organizing activity. This was a 19 percent decrease from last year. Forty-two percent of respondents indicated they were “Not Concerned but Staying Alert” about union organizing, up 17 percent from last year. Five percent of respondents indicated they were “Not Concerned at All.”

Of members reporting active organizing at their facilities, 38 percent identified SEIU as the most aggressive union attempting to organizing employees at health care facilities. Thirty-two percent of respondents indicated NNU was the second most active union in organizing, up from 28 percent last year. Twelve percent of respondents noted that the United Food and Commercial Workers (UFCW) was the third most frequently involved union in organizing.

Members indicated that “RNs,” “Service and Non-Professional” employees, and “Technical” workers were the employees most targeted by union organizing. The percentage of “RNs” targeted decreased to 62 percent this year from 75 percent in the 2010 survey. Organizing among “Service and Non-Professional” employees decreased by four percentage points last year to 41 percent, while among “Technical” employees, it decreased by eight percentage points to 32 percent.

Leafleting/handouts and phone calls were the most prevalent union organizing tactics, with each tactic being used in more than half of all reported organizing attempts. Letters, vocal employees, and home visits also were reported as common tactics.

This is the first year that the ASHHRA/IRI survey specifically asked about social media tactics in union organizing. Nearly half of the respondents who reported corporate campaign activity stated that union organizers used a campaign website or a blog/local media comment section during the campaign. As more employees join social media networks, it is likely that these tactics will increase in frequency. Social media is an efficient, cost-effective, and often stealthy way for unions to reach employees. Anecdotally, we are seeing a significant increase in unions engaging employees via social media tools. Again this year, “Leadership,” “Wages,” and “Benefits” were three categories identified by respondents as both Organization Strengths and Organization Vulnerabilities. Further, respondents reporting active organizing at their facilities and those respondents who already are fully unionized identified these as some of the primary organizing issues leveraged by unions.

Benefits of Membership 101 – Part 3

Tools & Resources....

The products and services in this product line give you immediate access to all that ASHHRA has to offer via the interactive website. You can access industry based information, surveys, processes, and best practices to effectively manage the ROI of your organization.

The products in this category include:

- **ASHHRA Website** – at www.ashhra.org, the website is an interactive tool keeping you up to date on ASHHRA products, services, and resources
- **AHA Resource Center** – the world's largest collection of hospital literature and research library
- **ASHHRAHR Leader Model** – featuring five competencies for health care HR leaders. Learn more about the competencies through the new ASHHRA Leader Institute, to be introduced at the 2008 Annual Conference in Austin, Texas
- **ASHHRA Career Center** –a health care HR job bank for health care HR professionals, recruiters, and students
- **ASHHRA Healthcare Buyers Guide** – electronic listing of key suppliers who offer products and services designed to meet the needs of the health care HR practitioner
- **ASHHRAHR Metrics Tool** – a strategy and planning instrument designed for health care HR practitioners to input, update, and create annual custom reports on HR expenses, including turnover, compensation budgets, benefits, training, recruitment, and related operational expenses. Participation is free.
- **Industry Reports** – include the *Health Care Labor Report* and the *ASHHRA Semi-Annual Labor Activity in Health Care Report* that provide the latest trends in workforce and compensation.

Contact Us

ASHHRA continues to bring you additional value for your membership. Please do not hesitate to share your comments and suggestions with us. Contact Sharon C. Allen at 312-422-3722 or at sallen@aha.org.



Welcome New Members

- Christy Conrad – Director of Human Resources – QRx Medical Management. LLC
- Tanya Cook – System Executive, Human Resources – Memorial Hermann Healthcare Systems – Houston, Texas
- Wendy Crawford – Vice President, Human Resources – Mother Frances Hospital – Tyler, Texas
- Cynthia Dang – Vice President, Human Resources – North Hills Hospital – North Richland Hills, Texas
- Mary Prascher – Director of Recruitment – HCA North Texas – Irving, Texas
- Linda Torres-Kleinhans – University Medical Center of El Paso – El Paso, Texas

If you have news about your Chapter or would like to announce something please make sure to email me at Eileen.brown@valleybaptist.net