



## FROM ARIZONA ⇨ TO FACEBOOK ⇨ TO THE ALABAMA CHAPTER OF HFMA A member tells her story how she found us and how we measure up

### Value of Membership

LinkedIn, Facebook, Twitter, Naymz. We have all heard of, used, leveraged or socialized on these sites. You may even have one or two or three of them being managed by a platform manager such as Hootsuite. If you are really connected, you have them available through the touch of your finger on an iPhone or BlackBerry. Social networking... electronic social networking is an iconic phenomenon.

- 80% of companies are using LinkedIn to find employees.
- If Facebook were a country it would be the world's 4th largest behind: China, India and the United States
- By 2010, Gen Y'ers will outnumber Baby Boomers. 96% of Gen Y'ers have joined a social network.
- Facebook added 100 million users in less than 9 months

Source: Socialnomics.net/video

These statistics fascinated me when I first came across them. It is impressive to see how much our world has changed since the invention of the Internet. As innovative as we have become as a society, it makes me wonder what happened to the good 'ol fashioned world of human interaction. Have the days of conversation over a cup of coffee or a simple phone call left us forever? I don't think so. I believe it is alive and well in the Alabama HFMA.

Ironically, while surfing the Internet and chatting on Facebook a few evenings back, I came across the Alabama's HFMA Facebook page. After quickly becoming a fan, I noticed the following quote:

*"Members are the lifeblood of the HFMA. Over 34,000 members provide the focus for the broad range of services and benefits that HFMA delivers. Members also provide the ideas and effort to help create and ultimately to administer these activities. With a broad range of professional titles and settings, from account to senior financial manager, from hospitals and nursing homes to consulting firms and insurance companies, members express a wide variety of viewpoints on key healthcare issues facing the industry, thereby guiding HFMA in representing the profession."*

34,000 members... that is a staggering number! And yet the numbers are outweighed as it is the value of the members that is emphasized because they have the unique ability to impact healthcare in their own realm. Through professional development, expansion of thought and influence within the industry, members transform patient care and personal quality of life. With an organization this large one is left to wonder how it can focus at the human level with you and me.

Being a recent transplant to Alabama from New York, by way of Arizona; I found myself at the Alabama HFMA meeting in November. I learned of the meeting through a contact I had reached out to on LinkedIn. The meeting

**continued on page 16**

was extremely fulfilling on a professional level, but what I carefully observed was the welcoming support and friendship the members offered each other. Handshakes, laughter, pats-on-the-backs, shared stories and the exchanging of ideas is what I was looking for. Aside from my own career in healthcare and all of the benefits that the Alabama HFMA could offer, I decided I want to be part of an organization where members are truly “the Lifeblood” of the association.

In the Alabama HFMA, I am not just a number. Membership has already provided me occupational growth, networking and warm professional friendships. It has been one of the most rewarding organizations I have had the opportunity to be part of in my career, thus far. Although I may choose to spend hours networking on LinkedIn or Facebook, I know that if I need professional assistance, the members of the Alabama HFMA are just a phone call or a cup of coffee away.



- Tracy Powell, Member of Alabama HFMA  
Origin Healthcare Solutions/Precision.BI  
tpowell@precisionbi.com



## 3 IN A ROW

### AAHIM / HFMA Symposium Big Success – “Again”

With the start of 2010, we are approaching many changes in Healthcare which most likely will have a significant effect on our reimbursement such as the HITECH Act, and coding and billing changes.

For the 3rd year in a row, AAHIM & HFMA have collaborated to provide members of both associations updates affecting all stages of the revenue cycle. Both AAHIM and HFMA members play an important role in managing this function. At this year’s meeting which was held on December 10 at the Vestavia Country Club approximately 200 people attended. In attendance were HIM Managers, CFO’s, HIM coders, Controllers, Compliance Officers, Billing Managers, Director’s Revenue Cycle, and Utilization Review Nurses. Over 48% of the attendees traveled over 50 miles from healthcare organizations around the state.

If you weren’t able to join us, below is a recap of the speakers and the education that was shared:

**Joan Hicks, CIO for the UAB Healthsystem** kicked us off with updates on the latest information available on the ARRA, specifically HITECH and what is “meaningful use”.

**Gregg Everett, Sr. VP and General Counsel for ALAHA** updated us on Congressional activity specifically as it relates to healthcare reform as well as the recent state legislation especially with Medicaid.

**Tessa Strickland, Health Information Unit Manager, Blue Cross/Blue Shield** educated everyone on the CURP process and how Blue Cross utilizes the InterQual criteria.

**Dr. Greg McKinney, Senior Contractor, Medical Director, Cahaba GBA** was back by popular demand! Dr. McKinney made a brief presentation on the MAC transition and updated us on the Part A audits Cahaba is currently performing.

**Joy King, Joy King Consulting** was also back by popular demand. Joy was fortunate enough to share with everyone an overview of ICD-10 and ICD-10-PCS procedure coding. Not very exciting information, but one of those things we have to know about and be prepared for. She reminded us not to shoot the messenger – and we didn’t.

Both AAHIM and HFMA members received 6 CEU’s for attending the meeting. As a result of suggestions received on the evaluations we received after the 2008 meeting, we also provided 5.4 CEU’s for RN’s. The evaluations from this meeting were all very positive and it appears this meeting has become a very important educational opportunity for everyone.

If you have any suggestions for next year’s meeting or would like to be a speaker, please contact Leigh Aufdemorte (laufdemorte@uabmc.edu) or Libby Bailey (ebailey@uabmc.edu).

- Leigh Aufdemorte  
Callahan Eye Foundation Hospital