



# VIEW*S* & VISIONS

A publication of Bowles Rice LLP

Winter 2017



## Adapting to the Changing Health Care Landscape

Derek Snyder, Chief Executive Officer  
Coplin Health Systems

Derek Snyder, MA, LPC, NCC, assumed the role of chief executive officer of Coplin Health Systems in January 2016. He joined Coplin in 2015 in the role of interim CEO and chief operations officer.

Snyder's previous experience includes work as a licensed professional counselor and nationally certified counselor at Westbrook Health Services in Parkersburg, West Virginia, where he was named "Clinician of the Year" in 2014. He later transitioned to director of children and family services, where he managed clinical and administrative staff.

He currently oversees all aspects of Coplin's business operations.

With the health care landscape changing throughout the country, Coplin Health Systems saw the need to develop an effective plan to expand its health care services and ensure long-term access to quality care by enhancing its community reputation, organizational stability and operational infrastructure.

In April 2016, Coplin, a Federally Qualified Health Center offering primary care services in Wirt, Wood and Jackson Counties in West Virginia and Meigs County, Ohio, embarked on a collaborative effort between staff and our board members to develop a comprehensive strategic plan aimed at enabling each of our seven locations to improve the health and wellness of our patients and communities.

To start, a new mission statement was developed for our organization. While simple, this mission statement sets the tone and vision for our organization moving forward:

*Coplin Health Systems is dedicated to providing quality health care throughout our communities.*

Our dedication to our mission starts with our staff. In order for our patients and communities to become healthy, a committed effort to improve the health and wellness of our staff is paramount. A comprehensive program was developed with the goal of promoting staff appreciation on a more consistent and meaningful basis. Creating a work environment where staff are happy and feel



appreciated will directly impact the work they do for others in a positive manner.

A team approach from our staff and management team was used to determine what forms of appreciation, training and wellness would be the most effective across our organization.

Second, a focused and strategic effort has been placed on enhancing our information technology capabilities. In August 2016, a contract was signed with Rural Health Telecom from San Antonio, Texas, to lay the foundation necessary for fiber optic capabilities throughout





our organization. This will allow our staff and patients access to health-related data in a quicker and more reliable fashion. New terminal servers, phone systems and videoconferencing equipment will be installed to connect each of our sites together more efficiently. Better communication and access to reliable, health-related patient data will not only allow for our clinical operations to run more efficiently, but also give our patients meaningful information related to their own health.

Once completed, these enhancements will allow Coplin to expand and offer a broader array of services to our patients, especially to those who live in the more rural communities we serve. It is vitally important for patients to be able to access as much of their care in one setting as possible, thus eliminating the need for costly and timely travel out of their home communities. Physical therapy, occupational therapy, speech therapy, dentistry and optometry services are just a few of the services we plan to add over the

next three years. These services, along with our current offerings in primary care, behavioral health, and laboratory and pharmacy services, will create a more comprehensive health center aimed solely at improving the health and wellness of our communities.

By investing back into our staff, improving our information technology capabilities and providing quality, accessible services to our communities, Coplin Health Systems will continue to position ourselves as a health care leader in our communities. Our staff, patients and community have been, and will continue to be, the focus of our organization for the years to come. ▽