



One Day Conference January 27, 2011 Huntsville Marriott

7:00 - 8:15 am	Registration
8:15 - 8:30 am	Welcome - Stephanie Martin AL Chapter HFMA President
8:30 - 9:15 am	Collection Law Update - Peggie Murphree
9:15 - 10:00 am	Beyond Coder Training – Preparing Your Organization for HIPPA 5010 and ICD-10 - Valerie F. Barckhoff
10:00 - 10:30 am	Time with Exhibitors
10:30 - 11:15 am	Lean Office – It’s for Real... Just Embrace it - Richard Byerly, CPA
11:15 - 12:00 pm	Self Pay Improvements - Mike Brezenger
12:00 - 1:00 pm	Humana Payer updates - Frederica Houston
12:00 – 1:00 pm	LUNCH
1:00 - 1:15 pm	HFMA Membership and Certification Benefits - Megan Randolph
1:15 - 2:15 pm	Medicare and Medicaid Program Integrity Contractors: making Sense of the Alphabet Soup: What you need to know about their roles, findings and appeals processes - Dr. Marc Tucker, DO, FACOS, FAPWCA, MBA
2:15 - 2:45 pm	BREAK – Time with Exhibitors
2:45 - 3:45 pm	Value and Accountability: Practical Applications of Healthcare Reform Michael Conrad
3:45 - 4:30 pm	North Alabama RAC Outcomes - Cindy Hooper
4:30 pm	Closing remarks – Door Cost:

Cost: \$35 each person

Corporate Rate: \$30 each person

Location: Marriott, Huntsville, AL
5 Tranquility Base
Huntsville, AL 35805

Overnight Accommodations: Marriott - Huntsville, AL. The reservation number is 1-888-299-5174 - need to ask for the HFMA Conference. Contact the hotel direct by contacting directly at (256) 429-1994 and ask for Brandy VanMeter.

To Register, and for additional information, visit our website: www.alabamahfma.org.



2010-2011 Leadership

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Franklin Collection Service

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President's Message

Today, the healthcare leaders challenge is to keep abreast of developments and improve their knowledge base pertaining to the rapid changes in healthcare or they risk financial consequences. As healthcare leaders your determination and commitment can make a difference by accepting challenges we face to achieve a common goal. The Alabama Chapter's mission strives to provide high quality, affordable education to our membership.

National recently surveyed all chapters with a CBSC target goal of membership overall satisfaction at 49%. I am pleased to announce Alabama Chapter Balance Scorecard actual score was 56% overall member satisfaction. Our chapter survey results will be made available to our members on our website in the very near future. However, we received comments expressing opportunities to improve education content including related topics and speakers. Our members suggested topics pertinent to local perspectives and national interest.

The success of our chapter relies on the strengths of its members. I encourage each of you to "STEP UP" become an active member your involvement will strengthen our chapter by engaging the sharing of ideas, problem solving and empowering others through mentoring and committee volunteerism.

Special thanks to Cindi Barksdale and Eric Jeffries for their contributions and support to our chapter. In November, Cindi and Jeff coordinated the Fall Institute held at the



Stephanie Martin
President

Wynfrey Hotel in Birmingham. We had the opportunity to hear inspiring speakers delivering a wealth of information. Casino Night was back by popular demand allowing everyone the opportunity to network with their peers and build new friendships.

Certification sets one apart as advanced knowledgeable, marketable. At the very least the process will expand how much you know about health care. There is no excuse good enough to hold you back. "Certify Yourself, Ask Me Why, Ask Me How" Get Certified this year! Contact Matt Robbins today and find out about Alabama HFMA certification and preparation for the examination.

Congratulations are extended to Donna Ellenburg, Susan Cornejo, Molly Payton, Paul Perry and Matt Robbins for joining the elite group of 2010 Certified HFMA Members.

As a reminder, February is Volunteer Month as all five Chapters in Region V participate this year is "Feed the Homeless" campaign. Generosity can be defined as caring about the needs of others and then acting to meet those needs. Isn't that what our chapter does? I encourage each of you to become a volunteer leader

continued on page 3

2010-2011 Leadership

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Athens-Limestone Hospital

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Athens-Limestone Hospital

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Leigh Aufidemorte, RHIA
Callahan Eye Foundation Hospital

get co-workers, vendors or another member or two make plans to volunteer in a shelter to feed the homeless. Please "STEP UP" we can make a difference by giving to those less fortunate than ourselves. You can make monetary donations, serve in a food line, cook, clean, simply share a smile or conversation can make a special day for someone. For additional information how to contribute please contact Linda Maddox or Erica Stewart.

I would like to thank our members, sponsors and exhibitors for your continued support to attain our long-standing success as a premier chapter during this crucial time in health-care reform. The personal and professional friendships you make while networking form lifelong bonds. As an eighteen year member of HFMA it has provided valuable education, professional growth and most impor-



tant opportunities to network among my peers.

Thank you for providing me the opportunity to be a part of this outstanding organization by serving as your president it has been the most rewarding professional experience. I welcome your comments and suggestions during the year as we continue to "STEP UP" to improve our Chapter.

- Stephanie Martin
President

Register Now for HFMA's 2011 ANI: The Healthcare Finance Conference

Join us in Orlando, Florida at the Gaylord Palms Resort June 26-29, 2011 for a powerful line-up of best-practice sessions led by industry leaders and covering important topics such as Reform, Value, Clinical Transformation, Accountable Care, and Revenue Cycle. In addition, multiple networking opportunities and 27.5 CPEs ensure a valuable experience. Learn more and register – early-bird pricing now available.



www.hfma.org/ani





Fall Institute Recap

The Fall Institute was held at the Wynfrey Hotel in Birmingham, Thursday and Friday November 11th and 12th. If you were unable to attend you missed a great opportunity to hear enlightening speakers and topics.

We had 168 attendees and 19 exhibiting sponsors. The Alabama Chapter continues to excel in providing high quality education to its membership and our Fall Institute was no exception. Lee Ann Burney, Region Exec was gracious enough to provide invaluable education (HFMA 101) to all of our new members during breakfast. We opened by recognizing our Medal of Honor and Founder Award recipients for their continued support and volunteer participation to our organization.

Our keynote speaker Jerry Bridge kicked off the conference as this year's keynote speaker. Jerry's topic was "Is Too Much Technology Making Us Stupid?" Jerry is the program director for LifeWorks Education, a professional training and development company dedicating to empowering people in the healthcare industry. Over the past twenty years, Jerry has worked with over 70,000 executives and managers on a variety of issues including customer service and communication, stress management and productivity, and billing & collections.

This year's agenda was packed with educational topics for everyone. Our general session topics covered Alabama Healthcare Update; Hospitals Purchasing Physician Practices Again; Future of Healthcare Reform; and Healthcare Reform Winners & Losers and What to Expect. We were very excited to host a CFO Panel Open Forum with several CFO's from around the state. In this volatile healthcare market there were plenty of great questions as well as helpful insights from these knowledgeable leaders.

As always, we held specific educational tracks beginning, with a "Lunch and Learn Session" followed by several additional sessions. The Finance topics – Everyone's a Twitter since you Linked into Facebook,

Accountability and Value: Practical Value of Healthcare Reform, CMS and Level of Care: Why CFO's need a physician advisor, EHR Meaningful Use: Strategies for Community Hospitals; Patient Financial Services – BCBS & Humana Payer Updates, Improving Self Pay Collections, Measuring and Improving Your Revenue Cycle, Accident Injury and Patient Accounts Reimbursement: Medicare Secondary Compliance; and Compliance – Compliance and Quality Requirements: Surviving the Perfect Storm, Healthcare Reform for Healthcare Providers: as Providers and Employees; Healthcare's Facebook and MySpace Addiction.

Casino Night held Thursday evening was eventful for several lucky winners. The rest of the group were, entertained by the prospects of winning. As always everyone enjoyed appetizers, beverages and fellowship.

We joined Region V this year to support the homeless during these troubled economic times. We began collecting monetary donations for food as well as arranging for volunteer shifts at various homeless shelters. The efforts will last until February 2011, it's not too late to "STEP UP" by collecting monetary and food donations at work, or to volunteer time serving; please contact Linda Maddox or Erica Stewart.

Finally, as always, we would like to encourage new HFMA members to get involved or find out a little more about Alabama chapter. We are always looking for dedicated volunteers to serve on committees. If you are interested, please contact Vince Bonetti, President Elect.

We are extremely excited about the success of this year's Fall Institute and look forward to seeing each of you at other events!

**- Eric Jeffries and Cindi Barksdale
Co –VP's Fall Institute**

'Pursuit of Happyness' Author Shares Real-Life Story Behind Movie

There were two decisions Christopher Gardner made as a young boy that have shaped his life:

* Someday, when he would become a father, his children would know their father.

* He would one day achieve world class excellence in something, though he wasn't sure what.

Gardner, who did not meet his biological father until he was 26 years old, kept both promises to himself. But he found that "something just as lethal as drugs or alcohol" would challenge his ability to be a father to his child and pursue his dream position: "Life," he says.

During a general session at HFMA's 2010 ANI: The Healthcare Finance Conference, Gardner, the best-selling author of "The Pursuit of Happyness," which was later adapted into a blockbuster movie starring Will Smith, shared the real-life story behind the movie with ANI attendees.

When Gardner was in his early 20s, he supported his wife and infant son by selling medical devices for \$25,000 a year. It wasn't his dream job, but he was making enough money that "I thought I was going to be okay," he says.

Then he met a stockbroker who made \$80,000 a month, and he had two questions: "What do you do, and how do you do that?"

All of a sudden, Gardner says, "I knew what I wanted to do."

From that point on, Gardner spent much of his time 40 miles away from the city where he was supposed to be selling medical devices so that he could learn how to become a stockbroker from the man he had just met. He applied for every training program he could find, and spent a year interviewing for programs with financial firms—and was repeatedly rejected. "At that time, most programs required an MBA," Gardner says, and he didn't have a college education.

He also racked up a series of parking tickets—and accumulated \$1,200 in fines. "With every dollar that came into my house, I had to make a decision: I could pay the tickets, or I could pay the rent," he says.

Nine days before his interview with Dean Witter, the company that would ultimately accept Gardner into its

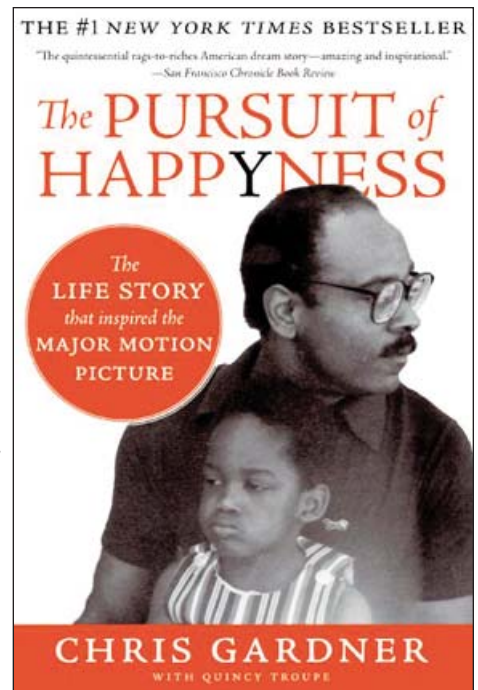
training program, Gardner was arrested for failure to pay parking tickets—and was in jail the day the interview was to take place. It was only the kindness of a jail guard, who allowed Gardner to make a phone call to reschedule the interview, that allowed him to continue to pursue that dream position.

When Gardner, who had quit his job at one point to accept a position with a financial firm, only to find that the person who hired him was fired three days before Gardner reported for work, returned home from jail, he found that his wife had left their home, taking their son with her. "All I could think about was, does my son know that I didn't leave him like my father left me?" Gardner says.

Ultimately, Gardner's wife knocked on the door of the boarding house where he was living at 1 a.m. and left their son with Gardner to care for permanently. And because the boarding house did not allow children, "I was instantly evicted," he says. "And that's how we became homeless."

For the next year, Gardner and his son, who was just 14 months old at the time, slept in hotels, a homeless shelter, bus stations, train stations, the park, and the airport—wherever they could find a place to sleep that they could afford on Gardner's meager earnings. They went to church every day. Church services provided food for the soul, Gardner says; staff in the church basement provided a meal for them to eat at night.

Every day, Gardner



Pursuit of Happyness

would pack up Chris, Jr., with his stroller, a large box of Pampers, a duffel bag, and the two suits he owned and head for day care, then work, racing to leave work in time to pick up his son from day care and get a room at the first-come, first-served homeless hotel. During the day, he'd make 200 cold calls on a rotary phone. Some nights, he stayed too late at work to wrap up a business call. Those were the nights he and Chris, Jr., spent the night wherever they could find a spot.

"We lived that way for a year. It took me that long to save up enough money for a place we could call home," Gardner says.

Even after Gardner was hired by the firm, making \$5,000 a month, he still had trouble securing a home

for him and his son. Many people held prejudice against a man who was homeless and raising a baby on his own, in spite of his credit record and income level. The day after he and his son finally spent the night in a house of their own, his son had trouble fathoming why they weren't carrying all their belongings with them on the trip to day care.

"I told him, 'You know what, son? We've got a key now. We've got a home,'" Gardner remembers. "We both skipped to the train station that day—the same train station we used to sleep in."

He never imagined his story would touch so many people. In fact, Gardner resisted telling his story for years. But the award-winning poet Maya Angelou convinced him otherwise. "She said, 'This ain't even about you,'" he says. "It's about every father who ever had to be a mother, every person who ever had a dream."

The success of "The Pursuit of Happyness"—both the movie and the book—continues to amaze him. "Who knew?" he says.

ALHFMA Member Profile: Donna Ellenburg

Member Profile



I began my healthcare career in 1979 at Carraway Hospital. My mother had worked at Carraway for several years and I had worked in the Business Office part-time while in high school so it just seemed like the place to go to work after I graduated. I can't say that my intention was to ever stay in healthcare, but after working several positions I fell in love with it. I love a good challenge and with healthcare each and every day is a new challenge. It's definitely a career that never gets boring! I attended college as an adult working full time and received my Bachelors Degree from Birmingham Southern College in 2001.

I am currently the Administrative Director of Patient Financial Services at Trinity Medical Center. I took this position in 2007 to start a new Business Office for Trinity and implement a new hospital system. We opened the office and had our computer conversion 7/1/2008. We had lots of challenges, but with a great staff we have been very successful in meeting and exceeding our goals over the past two years. I am actively involved in HFMA and received my CHFP certification in 2010.

I am married, have two children, and became a grandmother for the first time in 2010. I am definitely enjoying my time with my granddaughter! I enjoy golf and photography and do both any chance I get. I attend Christway Church in Gardendale.

Revenue Cycle Improvement in Health Information Management

Revenue Cycle Improvement



Improving revenue cycle performance is on the minds of all hospital finance teams especially in the somewhat hostile healthcare environment we operate our businesses in today. Classically, “account receivable days” and “discharged not billed” indicators are the main stay for measuring financial success. This is a common measurement in most hospital institutions however, we at Jackson Hospital wanted to measure how well we were doing with the records management and coding component of the equation in Health Information Management. With a DNFB of 6.5 days we decided to focus in on the “discharged not final coded” indicator to see if could reduce our DNFB.

Working closely with our CFO, Peter Verrecchia, we were challenged to find ways to reduce the outstanding DNFB in a relatively short period of time. In order to improve the DNFB totals which were not aligned with our overall revenue cycle goals, we explored a couple of areas we knew would have an impact: coding, transcription and physician documentation.

1. CODING- Initially we had five coders that we employed at our hospital, two that functioned in the documentation improvement process in collaboration with our case managers and three that performed routine coding of inpatient and outpatient records. We outsourced the volume that these coders could not handle. After analysis we determined that we could reduce our coding cost by approximately \$50,000 a year by outsourcing the coding being han-

dled by our three employed coders that performed routine coding. In addition, we could reduce the cost for education to assure the coding staff remained current. We also felt we had an opportunity to maintain our coding accuracy by including accuracy requirements in our contract. We decided to keep the two coders handling documentation improvement in-house.

2. TRANSCRIPTION - We knew a large part of billing timeliness and coding accuracy was dependent on physician documentation. In undertaking a review of our transcription processes we came to the conclusion that our transcription services were fragmented. We had a vendor contracted for onsite dictation capture equipment and their technology was antiquated at best, and another vendor performing the actual transcription service. Our evaluation and RFP process led to our selection of a single source vendor who provided us with a single dictation and transcription solution. In the agreement, we drafted a contract with our partner that aligned with our turnaround time requirements and required measurable performance in line with our overall revenue cycle objectives.

3. PHYSICIAN DOCUMENTATION - By far our most significant challenge was compliance with our physician documentation policy. Like most hospitals in this country ours is a physician driven culture. To get a policy approved by a committee of physicians that may find themselves in a disciplinary process due to the same policy, was a major undertaking. We took several steps to ensure physician buy-in of the new policy:

- First, we identified potential physician champions. Fortunately for us, our new Chief of Staff would be the greatest supporter of this new policy. In fact, when we presented him with administration’s first draft of the policy he literally threw it in the trash



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Revenue Cycle Improvement in Health Information Management, continued

and drafted a much stricter policy with more stringent requirements of the physicians.

- We then tested the waters by posting a list of delinquent physicians in the physician lounges. Peer pressure can be a great catalyst for changing bad habits. The posting became humorously known as "The Wall of Shame" by the medical staff. It made a significant impact on the timeliness of documentation by the physicians. It also made the new delinquency policy more palatable for the medical staff.

- Each Monday we send out letters to physicians that are delinquent on documentation warning them of suspension. The first Monday the new policy was in affect we sent out 168 letters. Now we send out about 10-20 letters!

These changes took us nearly a year but the end result of this venture has been significant and more importantly, MEASUREABLE! Our "discharged not final coded" goal is now closer to \$1 million by the end of each week and we achieve this goal routinely. Our DNFB has reduced by 6.5 days to less than 4 days. It has resulted in a DNFB reduction of \$3,000,000. The medical staff has settled into the new transcription system and the new way of life under our revised physician delinquency policy. Identifying areas of improvement and creatively working as team with our departments, Health Information Management and the Medical Staff have made these performance improvements and measurable results possible.

- David Hughes
Director, Clinical Resource Development
Jackson Hospital
Montgomery, AL



New to HFMA and looking to get involved? IGEN may be the place for you.

If you are new to HFMA and looking to get more involved, the IGEN committee is a great place to start. The IGEN committee was formed for the purpose of helping new members and young professionals find their way into HFMA and get more involved. Our mission is to encourage the young professionals of HFMA and new members to become more involved through networking opportunities and identifying areas where members can get more involved to benefit the overall goals of the Chapter. IGEN also works to help provide classes that are relevant to young healthcare professionals at HFMA events and provide opportunities to advance to committee chair, co chair, board officer and member opportunities. HFMA IGEN's next social will be held at the summer meeting in Destin. More details will be emailed to the chapter as we get closer to the date. Effective June 1, I will begin serving as Treasurer and Anna Arnold will be taking over as chairperson for IGEN. So, if you are trying to find your way and are looking to get involved in IGEN, please email Anna Arnold at anna.arnold@aserv.com or Phillip Grice at Phillip.Grice@wakm.com.

IGEN - "Making connections for the new generation"

Benefits of iGen

- ◆ Education
 - Continuing Professional Education Credits
 - Classes relevant to the young healthcare professional
 - Certification opportunities
- ◆ Networking Opportunities
 - Networking socials to encourage connections with other young healthcare professionals
 - Encouragement of continued involvement in HFMA
 - Exchanging of ideas among professionals of the same peer group
 - Lasting business relationships!
- ◆ Membership
 - Recruiting new members
 - Ensuring retained membership
- ◆ Advancement in HFMA
 - Committee Chairman or Co-Chairman opportunities
 - Board Member opportunities
 - Officer opportunities

-Phillip Grice, CPA
Warren, Averett, Kimbrough & Marino, LLC
(205) 769-3257

White Paper - The Effect of Health Care Reform on Hospitals: A Summary Overview



In this white paper we summarize the prospective impact of recent U.S. health care reform legislation on hospitals, as seen in four major areas: changes in funding and reimbursement, changes in clinical operations, transparency requirements, and additional oversight measures. The specific effects include increased reporting requirements, increased funding for Medicaid and primary care, and increased taxes on medical devices.

On March 23, 2010, President Obama signed into law the Patient Protection and Affordable Care Act of 2010.¹ The accompanying Health Care and Education Reconciliation Act of 2010² (the “Reconciliation Act”) was signed one week later on March 30, 2010. We refer to the two acts collectively as “PPACA” unless otherwise noted. Though many of the legislative changes do not take effect until 2014 or later, several provisions are self-implementing and took effect immediately.

When discussions on health reform began in earnest, the hospital industry believed that cuts in Medicare reimbursement were inevitable. Rather than opposing reform entirely, the industry worked with members of Congress to receive some offsetting benefits. By virtue of their involvement, the hospital associations believe they achieved several successes, such as: (1) inclusion of insurance coverage mandates, (2) expanded eligibility through enrollment in exchanges, and (3) defeat of the single-payor and public option proposals.

Despite these successes, various concerns remain for hospitals. Many do not believe PPACA will provide coverage to an adequate number of individuals in order to significantly increase insurance coverage for hospital patients. For example, the exclusion of illegal immigrants from the mandates and exchanges leaves a significant population uncovered. In addition, meaningful tort reform is not included in the legislation. Further, many provisions within PPACA call for expanded reporting requirements. Though the stated purpose of increased reporting is to promote quality of care, there likely will be further reimbursement consequences.

Moreover, many of the provisions within PPACA are vague and lacking definitions. Implementing the PPACA provisions, a daunting task at best, lies with the agencies and the regulatory process. The regulations must be carefully developed and monitored in order to provide meaningful and viable guidance to hospitals. It is also likely that additional legislation will be developed after the November, 2010 elections to resolve ambiguities and address any number of practical problems arising from the legislation.

1. H.R. 3590, Pub. L. No. 111-148.
2. H.R. 4872, Pub. L. No. 111-152.

For a brief summary of several of the more substantive changes, go to:

<http://www.pillsburylaw.com/siteFiles/Publications/2C9547A6BFCBB37D8366EA2272190123.pdf>

<http://www.pillsburylaw.com/index.cfm?pageid=34&itemid=39703&fontsize=2>

**By: David C. Main, Melissa M. Starry
Pillsbury Winthrop Shaw Pittman LLP**



MEMBERSHIP COMMITTEE

Who We Are:

Lonnie Younger, Huntsville Hospital, Chair
Meggan Elliott, Warren, Averett, Kimbrough & Marino, Co-chair
Chris Allen, Amsher
Annette Baker, Blue Cross/Blue Shield
Ryan Schultz, PricewaterhouseCoopers, LLP

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 TeleRecovery

Marie Barney, Director, Business Office
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 Walker Baptist Medical Center

Tristan R. Early, Senior Associate
 Dixon Hughes, PLLC

TRANSFER IN:

Paul D. Sutton



Welcome to all our new members. I would encourage each of you to consider volunteering in the chapter.

\$25 Cash Card
 when you recruit a new member

\$50 Cash Card
 when you recruit a Senior Financial Executive

“As physicians, we have so many unknowns coming our way... One thing I am certain about is my malpractice protection.”

Medicine is feeling the effects of regulatory and legislative changes, increasing risk, and profitability demands—all contributing to uncertainty.

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P³ Benefits Include:

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- *Reduced expenditures*
- *Guaranteed cost-savings*
- *Increased commercial flexibility*
- *Additional capacity utilization*
- *Advantageous risk/reward pricing structure based on benchmarking*





Dear HFMA Chapter Member,

As your Chapter President, I would like to share with you exciting information about HFMA's Certification Program. HFMA's Certified Healthcare Financial Professional (CHFP) program is now available online, allowing candidates the ability to purchase study materials and access online resources like the complimentary practice exam. The single examination is no longer proctored but can be taken at one of the several hundred sites with Castle Worldwide, HFMA's support partner.

Effective January 2011, the certification requirements are as follows:

- Successful completion of one comprehensive certification examination designed for mid-level healthcare finance professionals
- Minimum of 3-5 years of healthcare finance management experience
- Current and active HFMA membership

SPECIAL OFFER: Apply for CHFP certification by March 31, 2011 and receive \$100 off any HFMA product or service (excluding membership dues) of your choice. To take advantage of your discount, call the Member Services Center at (800) 252-4362, ext. 2 and provide discount code CHFPPROMO (members will need to have available their Castle Worldwide exam scheduling notice password and exam date to receive this discount). If you have questions, HFMA's Member Service Center will be happy to assist you at (800) 252-4362 ext 2 or memberservices@hfma.org.

Please forward this e-mail to colleagues and/or staff in your organization today! For more information, visit <http://www.hfma.org/certification>.

Thank you for your membership in HFMA. I look forward to seeing you at a future HFMA event.

Sincerely,

Stephanie Martin, President
Alabama Chapter



Job Posting



Position Title: Payer Services Director, First Source
Location: Birmingham

Description: Under the direction of the Division President of the East Division, the Payer Services Director will oversee and manage all operations personnel and functions/activities associated with delivering current and new products and services for Payers across all Firstsource regions. Current Payers Services Products and Services include, but are not limited to the following: Administrative Services, Eligibility Outreach Services, Member Retention and Recertification Services, Retrospective Review and Reconciliation Services, Documentation and Adjustment Services, and Member Services Support. They set goals, guide managers/supervisors and are responsible for the financial performance of a given area. Other duties will be assigned by management.

Requirements:

- Bachelor's degree or equivalent experience is required
- Advanced Degree is preferred but is not required
- Extensive travel may be required
- 5-7 years in an executive-level healthcare management role is required
- Ability to effectively work and communicate with staff, coworkers, outside agencies and clients
- Demonstrate leadership qualities
- Training and extensive management experience is required
- Knowledge and experience with Federal and State Eligibility Services programs is required.

The Payer Services Director must have a knowledge and understanding of how these programs apply to and benefit Medicare Advantage and Medicaid Managed Care organizations. The Payer Services Director must also have knowledge of and/or be willing to learn Federal and State regulatory guidelines/mandates required and monitored by the Centers for Medicare and Medicaid (CMS) to ensure compliance for all Firstsource Payer Services Clients.

- Ability to present oneself in a professional and courteous manner at all times
- Must be proficient in Microsoft Office (especially Excel and PowerPoint)
- Demonstrate initiative and creativity in fulfilling job responsibilities
- Detail orientated and possess excellent organization skills
- Ability to prioritize multiple tasks in a busy work environment
- Reliability of task completion and follow-up
- Must be results oriented

Responsibilities:

- Responsible for the successful functioning of the Client Services Product Line operations.
- Responsible for operations in the Birmingham office
- Monitoring of system tools and reports to set appropriate goals, provide projections and maintain appropriate staffing & expense levels
- Staffing (Hiring, Training, Performance reviews, etc.) of Supervisor positions
- Employee supervision and evaluation of productivity for management positions. Client services responsibilities are required
- Assist with other projects as assigned by management

Applicants can apply to : Cindy Price Recruitment Manager
Tel: 502-499-0855 X 3120 - cindy.price@na.firstsource.com



Job Posting

Position Title: Executive Vice President Operations for Firstsource Solutions USA, LLC

Location:

OPEN – location will be taken into consideration in relationship experience and existing Firstsource offices

Applicants can apply to : Cindy Price Recruitment Manager
Tel: 502-499-0855 X 3120 - cindy.price@na.firstsource.com

Description: This position is considered the subject matter expert within the Revenue Cycle Outsourcing scope of service with expectations of excellence in optimum outcomes and operations results. Global responsibilities will include development of a standard project plan for implementation and ongoing management; support to sales and marketing; interaction with prospects, identification of interim/onsite staffing; and subsequent hand off to designated operations center.

Requirements:

- Bachelor's degree or equivalent experience is required.
- Advanced Degree is preferred but is not required
- Extensive travel will be required possibly as high as 75% depending on location of business
- 5-7 years in an executive-level healthcare management role is required, hospital background required with proven successes in acute care receivables management.
- Ability to work and communicate effectively, verbally and written
- Excellent organizational skills and exhibits diplomacy and time management skills
- Demonstrate leadership qualities
- Training and extensive management experience is required
- Ability to present oneself in a professional and courteous manner at all times
- Must be results oriented

Responsibilities:

- Responsible for the successful implementation and ongoing oversight of the Revenue Cycle Outsourcing project line for the company
- Staffing for interim/onsite high-level positions
- Assist with other projects as assigned by management
- Frequent interaction with all levels within the organization to provide direction and support to ensure effective and efficient outcomes are achieved.
- Utilize tools and metrics to guide successes of the project

System proficiencies important:

Microsoft project
Excel
Access reporting
Key Performance Indicator Tools (EMR)

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2011 CPAR Certification Exam

CPAR Testing Online is now available!

If you have any questions, contact Tavia Bender @ 205-599-3846 or via email at: tavie_bender@chs.net

Register online today! You must register online.

Fees: Total fee: \$50.00 – Fees must be paid in full at the time of registration.

If a Hospital or other Healthcare Provider will be making payment on behalf of their Employees; during registration process, select pay at the event.

CPAR Exam Policy: To sit for the CPAR Exam, you must attend one (1) coaching session. When registering, you are required to select one (1) coaching location date and time, one (1) test site location date and time. For testing, there may be two options on the same date due to limited seating.

2011 Coaching and Test Schedule: For future coaching and test dates, please visit us on the web at www.alabamahfma.org. Online testing has limited seating by location.

Our mission is to provide educational resources to enhance the knowledge, personal growth and development to Account Representatives in all healthcare professional settings.

Promote pride of accomplishment, being valued by current and prospective employers; provide education to enhance career development, promotions, incentives, and to improve the careers of all Account Representatives.

At this time, we would like to honor our fall and winter 2010 CPAR Recipients:

Amy Batten	John Fretwell	Nicole Lasseter	Deborah Smith
Betty Battles	Kristi Gaither	Vickie Lee	Janet Smith
Tamekia Bennett-Tolliver	Tondayla Gibby	Felicia Lightfoot	Teresa Smith
Anidra Billingslea	Alesia Glenn	Chekita McCall	Villanelle Solis
Paula Bratton	Shundraniquie Gordon	Carlos McGuire	Petrice Sprouse
Teshawna Byrd	Lisa Harp	Neya McQueen	Yolanda Stokes
Stephanie Calley	Laura Harrison	Linda Miller	Christine Thomsa
Magan Carr	Sherri Hawthorne	Vivian Mills	Michelle Travis
Stephanie Cook	Nicole Hicks	Elaine Montgomery	Rebecca Turvey
Deborah Cowley	George Ishman	Jennifer Moore	Shandra Walker
Tonia Davis	Rebecca Jenkins	Cathi Niner	Tonya Walter
Carolyn Demotte	Angela Johnson	Mary Owens	Sandra Watts
Michelle Destin	Laura Johnson	Sandra Owens	April Wiley
Dana Dickey	Yolanda Johnson	Monica Phillips	Melissa Windham
Brandy Easterlin	Brenda Jones	Ranisha Richardson	
Jada Foster	Joyce Jones	Rhonda Shealey	



*Be A Part... Volunteer for Your
Alabama Chapter and Communities*



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healthcare financial management association



REGION V VOLUNTEER MONTH



Help The Homeless

Feed the Homeless!!

The ALHFMA is hard at work in preparation for the arrival of February, and the Feed the Homeless campaign. Plans are being made through contact of local shelters to assess current needs and to set dates to serve breakfast, lunch or dinner. Donations are being collected in the form of can goods, monetary donations and various other items. Our chapter has set an aggressive goal of 100 volunteers to serve, and a donation minimum of \$5,000. We are a giving chapter, and these goals can be easily met with the participation of our whole chapter.

In order to help as many AL residents as possible, the state has been divided up into 3 regions with a chapter member heading up each area as following:

Huntsville/North AL - Erica Stewart, ericastewart@synovus.com

Birmingham/Central AL - Sherri Harper, Sherri.Harper@na.firstsource.com

Montgomery/South AL - Donald Payne, dpayne@hollowaycredit.com.

If you would like to "make a difference" in your area or to inform us of your contributions and current plans, please contact one of these individuals. Don't let the spirit of giving end with the holiday season, "step up" to the challenge and give back all year.



Editor's Note

As we have mentioned in this issue, February is HFMA volunteer month. Our project this year is "Feed the Homeless". I am acquainted with a gentleman who was by all measure a success. He sold BMW's and Porches for Tom Williams. Several years ago his personal demons overtook him and he lost his job and his family. His place of residence was his car. He had gone from the top of the world to the bottom of the heap in one year. Thankfully, he found his way to the Jimmy Hale Mission where they helped him find his way again. There but for the Grace of God go I. I encourage each of you to take part in this noble effort. Several years ago in my work at St. Vincent's Sr. Virginia Delaney articulated it very well. We had a few homeless people around the hospital;



Jerry Smith

she mentioned one in particular and said "when you look in his face, what do you see? I see Jesus". Please contact Erica, Don and Sherry to let them know of your service!

**- Jerry Smith
Newsletter Chairman**

Become CHFP Certified



The CHFP Certification Program is Online January 2011

HFMA's CHFP (Certified Healthcare Financial Professional) certification is intended for mid-level healthcare professionals with a minimum of 3-5 years experience. Becoming certified distinguishes you a leader as well as a role model in the healthcare finance community. Earning the CHFP credential enhances your credibility, supports your professional development, demonstrates a high level of commitment to the field, and validates your skills and knowledge.

We've made the process of certification more convenient. Beginning January 2011 the requirements to becoming CHFP certified are:

- Active regular or advanced HFMA membership*
- The title Manager and above or equivalent
- The successful completion of one comprehensive certification exam

Also new for 2011, CHFP preparation and study materials will now be available online.

To learn more about becoming certified, visit www.hfma.org/certification.

To review FAQs about the program changes, visit www.hfma.org/certificationFAQ.

**The two year HFMA membership requirement has been dropped.*



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Editorial Mission

The **Bama Chatter** supports the mission of the Alabama Chapter by serving as a key resource for individuals involved or interested in the financial management of health care.

Editorial Policy

Opinions expressed in articles or features are those of the author and do not necessarily reflect the view of the Alabama Chapter, the Healthcare Financial Management Association, or the Editor. The Editor reserves the right to edit material and accept or reject contributions whether solicited or not. All correspondence is assumed to be a release for publication unless otherwise indicated.

Publication Objective

The **Bama Chatter** is the official publication of the Alabama Chapter of HFMA and is written and edited principally to provide members with information regarding Chapter and national activities, current and useful news of both national and local significance, information about seminars and conferences and networking with colleagues, and to serve as a forum for the exchange of ideas and information.

Article Submission

The **Bama Chatter** encourages submission of material for publication. Articles should be typewritten and submitted electronically to the Editor. The Editor reserves the right to edit, accept or reject materials whether solicited or not. HFMA Founder Points are granted for any articles published in the Bama Chatter.

Interested in Advertising in the **Bama Chatter**?

The **Bama Chatter** is a quarterly, four-color publication. All four issues are e-letters and are emailed to our entire membership roster.

The **Bama Chatter** is also archived on our website for our membership and outside interested parties to access the information.

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Please refer questions to our editor:

jsmith7@proxsyscorp.com



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