

# The Bottom Line

The Newsletter of the San Diego-Imperial Chapter

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## Message from the President

**By: DEB HAGEN**  
**President San Diego / Imperial Chapter of HFMA**

It's hard to believe that 2012 is here...and well underway! I've heard countless people wish each other a Happy New Year and the best of luck for 2012. If 'luck' is the intersection where preparation meets opportunity, we are a lucky Chapter indeed.

In just seven (7) months, we have enjoyed much positive feedback from our members on many new Chapter additions that resulted from our strategic plan. A few examples:

- Expanded programs (joint regional events and statewide webinar collaborations)
- Enhanced communications (Chapter LinkedIn established; Newsletter value recognition, and website expansion)
- New sponsorship opportunities (membership drawings at Chapter events and many other new opportunities)

### 2011-2012 Chapter Leadership

- Deb Hagen - President
- Pia Labos - President-Elect
- Carl Hill - Vice President
- Jim Sprague - Secretary
- Shannon Vanderbilt - Treasurer
- Cheryl Hendershott - Program
- Jennifer Sievers - Membership
- Chris Udell - Newsletter
- Michelle Valencia-Jackson—Sponsorship
- Andrea Jacoby - Social
- Margie Drobatschewsky -Past President
- Tim Nguyen - Certification
- Bob Hemker - CHA Liaison 2011-2013
- Bryan Webster - Webmaster
- Rina Patel - Program Co-Chair
- David McNulty - Founders Contact
- Julie Haluska - Awards & Volunteerism
- Dave Epstein - Past Region 11 Executive

New member luncheon with HFMA 101 experience

New volunteerism outreach [...there's room for you too!]

The success of our initiatives did not just happen. It is the dedicated membership that provided feedback to our annual Chapter survey that led to our strategic plan...it is the art of listening, planning, implementing, and assessing for improvement.

In November, our dedicated leadership team got together to begin the 'lucky' strategy for FY 2012-2013. It began months earlier when we reached out to Nancy Smith at National HFMA to help us choose a Chapter Advancement Team [CAT] facilitator to help guide us from good to great. It was a priceless investment in our Chapter. We were lucky Nancy sent Bill Eikost, past president of the Georgia Chapter as our CAT facilitator. Goals, metrics, and SWOT exercises led to validation of some Chapter areas and new ideas and strategies for others. These results will be utilized with the results of the recent Chapter membership survey to kickoff our upcoming Mini-LTC.

We are a lucky Chapter indeed. This can only happen however with involvement from our membership. I encourage each of you to gain the most out of your membership. We are often told that the greatest benefits come from the greatest level of participation. Attend Chapter events (and view complimentary on-demand HFMA National virtual presentations that can be downloaded at <http://www.hfma.org/virtualconference>); read the **Bottom Line** Newsletter and National communications, and consider volunteering on a committee if possible. Please take a minute to read about the upcoming education and social events and place them on your calendar.

I look forward to seeing you at a Chapter event in the near future – and hearing how we can make your membership experience go from good to great!

Deb

Deb Hagen, RN, BBA; President, HFMA San Diego / Imperial Chapter

## Membership Update

By: Jennifer Sievers

Welcome members to 2012! We have an exciting membership year ahead of us..... to recap the last quarter of 2011: At our November 16<sup>th</sup> ½ day event we kicked it off with our 2011/2012 new members luncheon which introduced new members to HFMA with the HFMA 101 program. We had 6 new members attend along with the board. It was a fun and exciting program for all involved.

I want to introduce your Membership Committee:

**Membership Chair-** Jennifer Sievers- Director of Client Services- Acclivity Healthcare

**Membership Co-Chair-** Elaine Cherry, Vice President, Business Development- Payment America, Inc.

**Committee member-** Jeff Goodall, Link Revenue Resources

We have a FANTASTIC committee of hard working dedicated members who are always looking to improve the chapter for your benefit. We also have a lot of FUN!!!! Please look for us at the next event in February we will all be there. If you have any questions about your membership please ask any of us we are happy to help in any way we can or if you want to learn how to join our committee we would love to have our on the team.

The benefits of an HFMA membership can help you grow both personally and professionally. With an HFMA membership, you gain immediate access to the largest network of healthcare finance professionals. The resources are numerous including:

- Practical tools and ideas that increase performance
- Essential industry news and information
- A breadth of career-related tools, resources and relationships
- Practical solutions and breakthrough approaches from healthcare's leading financial professionals

## Membership Update Continued

By: Jennifer Sievers

### Welcome Aboard New Members October 2011– December 2011

Jacqueline Proulx

Andrea Lynn Powell - Denials Analyst- Scripps Health




Wendy Cohen - Director, Facilities Construction Palomar Pomerado Health

Kenneth Tomory- Management Services Officer II – UC San Diego Department of Medicine

**Don't Forget** our **National Member-Get-A-Member** program:

**(Show me the Money! \$\$\$\$\$)**

Helping grow membership is now easier and more exciting to do with our **HFMA National Member-Get-A-Member program**. HFMA is giving out great new prizes as incentives to help us grow our San Diego Chapter membership – **Prizes such as:**

- Apple iPad ....**ohhh** 
- Visa Prepaid Card ranging from \$25 to \$150.....**ahhh** 
- \$ 1,000 Cash ....**Ka-pow!**
- \$ 2,500 Cash.... **Super!**
- The Grand Prize of \$3,000 cash and  \$2,000 donation in your name to the charity of your choice...  
**AWESOME!!!!**

Please see the HFMA National website for incentives and more details on our Member-Get-A-Member program:  
<http://www.hfma.org/membership/rewards/>.

## JOIN US!!!

Remember we are always looking for our members to become active with our chapter and you can do so by joining the membership committee. We have so much fun interacting with our members and we would love for you to join in on the fun. If you would like more information please feel free to contact me via phone: 619-798-7404 or email: [jsievers@acclivityhealthcare.com](mailto:jsievers@acclivityhealthcare.com)

Our goal for this fiscal year is to increase our total membership from the prior year, so please take a moment and consider if there are any individuals in your organization who are not yet members. Please invite them to join our organization by letting them know about our **New Member Discount** and **Member-Get-A-Member Program**, as well as our Educational and Social Networking opportunities.

Also, when renewing your membership for the year, please check your profile on the HFMA website to ensure that we have your most current demographic information.

## Membership Update Continued

By: Jennifer Sievers



### FREE GIFTS FOR YOU – ACT FAST!

#### Valentine's treat for new members begins February 1<sup>st</sup>

**Free\*** February 16<sup>th</sup> full-day program (details in program section of Newsletter)  
– Value \$90.00 [the non-member rate]

**Free\*** April 13<sup>th</sup> full-day program registration (details in program section of Newsletter)  
– Value \$90.00 [the non-member rate]

**\*How:** Become a San Diego-Imperial Chapter member in February (only \$114...a huge discount!)  
<http://www.hfma.org/membership/> or [https://www.hfma.org/msc/msc\\_join/Join\\_ProfileAdd.aspx](https://www.hfma.org/msc/msc_join/Join_ProfileAdd.aspx)

The free events above are in addition to regular membership benefits. Some highlights include:

#### **hfm Magazine and online Weekly News**

Stay informed industry news, legislative and regulatory updates with in-depth analysis and techniques.

#### **Knowledge Center**

Find best practices and crucial information on healthcare reform.

#### **Professional Development**

Increase your knowledge base with the profession's best learning opportunities throughout the year—Attend webinars, e-Learning, and on-site programs—at significant member discounts.

#### **HFMA's Virtual Healthcare Finance Conference**

Free live education with CPEs from your home or office. On-demand access is available after events.

#### **Webinar Series**

Webinar series that are free to members and focus on industry topics

#### **Professional Designations**

Earn a higher salary and get promoted faster by receiving HFMA's specialized professional designations.

#### **Career Development Resources**

Build your career with HFMA's career development resources.

#### **HFMA Special Interest Forums**

These specialty groups create opportunities for peer-to-peer education and networking.

# SPONSOR HIGHLIGHTS

**We thank our ongoing sponsors, as they are part of our own "Revenue Cycle."**

With the Sponsors ongoing financial support, the Chapter can in turn continue providing local economical education, and our members benefit from the education and meeting the Sponsors.

For Sponsorship Opportunities please contact [Michelle.Valencia@pph.org](mailto:Michelle.Valencia@pph.org)

## Gold Level Sponsors



Triage Consulting Group



**SOLVE THE PROBLEM**      **COLLECT THE MONEY**      **KEEP THE CUSTOMER**

**Our Services:**

- Self Pay Collections
- Insurance Follow-Up
- Third Party Liability Collections

**Where Do We Fit In The Revenue Cycle:**

- From Bill Drop Date / Early Out
- Late Stage Accounts Receivable
- Bad Debt

**Why PMS?**

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Juan Medina-Vergara  
Vice President, Client Relations

**HEALTH ADVOCATES**  
Serving Hospitals ♦ Serving Patients

- Firstsource is a global business process outsourcing company offering comprehensive healthcare revenue cycle solutions including eligibility and receivables management services.
- Health Advocates is the largest Patient Advocacy company in CA assisting uninsured & underinsured individuals qualify for health insurance benefits.
- Progressive Management Systems is an employee owned Accounts Receivables Management company.
- Triage Consulting Group is one of the nations leading hospital revenue review consultancies.
- CBB/MBS provides a full range of receivables management programs including pre-collect, billing, follow-up and collection services, as well as backlog/clean-up projects.
- Barney & Barney have been providing premier insurance, risk management and employee benefits solutions since 1909 offering a full range of services and coverage for both businesses and individuals.

## Benefits of Sponsorship

	Presidents \$ 5,000	Gold Plus \$3,000	Gold \$2,000	Silver \$1,000	Bronze \$ 500
Annual amount from payment date					
<b>Education Events</b>					
Featured sponsor at one education program, includes speaker introductions	YES	NO	NO	NO	NO
Sponsor recognition in all future education program events flyers	YES	YES	YES	YES	NO
Sponsor recognition at all education events	YES	YES	YES	YES	YES
Free admittance for (x) for (y) event (s)	4 for all	3 for all	3 for all	2 for 2	2 for 1
<b>Newsletter</b>					
Opportunity to insert article in each newsletter	YES	NO	NO	NO	NO
Special recognition in one newsletter with brief description of company	YES	YES	YES	NO	NO
Recognition in newsletter	YES	YES	YES	YES	YES
<b>Website</b>					
Higher level of recognition	YES	YES	NO	NO	NO
Description of company services	YES	YES	YES	NO	NO
Sponsor recognition with logo and hyper link on SDIC Chapter website	YES	YES	YES	YES	NO
Sponsor Recognition with Logo	YES	YES	YES	YES	YES
<b>Membership Directory</b>					
Sponsor recognition	YES	YES	YES	YES	YES
<b>Social</b>					
Recognition at events	YES	YES	NO	NO	NO

### - Gold -

BARNEY & BARNEY	FIRSTSOURCE	TRIAGE CONSULTING GROUP
PROGRESSIVE MANAGEMENT SYSTEMS	HEALTH ADVOCATES	CALIFORNIA BUSINESS BUREAU

### - Silver -

CYMETRIX
KAUFMAN HALL      CIRIUS GROUP

### - Bronze -

ACCRETIVE HEALTH
ELIGIBILITY PLUS, INC.      STATE COLLECTION SERVICE
EMDEON      PHNS, INC      BACTES

# EDUCATIONAL EVENTS



## UPCOMING EVENTS SAVE THE DATES!

**FEBRUARY 16, 2012 8:00 A.M. – 5:00 P.M.**

**REVENUE CYCLE FEATURING DAY EGUSQUIZA, PRESIDENT OF AR SYSTEMS, INC  
SCRIPPS LA JOLLA, SCHAEZEL BUILDING - SHEPARD GREAT HALL  
9888 GENESEE AVE, SAN DIEGO, CA, 92037**

**7:30 AM - 8:30 AM** Continental Breakfast Provided

**8:00 AM - 11:30 AM**

***"What's New with Government Audits and Why Do I Care?"***

MAC, RAC, Medicaid PLUS messages from Providers on their impacts to processes, appeal strategies and audit common themes.

Presented by Day Egusquiza, President of AR Systems, Inc.

**11:30 AM - 12:30 PM**

Lunch Provided

**12:30 PM - 2:00 PM**

***"Preparing for ICD-10 Implementation: Organization and System Assessment"***

Presented by Brandee Raaz, RHIT, CCS, CPC - Data Quality Manager of Clinical Documentation and Audit Operations for Southern California Permanente Medical Group

**2:00 PM - 3:30 PM**

***"ICD-10: The Why, What and How"***

Presented by Donny Fan, Program Director for the ICD-10 Remediation Team at St Joseph Health System

**3:30 PM - 5:00 PM**

***"One Provider's Experience in the ICD-10 Readiness Odyssey"***

Presented by Peggi Ann Amstutz, Senior Manager, MBA, CCS, CCS-P, at Moss Adams, LLP

Please click on this link to register and to get location/directions

[http://www.cvent.com/d/I\\_BwIZGcV0eQ1eSqlWmJTg/1nn8/P1/1Q?](http://www.cvent.com/d/I_BwIZGcV0eQ1eSqlWmJTg/1nn8/P1/1Q?)

# EDUCATIONAL EVENTS CONTINUED



**HCPro**  
**Boot Camps™**

## UPCOMING EVENTS SAVE THE DATES!

**MARCH 12, 2012 8:00 A.M. – 5:00 P.M.**

**MEDICARE UPDATE 2012**

**PALOMAR POMERADO HEALTH**

**12855 BLACK MOUNTAIN RD., SAN DIEGO, CA 92129**

### Major Developments in 2011

#### Three-day Payment Window

- o Review of the rule
- o Clarifications on hospital-owned physician offices
- o Application to inpatient-only procedures

#### Physician Supervision Policy Changes and Enforcement

- o Application of supervision to other than “incident to” services (e.g. PT, OT, ST)
- o Application to CAH and small rural hospitals
- o Update on direct supervision and “immediately available”
- o Non-surgical extended duration services
- o Committee to recommend alternate levels of supervision
  - ◆ Definitions of general and personal supervision

#### Self-Administered Drugs

- o Overview of the rule
- o Changes to guidance to allow oral non-self-administered drugs
- o New oral guidance on covered packaged self-administered drugs

#### New Notice Forms

- o New ABNs
- o New IMs
- o CMS FAQs provided to American Case Management Association
- o Review of GA, GX, GY and GZ modifiers and ABN processing

#### Expansion of Preventative Services

- o Review of covered preventative services and waived co-insurance
- o New benefits for risk reduction counseling

#### Devices at reduced and no cost

- o CMS clarification of inpatient rule
- o Back-dated correction of error on inpatient list
- o OIG emphasis on obtaining and not just reporting credits
- o Review of the outpatient rules for reporting

#### Miscellaneous issues

- o Physician signatures and signatures on lab requisitions
- o Update on EHR incentive payments
- o New timely filing exceptions
- o Statement covers and admission dates
- o Update on discharge status codes for post acute care other than SNF 2012 deductibles and coinsurance

### 2011 Inpatient and Outpatient Prospective Payment System Final Rules

#### Review of the IPPS Rule

- o Update to IPPS payment factors, including outlier threshold and new technology
- o Documentation and coding adjustment
- o Update on proposed and finalized HACs for 2012
- o Readmission Reduction Program
- o Quality measures and Value Based Purchasing initiatives
- o MS-DRG Update: Debridement, bone marrow transplant, deep brain stimulation, and aneurysm repair
- o Policy clarification for under arrangement services
- o Policy clarification counting hospice patients for IME/DSH

#### Review of the OPSS Rule

- o Update to OPSS payment factors, including outlier threshold, rural adjustments and cancer hospital payments
- o APC Update: CRT-D, Pelvic and Abdominal CT,
- o Changes to drug payment rates
- o Pass through devices for 2012
- o Inpatient only list changes
- o CMS charge and rate setting discussion
- o Quality Measures update and Value Based Purchasing

#### Recovery Audit Contractor (RAC) Update

- Issues under review in Region D
- Guidance, including RAC related MLNs on coding and inpatient status
- Changes to documentation request limitations and processes, including esMD
- Change to demand letter process
- Process for recoupment from providers paid on a cost basis (e.g. CAHs)
- Program over and under payment collections
- Expansion to Pre-payment review
- Change to Audit Contractors
- Demonstration project for rebilling inpatient denials for Part B payment

# EDUCATIONAL EVENTS CONTINUED



## UPCOMING EVENTS SAVE THE DATES!

**APRIL 13, 2012 8:00 A.M. – 5:00 P.M.**

### HEALTHCARE REFORM LOCATION WILL BE FORTHCOMING

National Update presented by Chad Mulvaney, Technical Director for HFMA

A CEO/CFO Panel including:

Bob Hemker, CFO at Palomar Pomerado Hospital;

Ann Pumpian, SVP & CFO at Sharp Healthcare;

Gary Fybel, CEO at Scripps La Jolla and Chad Mulvaney, Technical Director for HFMA

James Malone, Medical Group Administrator for Southern California Permanente Medical Group;  
and others to be announced.

This full day event will also feature James Malone,  
Medical Group Administrator of Southern California Permanente Group  
He will present "Growing Service ... What Happens When Leaders Get Involved"

**SEPTEMBER 9, 2012 - SEPTEMBER 11, 2012**

### FALL CONFERENCE SOUTHERN CALIFORNIA-SAN DIEGO/IMPERIAL HFMA CHAPTERS HYATT GRAND CHAMPIONS RESORT, PALM DESERT

This year we will also be offering webinars (topics to be announced) in partnership with the Northern and Southern California chapters of HFMA  
Watch your mail for more information

Suggestions for educational sessions are always welcome. Please send a message to Cheryl Hendershott at [cheryl.a.hendershott@kp.org](mailto:cheryl.a.hendershott@kp.org) with any suggestions or comments you may have.

# SOCIAL EVENTS



## UPCOMING EVENTS SAVE THE DATES!

**FEBRUARY 23, 2012 6:00 P.M. – 8:00 P.M.**

## HFMA & SOHL JOINT HAPPY HOUR

PLEASE JOIN US FOR AN EXCITING SOCIAL EVENT AT THE  
**HOUSE OF BLUES DELTA LOUNGE**  
1055 5TH AVENUE, SAN DIEGO, CA 92101 (619) 299-2583

Tickets \$20 if purchased before Feb.1<sup>st</sup>. \$25 after Jan. 31<sup>st</sup>  
Tickets include appetizers and drink coupon



Sponsored by



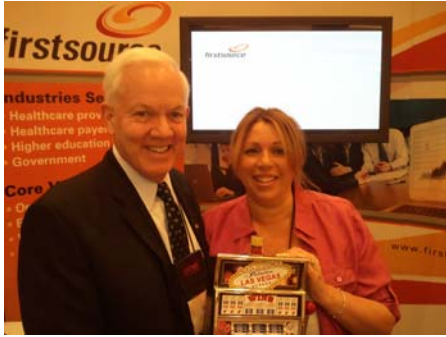
Gilbane Building Company

Suggestions for social events are always welcome. Please send a message to Andrea Jacoby at [andrea.l.jacoby@kp.org](mailto:andrea.l.jacoby@kp.org) with any suggestions or comments you may have.

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# Region 11 Healthcare Symposium



**14th Annual  
HFMA Region 11  
Healthcare Symposium**  
**< CAESARS PALACE >**  
 Las Vegas, Nevada, January 29, 2012 – February 1, 2012

Hawaii Alaska Nevada Oregon Washington California



# National Medicare ACO

## Six California Providers to Take Part in National Medicare ACO

### Pioneer ACO will involve providers in 18 states

Six hospital networks and medical groups in California have been chosen to take part in a national ACO designed to improve care and reduce costs for Medicare enrollees.

The Pioneer ACO program launched Jan. 1 and participants are in the process of signing up beneficiaries. The six California providers taking part in the program are Sharp HealthCare System in San Diego, Brown & Toland Physicians in San Francisco, HealthCare Partners Medical Group in Los Angeles, Heritage Provider Network in Central California, Monarch HealthCare in Orange County, and PrimeCare Medical Network in Riverside County.

The six California providers are among 32 healthcare organizations in 18 states taking part in the plan. All told, the Pioneer ACO will involve 860,000 Medicare patients with a goal of saving \$1.1 billion over five years through the use of coordinated care models that encourage more collaboration among hospitals and physicians. Participants in the program will share any savings or losses.

Marilyn Tavenner, acting administrator for the Centers for Medicare & Medicaid Services (CMS), said California providers were chosen based on their previous track record with ACO-like programs or their readiness to participate in one. Tavenner said participants will be allowed to choose “from a menu of options for Medicare to meet doctors, hospitals, and other healthcare providers where they are.”

# National Medicare ACO Continued

Sharp HealthCare, which operates seven acute care and specialty hospitals in the San Diego area, is in the process of enrolling Medicare beneficiaries who use Sharp as their primary healthcare provider. “Right now, we’re just ramping up with CMS and notifying more than 32,000 Medicare beneficiaries who are eligible to be part of the program,” said Sharp spokesman John Cihomsky. Sharp will coordinate care with a number of affiliated physician groups including Sharp Rees-Stealy Medical Group and Graybill Medical Group.

Heritage Provider Network (HPN) expects to serve approximately 144,000 Medicare patients through the Pioneer ACO, making it the largest of the 32 healthcare providers selected by CMS to participate in the program. Heritage has a provider network of 10 physician groups operating in eight counties in Central and Southern California.

HealthCare Partners, which contracts with more than 1,200 primary care physicians and 3,000 specialists in the Los Angeles area, expects to have about 115,000 Medicare beneficiaries enrolled in the Pioneer ACO, including beneficiaries in its networks in Nevada and Florida.

Brown & Toland expects to serve 17,000 Medicare beneficiaries in the Bay Area through the Pioneer ACO. The medical group, which is currently embarked on an ACO-like program with Blue Shield of California and city and county employees in San Francisco, plans to enroll Medicare patients with chronic health conditions in plans that provide enhanced care.

“We plan to use our predictive monitoring software to identify our more fragile patients who would benefit from a program where they are more closely monitored,” said Brown & Toland CEO Richard Fish. “And we’ll use one of our care management support programs to provide a higher level of care, whether that means home care or closer monitoring by their primary care physicians.”

—*Doug Desjardins*

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# Medicare Demonstrations Haven't Reduced Spending

Medicare demonstration programs aimed at enhancing healthcare quality and improving efficiency of care delivery have not reduced Medicare spending in the past two decades, according to a new report by the Congressional Budget Office.

The CBO reviewed outcomes of 10 major demonstrations involving disease management, care coordination, and value-based payment, and found in most cases spending either was unchanged or increased relative to the spending that would have occurred in the absence of the program.

In six demonstrations of disease management and care coordination, which comprised 34 programs, results suggested that “substantial changes” to payment and delivery systems will be necessary to reduce spending and maintain or improve the quality of care, the CBO said.

Results from value-based payments demonstrations were mixed. In one of the four demonstrations that were reviewed, Medicare’s bundled payments covering hospital and physician services for heart bypass surgeries resulted in a 10 percent reduction in spending. The other value-based demonstrations produced little or no savings for Medicare, the CBO said.

“The results of the demonstrations illustrate the challenges of developing, implementing, and evaluating policies that reduce Medicare expenditures while improving or maintaining quality of care,” the CBO said.

The CBO recommended several lessons for designing and evaluating future demonstrations, including collecting timely hospital admission data, applying team-based care, and targeting high-risk Medicare enrollees.

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# Founders Awards



Welcome from Julie Haluska and Tina Roberts your Co-Chairs for Volunteerism and Awards.

**It's that time again, and we need each of our members to log on to HFMA National and make sure that you are current with your Founders Points!!**

Nationally, The Healthcare Financial Management Association (HFMA) recognizes that its strength lies in volunteers, who contribute their time, ideas, and energy to serve the healthcare industry, their profession, and one another.

Your active participation in our Chapter or even regional and national levels can provides you with numerous opportunities for professional development, information, networking, and advocacy.

I hope you all come to our April 13th installation dinner . We will be presenting the following Prestigious National Recognition to the follow members:

GOLD	Thomas S. Kumura, FHFMA
MOH	Reid Hollyfield, FHFMA
MOH	Robert A. Hemker
MOH	Melanie L. Van Winkle, CPA
SILVER	Cheryl A. Hendershott
SILVER	Margie A. Drobatschewsky
SILVER	Julie Haluska

Chapter members can view their Founders points on the HFMA National web site under Manage My Account in their personal profiles through the membership directory area [http://www.hfma.org/access\\_eseries.cfm](http://www.hfma.org/access_eseries.cfm).

Any discrepancies between points awarded and points earned should be reported to the Chapter's Founders Award Chairperson.

# CHFP Certification

By: TIM NGUYEN, CHFP Certification Committee Chair



I just returned from the HFMA Region 11 Las Vegas Healthcare Symposium and I have some exciting news. I was able to learn from and review the Certification Candidate Practicum which will assist you in passing your Certified Healthcare Finance Professional exam.

The Certification Candidate Practicum is an interactive, participatory way of preparing for HFMA's CHFP exam through short lectures and case studies.

These case studies will enable you to measure your knowledge in the six areas of the Certified Healthcare Finance Professional core curriculum (revenue cycle, budgeting & forecasting, financial reporting, internal controls, disbursements and contracting).

Participate in an intensive day of short lectures and solve practical, everyday healthcare finance problems in a group setting to hone your knowledge and prepare for the CHFP exam .

This year is coming to a close and to help you even further the San Diego – Imperial chapter needs your assistance in developing Certification training and moving forward with arranging free practice sessions that will further assist you in passing the CHFP exam .

I need to know who is interested in attending a free CHFP exam practice session that will allow you to meet and network with other CHFP exam candidates. There are several benefits to group study such as learning faster, new perspectives, new study skills and filling in learning gaps.

So why not now! The Health Care industry is continuously evolving; the CHFP exam will strengthen your area of expertise and improve your knowledge of Health Care finance. It will compliment your existing title and enhance your career.

The CHFP exam explores numerous aspects of Health Care Finance.

- Revenue cycle
- Budgeting & forecasting
- Financial reporting
- Internal controls
- Disbursements
- Contracting



# CHFP Certification Continued

By: TIM NGUYEN, CHFP Certification Committee Chair

Becoming certified distinguishes you as a leader and high-level professional in the healthcare finance industry. It reflects a deep personal commitment and sense of accountability that inspires credibility and confidence in your professional knowledge. Through HFMA Certification Programs, you can show your dedication to high standards in the industry.



Why Become HFMA Certified? The benefits are many and not limited to the following:

- Continue learning and professional growth
- Credibility with the designation
- Prepare for future opportunities in healthcare
- Higher salaries and upward mobility

Why Now? The association and our local chapter have been working hard to make it easier for our members to become certified.

- The exams have been consolidated and require less time to complete
- Study materials are now online which is available 24/7 vs. thick binders in past years
- Sample exam can also be taken online
- To help you with your learning, coaching sessions will be available if you are interested.
- For those members whose employers are not going to reimburse for the cost (\$195 for online study guide and \$395 for exam registration), our Board of Directors have decided to offer scholarships up to \$200 for taking the exam and an additional \$200 for passing it. Subject to fund availability, it will be on a first-come, first-serve basis, but we will do our best to accommodate all interested members.

So what are you waiting for? If you are interested in taking the exam and attending a free CHFP practice session please contact me at [tim.nguyen@pph.org](mailto:tim.nguyen@pph.org).

Thank you for support in meeting the certification goal for our San Diego – Imperial HFMA Chapter.

As always, should you have any questions you can email me directly at [tim.nguyen@pph.org](mailto:tim.nguyen@pph.org), send an email to [HFMA at certification@hfma.org](mailto:HFMA at certification@hfma.org) or visit the HFMA certification webpage at <http://www.hfma.org/certification/>.



# San Diego-Imperial Chapter Volunteer Sign Up Sheet



## The San Diego-Imperial Chapter needs volunteers and future chapter leaders for continued success!

We encourage you to seek involvement through volunteerism to meet personal or professional goals and to strengthen the quality and quantity of offerings through shared knowledge and participation. A brief description of each committee is below. Please review and check an area of interest and return to Julie Haluska, Chapter Awards and Volunteerism Chair [jhaluska@me.com](mailto:jhaluska@me.com), or discuss via phone at 847-800-2613, or contact any chapter leader below.

### SAN DIEGO-IMPERIAL CHAPTER POSITIONS AND COMMITTEES

**PRESIDENT: DEB HAGEN**

**Purpose:** Provides leadership and direction to the San Diego Chapter Board and its members toward the achievement of the adopted strategic goals. Mentor the president-elect.

**PRESIDENT ELECT: PIA LABOS**

**Purpose:** To provide support to the president while learning the presidential responsibilities. By mid FY, participate in CAT and lead the FY 2012-2013 strategic planning committee made up of the President, President-Elect and Vice President. Mentor the Vice President and Volunteer/Awards Chair.

**VICE PRESIDENT AND DCMS CHAIR: CARL HILL**

**Purpose:** To establish and monitor Yerger goals and progress to date. Learn the President-Elect responsibilities for the following year. Work closely with the President-Elect and President. Sits on the Program, Membership, and Sponsorship committees

**IMMEDIATE PAST PRESIDENT AND BYLAWS' REVIEW: MARGIE DROBATSCHESKY**

**Purpose:** Annual review and recommendations for adoption or amendment of Chapter Bylaws

**SECRETARY: Jim Sprague**

**Purpose:** To record the meetings of the Chapter, notifies members of their election to office, maintains a roster of members, and issues notices of all meetings and events. Work closely with all chapter leaders.

- \_\_\_\_\_ Minutes at Board meetings
- \_\_\_\_\_ C-Vent Communications

# San Diego-Imperial Chapter Volunteer Sign Up Sheet

**TREASURER: SHANNON VANDERBILT**

**Purpose:** To maintain a strong financial position and utilize chapter resources to enhance benefits to members. Provide monthly financial statements to the Board. Coordinate financial review at year end with designated auditor and submission of 990 to national. Provide oversight to Sponsorship chair and DCMS reporting chair.

**FINANCIAL AUDIT COMMITTEE CHAIR: ALECE HON**

**Purpose:** To perform the annual audit of the financial records and submit a report to the Board of Directors.

**PROGRAM CHAIR: CHERYL HENDERSHOTT**

**CO-CHAIR: RINA PATEL**

**Purpose:** To plan, conduct, and evaluate educational activities to meet the needs of the members and maximize the participation of all members in a meaningful learning process.

- \_\_\_\_\_ Topic Identification
- \_\_\_\_\_ Speaker Procurement
- \_\_\_\_\_ Program Logistics [Location planning; A/V needs;
- \_\_\_\_\_ Event Assistance [Flyer Prep for Secretary to Distribute; Registration, Room set up, Moderators, Evaluations,
- \_\_\_\_\_ Event Article for Newsletter

**Other 2011-2012 Program Committee: Joint Association Meeting CHAIR: MARGIE DROBATSCHESKY**

**Purpose:** To actively participate and assist in the development of Joint Association education programs. To promote the value of the association, encourage involvement and elicit input for program development.

\_\_\_\_\_ Joint Meeting Volunteers

**MEMBERSHIP CHAIR: JENNIFER SIEVERS**

**CO-CHAIR: Elaine Cherry**

**Purpose:** To recruit and welcome new members, retain current members, promote reinstatement of inactive or former members who have not renewed their membership, and advance the opportunities of existing members through working closely with the Chapter Awards and Volunteerism committee toward the encouragement of volunteerism recruitment of future chapter leaders.

- \_\_\_\_\_ New Member Welcome packet
- \_\_\_\_\_ New member Events and HFMA 101
- \_\_\_\_\_ New Member Outreach to providers and other healthcare organizations
- \_\_\_\_\_ Member Satisfaction and Retention
- \_\_\_\_\_ Membership Directory

# San Diego-Imperial Chapter Volunteer Sign Up Sheet

**CHAPTER AWARDS AND VOLUNTEERISM CHAIR: JULIE HALUSKA**

**CO-CHAIR: TINA ROBERTS**

**Purpose:** To recruit, welcome, and assist in assignment of new volunteers. Enhance Chapter communication, membership growth outreach, and promotion of volunteerism and leadership opportunities via the Chapter LinkedIn site. Through the Awards committee, recognize the efforts of chapter volunteers at the annual Chapter meeting. Works closely with Membership, Programs, Sponsorship, Newsletter, and Volunteer chair.

- \_\_\_\_\_ Volunteer Outreach, Education, and Mentorship
- \_\_\_\_\_ Awards Committee member

**NEWSLETTER CHAIR: CHRIS UDELL**

**Purpose:** To enhance chapter communications through regular publishing of the Newsletter. To provide members with advance information on upcoming chapter and National HFMA program events and social activities; provide members with messages from our chapter president; provide a site to recognize our new members and report on chapter growth, retention and volunteer opportunities; provide a forum for our sponsors; provide information relative to the goals of our strategic plan, and to provide a forum for reporting state and national issues relating to the healthcare finance industry. Publish four (4) newsletters: summer (June/July), fall (September/October), winter (December/January), and spring (March/April). Work closely with Programs; Secretary, and Website.

- \_\_\_\_\_ Article Procurement; Spotlight new members and volunteers
- \_\_\_\_\_ Editor Assistance [Graphics; Publisher Design and Layout]
- \_\_\_\_\_ Photographers for local, regional and national events

**SPONSORSHIP CHAIR: MICHELLE VALENCIA-JACKSON**

**Purpose:** To solicit financial support in the form of general corporate sponsorships in return for recognition in Chapter publications and at Chapter events. To increase general sponsorship support to allow for the continuation of affordable cost educational programs, networking opportunities, and subsidization of memberships. Work closely with Treasurer.

- \_\_\_\_\_ Sponsorship Procurement
- \_\_\_\_\_ Value Benefit Analysis and communication to members

**SOCIAL CHAIR: ANDREA JACOBY**

**Purpose:** Plans and organizes logistics, entertainment, & refreshments for chapter social events. Work closely with Membership and Sponsorship.

- \_\_\_\_\_ Social Event Planning and execution

# The Bottom Line

The Newsletter of the San Diego-Imperial Chapter

## San Diego-Imperial Chapter Volunteer Sign Up Sheet

**CERTIFICATION CHAIR: TIM NGUYEN**

**Purpose:** To promote professional certification of members as “Fellow of the Healthcare Financial Management Association” (HFMA) and “Certified Healthcare Financial Professional” (CHFP) through coaching sessions and articles of encouragement in the Newsletter.

\_\_\_\_\_ Certification Coaching Assistance

**WEBMASTER: BRYAN WEBSTER**

**Purpose:** To provide member access to the member directory; advance schedule of events including educational programs, social activities, certification test dates, and regional events; a site for sponsor information; a site for job postings; & and a link to HFMA national. Work closely with all chapter leaders.

\_\_\_\_\_ Website Assistance

**FOUNDERS CONTACT: DAVID McNULTY**

**Purpose:** To submit to National HFMA the information needed to score the San Diego-Imperial Chapter for Founders Points by August 10<sup>th</sup> annually. Educate members via Newsletter about Founders Points, and encourage participation. Check National’s scoring for accuracy. Report the chapter’s progresses during the year to make sure recognition items are ordered and members formally congratulated.

Please fill out and return to any Chapter leader or call your Chapter president below to discuss.

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Company: \_\_\_\_\_

Phone#: \_\_\_\_\_ Fax #: \_\_\_\_\_

Address: \_\_\_\_\_

Committee Preference: 1st Choice:

Committee Preference: 2nd Choice:

On behalf of the Board of Directors, we look forward to having you on our volunteer leadership team!

-Deb Hagen, President San Diego-Imperial Chapter

Cell: 619-917-6897

[dhagen11@gmail.com](mailto:dhagen11@gmail.com)



# FINANCE UPDATE

## HFMA - San Diego Imperial Chapter Financial Performance Six Months Ended November 30, 2011



<b>Balance Sheet</b>	Nov 30, 2011	May 31, 2011	
Assets	\$123,302	\$143,713	
Liabilities and Fund Balances	\$123,302	\$143,713	
<b>Income Statement</b>	<u>YTD 11/30/11 Act</u>	<u>YTD 11/30/11 Bud</u>	<u>Variance</u>
Revenue	\$24,807	\$31,600	(\$6,793)
Expenses	<u>\$40,388</u>	<u>\$34,744</u>	<u>\$5,644</u>
Net Income	<u>(\$15,581)</u>	<u>(\$3,144)</u>	<u>(\$12,437)</u>

For more information go to our website at [www.hfmasandiego.org](http://www.hfmasandiego.org)

**Editorial Policy:** The statements and opinions expressed in articles or features are those of the author(s) and do not necessarily reflect the views of the HFMA San Diego/Imperial Chapter or the editor. The Editorial Board reserves the right to edit material and to accept or reject contributions whether solicited or not. All correspondence is assumed to be released for publication unless otherwise indicated. All rights reserved.

For any questions or comments, regarding this newsletter, please contact Chris Udell at [Christopher.udell@pph.org](mailto:Christopher.udell@pph.org)



For more information visit our website at [www.hfmasandiego.org](http://www.hfmasandiego.org)