

2010 | 2011

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13TH ANNUAL REGION 11 SYMPOSIUM HIGHLIGHTS

An Education Jackpot!

— Scott Ujita —



interaction that took place during the session. Each person paired up with another for a few role playing exercises that helped me realize the importance of identifying the critical issues of a conversation. Ron Galloway kept us all entertained and told a myriad of stories. His presentation concerning how Walmart will affect the healthcare industry raised many more questions about the future of healthcare. Jerry Lewis closed the session with his discussion about developing a positive mental attitude.

This year was a little different because of the Sunday sessions that were offered. These sessions were a great addition to the symposium and gave attendees the additional chance to learn and take back information to their company. Sunday evening was the opening reception. This was a nice, casual affair that

The Region 11 Healthcare Symposium was held at Caesars Palace, Las Vegas Nevada. As always, the accommodations were great and the symposium offered many educational opportunities. This year we had another round of great general session speakers: Donna Shalala, Joseph Grenny, Ron Galloway and Jerry Lewis. Each shared their knowledge of what they know best. Donna Shalala, the longest serving Health and Human Services Secretary, shared her viewpoints on healthcare reform. The best part of her session was answering questions from participants. Joseph Grenny's topic about crucial conversations was interesting because of the

Continued on page four

INSIDE THIS ISSUE

New Revenue Cycle Resources
 PAGE 7

HFMA Brings Training Solutions to You
 PAGE 8

Capitation Arrangements Project
 PAGE 9

Win a Trip to Puerto Vallarta & Membership Promos
 PAGES 10-11

Palmetto Spring Workshop
 PAGE 13

2009 | 2011

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MESSAGE FROM THE PRESIDENT

Chris Kinsey



Hope everyone had a great holiday season. I cannot believe that it is already February. 2011 promises to be a great year for the Southern California Chapter of HFMA.

I too just got back from the 13th Annual Symposium held at Caesars Palace in Las Vegas.

We are off to a great start with our 2011 HFMA year. We finished the second quarter of our HFMA year on December 31st. Our Education Program #2 held on November 18th was a great success. The General sessions and breakout sessions were well attended. Vice President and Program Chair Scott Ujita, CFO Roundtable Chair Eric Delgado, Revenue Cycle Chair Jerilin Cummings, Government Chair Jack Gilbertson and Certification Chair Debby Chanen, are all to be commended for orchestrating this outstanding and well-attended program. We look forward to another exciting program March 17, 2011.

The Chapter has presented several webinars this year in order to reach members who are unable to travel or get away from the office. These have proven to be very successful and helped members stay current on many topics.

Our Chapter Committee members work extremely hard to come up with topics and speakers for our programs. We hope that we are able to allow you to stay up-to-date on our ever-changing healthcare environment.

We will be presenting our next Education Program on March 17th at the Center for Healthy Communities (The California Endowment Center, 1000 N. Alameda Street, Los Angeles, CA 90012). This will be an all day program packed with many great sessions. On April 12, we have a cost report session at the same location. We finish off our 2010-2011 HFMA year with our annual Awards Banquet at The Bonaventure Hotel on May 12th.

I encourage everyone to take advantage of our Chapter website: www.hfma-socal.org. The website contains listings of educational events, copies of Newsbriefs, membership information, photo gallery, and a listing of our Officers and Board members and Committee Chairs.



Chris Kinsey

President, HFMA, Southern California Chapter

2010-2011 CORPORATE SPONSORS

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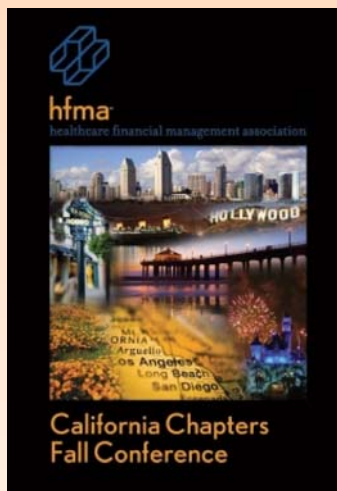


**A Call for
Breakout Session Presenters
September 11–13, 2011**

**Come to the 2011
California HFMA Fall Conference.
in Long Beach, California at the
Long Beach Hyatt Regency**

**Provider Case Studies
for Process Improvement
Are Avidly Sought**

Consider being a speaker!

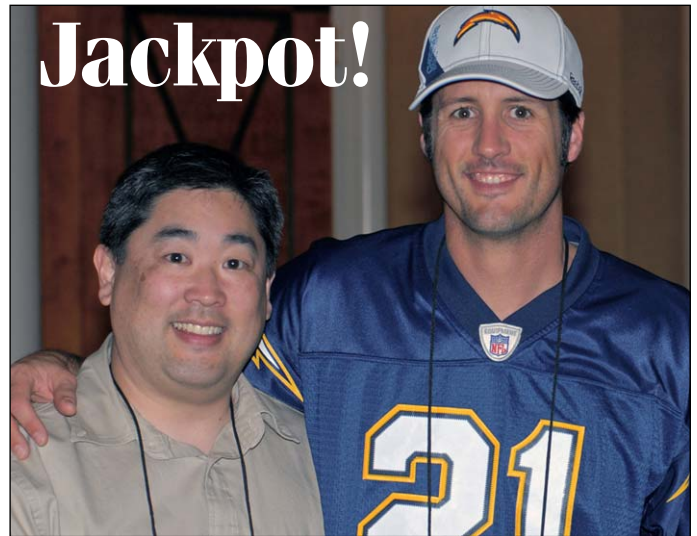


Healthcare professionals from around the country will gather at the Hyatt Regency Long Beach from September 11-13. The event is expected to draw more than 400 participants.

If you are interested in submitting a proposal to be considered for presentation at the 2011 Fall Conference, please contact Jim Moynihan, Conference Co-Chair, for a full description of our Presenter Policy and Presenter Benefits. Email Jim at james.moynihan@usbank.com

REGION 11 SYMPOSIUM HIGHLIGHTS

An Education Jackpot!



Continued from page one _____

included two big screen televisions for watching the football game. I enjoyed spending time with attendees and eating the chips and salsa, chicken tenders, pizza, and hot dogs along with my cold drink. Everyone had a good time cheering for their favorite team or catching up with friends and co-workers.

The breakout sessions at this year's symposium had something for everyone. There was a record thirty-four breakout sessions to choose from this year with seven different education tracks. Great education is one of the reasons why the symposium is a draw for many people. For pictures and handouts, please go to www.hfmaRegion11Symposium.org.

I hope that you make plans to attend or sponsor next year's symposium in January 2012. We are currently working on making next year's symposium even better.

CHA Payer Relations Meeting : February 15th

— Greg Labow, FHFMA —

The CHA Payer Relations Committee met in Sacramento on February 15th.

This committee is composed of providers, payers, CHA staff, State and Federal agencies, and meets four times a year. The following is a summary of topics covered during the meeting.

Hospital Fee Program Update

Matt Absher

Matt provided an updated presentation regarding the current status of the hospital fee program. The first program is just about complete with 98% of the fees collected with one final "clean-up" payment on the way. About \$1 billion in Managed Care payments have been made with a small remaining amount to be paid in the next thirty days. Through 12/31/10, the federal match was about 62%, but this has gone down to 57% for the first quarter of 2011 and 56% for the second quarter. The new program, which begins in 2011, will exclude district hospitals, but there will be a separate program for them using intergovernmental transfers (IGT). Under this program, district hospitals will have to pay into the program, which was not the case under the prior program.

Out of the fees paid, \$160 million is designated for Children's coverage to the State and another one million to the Department of Healthcare Services (DHCS) for administrative fees. These amounts will not be considered in the federal match. There will be approximately one billion in fees raised with the net benefit to hospitals of approximately \$875 million. It is likely there will be two fees due, in May and June, respectively. There will be two supplemental fee-for-service payments and one or two supplemental Managed Care payments.

There are both winners and losers in these programs. Under the last program, eighteen hospitals and three health systems lost. However, under the new program, this changes to fourteen hospitals and two health systems. There are special programs to help make up the difference for these organizations.

2011-2012 Legislative Session and Budget

Barbara Glaser

Barb reported that this is the beginning of the new two year session and Friday, February 18th is the deadline to introduce bills. As of our meeting, the number of healthcare-related bills was down, largely due to the emphasis that will be on the large budget deficit. The current short-fall is \$25 billion, and Governor Brown has a number of significant cuts on the table which will impact healthcare.

The 10% rate reduction is back on the table in spite of the injunction that CHA worked so diligently to obtain. The State has asked the Supreme Court to look at whether private entities

have the right to sue the State on this issue, and the Supreme Court has agreed to hear the case. There are proposals for inpatient (\$100/day, \$200 max) and ER (\$50) co-pays for Medi-Cal beneficiaries. There is also a proposal to cap physician visits. The Legislative Analyst's Office will put out deeper cut possibilities if the tax extensions are not passed.

Health Management Systems (HMS)

Matt Absher

HMS is the State's Third Party Liability contractor. Changes in law now allow the State to go back thirty-three months (from eighteen) to recoup dollars paid when it has been determined that the recipient had other insurance coverage. Hospitals are beginning to see letters from HMS indicating other coverage and the intent to take-back the dollars paid. They claim the law allows providers to go back and bill the insurance without the risk of untimely filing denials by the carrier. The committee had a long discussion regarding the realities of attempting to collect three years back and the expense involved. This process began in November, and hospitals are beginning to receive the letters and feel this impact. CHA is in discussions with HMS regarding the issues involved. Specific problems that hospitals are having should be communicated to Matt Absher.

Medi-Cal R.A.C.

Matt Absher

There was a discussion regarding the CMS proposed rules surrounding Medicaid Recovery Audit Contractors and why providers believe that this places a hardship on hospitals, particularly in California, due to the existing TAR process which already looks at medical necessity.

Division of Worker's Compensation Proposed Regulations

Matt Absher

Matt shared his letter in response to proposed changes in reimbursement for spinal implants. The proposal, based on a Rand study, is that the reimbursement changes from 120% of the MS DRG plus invoice costs to multiplier of 0.8 plus invoice cost. It proposes that the effective date be retroactive to December 15, 2010. The definition of implants has been narrowed to exclude biological implants.

Continued on page six

CHA Payer Relations Meeting

Continued from page five

Hospital Rate Freeze **Matt Absher**

The State plans on proceeding with the Medi-Cal rate freeze, authorized by SB-853, with an effective date of January 31, 2011. CHA obtained a temporary restraining order through February 11th. However, the DHCS indicated that it had already loaded the new rates and "could not fix" them. Discussions between CHA and State attorneys are ongoing.

HP (EDS) to ACS Medi-Cal Transition **Blanca Castro**

Blanca is the Outreach and Education Manager for ACS, the new contractor for the Medi-Cal Program. She reported that DHCS, HP and ACS are working together to provide a seamless transition. The operational transition has been moved back from June until sometime in the fall. ACS is now in their new offices in West Sacramento. Officially, they will be called ACS MBP (Medical Business Partnership). ACS is teaming with IBM and CGI to fulfill the new contract. ACS will be the contract lead, IBM will provide infrastructure hosting, operation monitoring and support, and CGI will provide Quality Management, integration and end-user testing.

Much of what exists now will remain the same including forms/formats, telephone and fax numbers, NPI numbers, claims submission process, website, P.O. Boxes, etc. Some things that will change include operations location, online and interactive computer-based training, enhanced phone solutions, more regional representatives, and a Provider Advisory Council (PAC). During the initial assumption of operations, the HIPAA 4010 format will be used, but ACS will move to the 5010 as of January 1, 2012. A number of providers had questions and concerns regarding testing and implementation, but it was apparently premature for any definitive answers.

Updates to this information will be posted on the Medi-Cal website www.medi-cal.ca.gov.

Palmetto **Kenneth McCullough**

Kenneth McCullough, Manager Provider Contact Center, came out from South Carolina for this meeting. There had previously been a conference call with Palmetto management to express provider dissatisfaction and frustration with a number of aspects regarding Palmetto's operations. On that call there were a number of problematic reason codes that were raised. Kenneth indicated that most of those had been fixed in January and old claims held up for those reason codes had just been released. If there is any continuation of those problems, contact Kenneth directly so he can address it.

There was a lengthy discussion regarding frustrations contacting the Call Center and lack of follow-through. Kenneth described how things should work and how issues have a set process for being escalated if not resolved. He expressed openness to being contacted directly for significant issues. When asked about expanding the number of local representatives up from one, he could not provide an update due to the fact that this area did not report to him. However he would check into the status.

Blue Shield **Ann Barber**

Ann indicated that Blue Shield has begun a transition to a new system beginning with aspects impacting smaller areas. The transition will be slow and is expected to occur over the next one and one half to two years. During this transition, they will maintain two different systems at the same time.

Owen Brooke reported that there had been a spike in issues reported. Apparently, on outpatient claims, Revenue Codes 250 and 274 were being recognized as ICU and CCU (inpatient) and activating POA edits, resulting in an erroneous denial code F722. The fix to this problem was installed on January 1, 2011. The last batch of adjustments was completed on February 11, 2011 so there should not be claims pending this correction at this time.

The second problem involved the system taking lines on a claim that are billed as outpatient and flipping the line to intensive care. The system then read the CPT code and placed \$250/\$500 sanctions on the members in error. This was corrected as of February 14, 2011.

United Health **Terri Mannisto**

Terri reported that United will undergo an ID Card and naming conventions transition around July. ID cards will have a new look, and Secure Horizons and PacifiCare will be going away in favor of new terminology. Individual advocates from United should review this change with hospitals.

NCCI Edits Medi-Cal- Cynthia Garrett

Medi-Cal will implement NCCI edits for claims processed March 28, 2011 and service dates of October 1, 2010 and forward. Claims that do not pass these edits will need to be **appealed**. Further information is available in the February bulletin.

New Revenue Cycle Resources from HFMA's MAP Initiative

In June, 2010, HFMA kicked off a new, grass-roots initiative to improve revenue cycle performance. This initiative, MAP, was developed to give hospitals the tools to Measure performance, Apply evidence-based strategies for improvement, and Perform and be recognized for success. Hospitals from around the country have made contributions to develop standard performance measures, share successful practices, compare and trend performance and celebrate excellence. Following are some of the resources HFMA members can use now to achieve and sustain revenue cycle excellence.

Successful practices from MAP Award winners

The MAP Event, held in November 2010, featured sessions with several winners of the MAP Award for revenue cycle excellence. Presentations focused on successful practices that have had a positive, measurable impact on performance. They can be accessed by HFMA members at www.hfma.org/mapevents/2010 and include:

- Baylor Health System:
Using Continuous Performance Improvement to Enhance Cash Position
- Danbury Hospital:
Using Shared Organizational Objectives to Drive Improved A/R Management
- Princeton Baptist Medical Center:
Creating a Pre-Arrival Unit to Improve Cash Collection and Reduce Denials
- Sharp Grossmont Hospital:
Creating a Culture of Revenue Cycle Excellence
- Carolinas Healthcare System:
Performance Excellence in Point of Service Collection
- Hospital of the University of Pennsylvania:
Using Outsourcing to Reduce Net Days in A/R, Improve Aged A/R, and Lower Bad Debt
- Touchette Regional Hospital:
Automating Patient Eligibility Screening to Reduce Bad Debt and Increase Cash Collections

Standardized industry measures

Working with a task force of healthcare finance and revenue cycle experts, HFMA has developed key performance indicators to establish an unbiased industry standard for revenue cycle performance. These MAP Keys will for the first time enable consistent reporting and peer-to-peer comparison of key metrics across the revenue cycle. The first set of MAP Keys was introduced in January 2010; the second set was added in June 2010.

You can access a list of the MAP Keys at www.hfma.org/mapkeys. There you will find all 19 MAP Keys, including the purpose, value and calculation for each metric.

Application for the MAP Award

If you are interested in preparing your organization to win the MAP Award for revenue cycle excellence, there are several resources to help you.

- Learn about the award and how to apply, by accessing a free webinar taught by Suzanne Lestina at www.hfma.org/mapawardwebinar. It is prerecorded and available from your desktop at any time seven days a week.
- You can also access more information about the award, including FAQs and past award winners, at www.hfma.org/award.
- The application period for the 2011 MAP Award is open through February 25, 2011. All applications must be completed in their entirety and submitted by midnight. The application can be found at www.hfma.org/mapaward.

Demonstration of the MAP App

HFMA's new online tool allows organizations to track revenue cycle performance on MAP Keys, compare performance to peer groups, and access best practice and industry information resources. If you are interested in learning more about this, you should attend the March 17th educational session. A breakout session will be held from 10:15 a.m. to noon regarding this program. To view the full agenda for the educational seminar and to register, please go to www.hfma-social.org/rsvp.html?eid=241

DON'T MISS THIS PROGRAM

The Chapter Educational Program at the Center for Healthy Communities

Mark your calendars for March 17th. This year's educational program will be held at the Center for Healthy Communities in Downtown Los Angeles. This location is only a few blocks away from Union Station so taking the train is a good option for this program. Lunch will also be provided at this event that begins at 8:00 am and ends at 4:00 pm.

This is the third educational program that is planned by the Southern California Chapter of HFMA and is ready for people to register. George Colman will open the seminar with the legislative update. This seminar offers two great general sessions by Matt Absher, Director of Reimbursement Programs at the California Hospital Association and Robert Minkin, Senior Vice President from the Camden Group. Matt will speak on the State of the State of California. This will include the latest information on the Provider Fee program too.

We Bring Training Solutions to You!

The Southern California Chapter of HFMA is pleased to announce two programs available for hospitals and health systems for onsite staff training.

- We provide the instructors
- We instruct using an HFMA developed curriculum
- You provide the classroom space.

The target audience consists of staff level associates from Patient Access, Case Management, Patient Accounting and Financial Counseling. This is an opportunity to provide a foundation of Revenue Cycle knowledge for both new and long term employees. We recommend a maximum of 30 attendees per session in a classroom setting at your facility.

Participants will receive a workbook for their use in class and as a post course reference. Each course consists of case studies and interactive exercises. The time required is 5 hours in one working day providing approximately 4 hours of education plus breaks.

Courses are offered for a fixed fee per day of \$700. Workbook cost per attendee is \$30.

THE TWO COURSES INCLUDE:

Mastering the Revenue Cycle – From Key Practices to Clean Claims to Denials Management.

Four hours of in-depth training covering revenue cycle basics, coordinating data for clean claims and understanding and managing denials

- Part 1: Revenue Cycle 101
- Part 2: Coordinating Data for Clean Claims
- Part 3: Understanding and Managing Denials

Excellence in Customer Service

Four hours of in-depth training covering customer service best practices

- Part 1: Understanding Our Customers
- Part 2: Patient Centric Process
- Part 3: Words and Phrases to Avoid

For more information and/or to schedule a course, contact Victoria Morgan, FHFMA at hltconsult@aol.com

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.*



hfma
healthcare financial management association

Administrative Simplification for Capitation Arrangements Project

— Greg Labow, HFMA —

Representatives from the Southern California HFMA Chapter are participating in a project initiated by the Integrated Healthcare Association (IHA). A variety of organizations and associations are participating as well, including health plans, health systems, physician organizations (PO), California Hospital Association (CHA), California Association of Health Plans (CAHP), California Association of Physician Groups (CAPG) and California Department of Managed Health Care (CADMHC). David Schinderle is HFMA Southern California's lead participant, with Greg Labow participating as well.

The initial scope of the project is to focus on a framework and template for a standard, coded DOFR which would be combined Commercial (HMO/POS)/Medicare Advantage. A methodology for maintaining the coded matrix will be developed to address emerging procedures. The project scope includes development of a DOFR format that allows for different display views/layouts, such as search functions by codes or services, roll-up reports to identify risk, and drill down (for example: risk owner/service /category/location/service).

Previous work completed by HASC has been reviewed and incorporated into the process. DOFR survey results have also been considered. A number of other potential goals have been raised throughout the process and have been placed on a "parking lot" list for consideration once the initial project has been completed.

One positive outcome from this process would be to establish a mechanism whereby organizations can more clearly communicate and define where claims should be directed under different circumstances. This should assist in avoiding the "black box" for claims in shared risk arrangements. Unnecessary expense on the part of hospitals, physician organizations and health plans will be reduced and hopefully eliminated.

Stakeholder input from hospitals and CAPG groups will be helpful in addressing all potential issues in advance. David Schinderle has provided for consideration a transparency model for communication and solicitation of public input used by standards organizations before the model DOFR is finalized. It was also noted that the input process used for the IHA P4P project has been valuable in producing great input and avoiding last-minute "missiles".

A DOFR Workgroup (consisting of the health plan workgroup plus representatives from the PO and Hospital workgroups) will meet on a regular basis to prepare a full version of the standard coded DOFR, targeting completion by end of April/early May. The larger group will reconvene in May to review the progress and hopefully recommend a final coded and standard DOFR.

HFMA SO. CALENDAR

2011 EVENTS

March 17 / Chapter Educational Program III 8am- 4pm / The Center for Healthy Communities, Los Angeles

April 12 / Cost Report Education 8am- 3pm / The Center for Healthy Communities, Los Angeles

April 21-22 / Education Outreach Program III Locations for two separate programs to be announced when available

April 29 / CFO Roundtable Lunch Location to be announced closer to the event

May 12 / Annual Awards Banquet & Installation Bonaventure Hotel, Las Angeles

June 26-29 / HFMA's Annual National Institute Gaylord Palms Resort and Convention Center, Orlando, Florida

September 11-13 / Fall Conference Hyatt Regency, Long Beach

2012 EVENTS SAVE THESE DATES

June 25-28 / HFMA's Annual National Institute Mandalay Bay Resort and Convention Center, Las Vegas

Details on all events can be found on the chapter's website: www.hfma-socal.org/ > click on Events Listings.

MEMBER - GET - A - MEMBER CONTEST

HFMA SOUTHERN CALIFORNIA MEMBERS CAN
WIN A TRIP TO PUERTO VALLARTA

THE SOUTHERN CALIFORNIA CHAPTER OF HFMA, IN ASSOCIATION WITH SPONSORS **PROGRESSIVE MANAGEMENT SYSTEMS** AND **CMRE, INC.**, WILL GIVE MEMBERS A CHANCE AT WINNING THE FOLLOWING PRIZES:

1ST PLACE

A trip to Puerto Vallarta, Mexico. Included in this trip give-away are 7 days / 6 nights in a beach-front condo and \$1,000 towards travel expenses.

2ND PLACE

One free admission to all three 2011-2012 Southern California Chapter Educational Programs.

HOW TO WIN

Refer a new member to our Chapter. The member who has the most referrals, wins.

Each new member will be required to provide your name and your HFMA member number at the time of registration.

We encourage you to have them join via the National HFMA website at www.hfma.org/membership.

The contest began on May 1, 2010 and ends on April 30, 2011

We will total the entry points on April 30, 2011 and will announce the winner of the trip give-away at the chapter's Annual Awards Dinner.

In the event of a tie, we will place the names of these individuals in a drawing. **You must be present to win.**

Please take advantage of this trip give-away. You'll be introducing your friends and colleagues to the finest healthcare financial management organization in the country while helping our local Chapter to grow; a win-win situation for all.

Christopher J Kinsey, President, HFMA, Southern California Chapter

MEMBERSHIP PROMOS

Welcome to the New Year!

SOCAL CHAPTER "MEMBER-GET-A-MEMBER" CONTEST WINNER

If you missed it, our winner of the Apple iPad for the first half of our Member-Get-A-Member contest was Dan Galles recruiting seven (7) new members. Congratulations!

THE SOCAL CHAPTER CONTEST IS NOT OVER

Our Chapter's "Member-Get-A-Member" Contest is not over! Continue to recruit new members and you could win a trip to Puerto Vallarta! Contest ends April 30, 2011. Please see page 10 in this issue of *Newsbrief* for more details.

NEW MEMBER SPONSOR CAN STILL WIN YOU AN APPLE IPAD THRU NATIONAL

For every new or former member you recruit and who begins their membership between January 1 and February 28, 2011, you will receive one entry into a drawing for a brand new iPad! The drawing will be held in March by National. Get someone to make the best professional decisions they can make for their careers. We want to reward you for doing that!

ADDITIONAL PRIZES

This year, you could still win any of the following for recruiting new members to HFMA. These programs are sponsored through HFMA National:

HFMA Apparel Items

(Recruit 1 or 2 new or former members)

\$25 Fuel Visa Pre-Paid Card

(Recruit 1 or 2 new or former members)

\$100 or \$150 VISA Pre-Paid Cards

(Recruit 3 to 5 or more new or former members)

\$1000 Cash

\$2500 Cash

NEW! Apple iPad

The Grand Prize of \$3000 cash and \$2000 donation in your name
to charity of your choice

Please go to <http://www.hfma.org/mgam/> for details.

SAVE \$100 ON HFMA MEMBERSHIP

New members who join this fiscal year can save \$100 off their membership dues! The extended membership option provides new members the opportunity to extend their HFMA membership through May 31, 2012, and save on their membership dues at the same time. There has never been a better time for new members to join HFMA. Take advantage of this opportunity to recruit new members!

If you have questions about the extended membership program or any of HFMA's recruitment/reinstatement activities, please contact HFMA's Membership Department by calling 800-252-4362, extension 339.

For general information on Membership, please contact our Membership Chair, Genevieve Nelwan, at 714-272-9769 or nelwangs@hotmail.com.

NEW SOUTHERN CALIFORNIA CHAPTER MEMBERS

Welcome New HFMA Members 2010-2011

Sarah A. Acosta	White Memorial Medical Center	Vahe Issai	CompSpec Inc.
Rhonda Alfaro	DaVita	Abe Jimenez	DaVita
Mo Alhazzazi	DaVita	Craig W. Johnson	Hill International, Inc.
Cynide L. Anderson	USC University Hospital	Meredith R. Johnson	
Omid Aslani	DaVita	Jonathan Just	Loma Linda University Medical Center
Lisa H. Ba	L.A. Care Health Plan	Yair Katz	Pricewaterhousecoopers
John Barkmeyer	BDO Seidman LLP	Nora Kelley	Kaufman Hall
Hajar Behzadnia	DaVita	Fe Kenol	
Clara R. Blom	Pacific Health Corporation	Dilshad Khaleeqe	Spry Associates, CPA
Astrid Blackmon	USCB Inc.	Ronaldo B. Ko	USC University Hospital
Shana Boehm		Neeraj Kumar	Deloitte Financial Advisory Services
Cheryl Bowens	RHR Consulting	Larry Lai	Bonafide Management Systems Inc.
Cristina Bravo	Pomona valley Hosp. Med Center	Jeff Lambert	Organizational Intelligence
Anna Brewer	Henry Mayo Newhall Memorial Hospital	Barbara K. Lau	Resources Global Professionals
Stephen Burdell	Medtronic Diabetes	Wilson Lee	Gong Nashed Pascoe Inc.
Bradley Byars	Providence Health & Services	Marvin W. Levenson	Palomar Pmerado Health
Josh Cain	BLX	Barbara Limardo	Desert Orthopedic Center
Steven Canfield	Dell	John Crespin-Lopez	Healthcare Resource Group
Nash Castle	Healthcare Resource Group Inc.	Janis M. Maher	Antelope Valley Healthcare District
Karis Christner	Saddleback Memorial Medical Center	Thomas O. Marshall	OptimisCorp
Maria Clemente	Pomona Valley Hospital	Sandra A. Martin	
Jeff Collette	Prime Healthcare Services, Inc	Herman Matias	College Hospital Costa Mesa
Stelian Damu	Moss Adams	Kara Marx	Methodist Hospital
Brent Davis		Darren McLachlan	SynerMed
Ana Davita		Laura McLaughlin	Cedars-Sinai Medical Center
Andrew Day	Prime Healthcare Service Inc.	John G. McManigal	Macquarie Equipment Finance
Amy J. Deak	Alliance Staffing Partners-VMS	Richard Medor	JRM Advisory Group
Chantel Dillman	Desert Valley Hospital Inc.	Jeremy N. Miller	Miller Health Law Group, APLC
Tom Dougherty	Downey Regional Medical Center	Michael D. Miller	
Larry D. Dunham	Lompoc Valley Medical Center	Kristy Morales	Hoag Memorial Hosp Presbyterian
Sean Escobar	USCB Inc	Michele E. Morales	City of Hope
Foster E. Evans	Hospital Management Services	Mark Y. Moromisato	Kaiser Permanente
Juan Figueroa	First American Healthcare Finance	Jody Nakasuji	L.A. County/Harbor-UCLA Medical Center
Nathen Fox	ProLacta Bioscience Inc.	Edith Navarette	Progressive Management Systems
Cecile Galvez	Deloitte & Touche	Kristina M. Nguyen	Centinela Hospital Medical Center
Christian L. Gilbert	Desert Valley Hospital	David Noriega	Nori Corp.
Alberta Y. Glenn	Parkview Community Hospital	John Oldenquist	Cedars-Sinai Medical Center
Dawn F. Gogen	Better Account Management Inc.	Greg R. Olson	Intermedix
Kari Dreyer-Goldman		William Osier	Country Village Health Services
Renee Gonzales	Pomona Valley Hospital Medical Center	Matt Otchet	
Deborah Crist-Grundman	Concerro, Inc.	Diane T. Ott	Kaiser Permanente
Alexandra Hazandrea	St. Mary Medical Center	Ashley V. Parks	Glendale Adventist Medical Center
Terry House	American Express	Bijal Patel	
Judson Howe	Glendale Adventist Medical Center	Mary L. Patterson	Data Systems Group
Tawei D. Huang	AHMC Healthcare Inc.	Jonathan D. Perry	Loma Linda University Medical Center
Heather R. Hughes	KM Strategic Management	Michelle Pham	DaVita
Christopher W. Ince, Jr.	Beckman Coulter Inc.	Rise K. Phillips	T.H.E. Clinic Inc
Josephine Ingram	AHMC Healthcare Inc.		

Continued on page thirteen

NEW SOUTHERN CALIFORNIA CHAPTER MEMBERS

New HFMA Members 2010-2011 *Continued from page twelve*

Virginia Piper	Grossman Imaging Centers	Gary R. Stier	LLUAMGI
Roy Du Plessis	Sequoia Financial Services	Kenneth R. Strople	Downey Regional Medical Center
Laura Ponder	Pricewaterhousecoopers	Mary Sturtevant	
Katrina Prakhao	Cedars-Sinai Medical Center	Ryan Swank	Toshiba America Medical Systems
Monica Prokocki		Surabhi Swaroop	
Anthony Quan	Prime Healthcare Services	Jeanette L. Terrones	Presbyterian Intercommunity Hospital
Jeremy Redin	Catholic Healthcare West	Sarah A. Thomson	Account Management Services
Lupe Retamosa	Memorial Healthcare IPA	Kathy Tieu	Presbyterian Intercommunity Hospital
Joseph Reyes	Sequoia Financial Services	Michael Torgan	Country Villa Health SVS
Mark S. Rivera	Managed Care Consulting	Alane Velosos	Prime Healthcare Services
Amy Ruiz	JPMorgan Chase &Co	Lucy L. Vizcarrondo	City Of Hope National Medical Center
Deborah Salas	St. Joseph Health System	Sumanth Wadhvani	HP Enterprise Services (Medi-Cal)
Hydee Sapien	Visiting Nurse Association of the Inland Countries	Phil Ward	Desert Orthopedic Center
Eric A. Schenk	Ernst and Young	Kenneth Wheeler	Prime Healthcare Management
Matthew C. Schweickert	Experian	Steven Whetstone	Pomona Valley Hosp Medical Center
Roger Sharma	CHW – St. Mary Medical Center	Susan J. Wilder	Torrance Memorial Medical Center
Louis Silverman	Marina Medical Billing services	Robert Willett	Pricewaterhousecoopers
Sajid Sindha		Toya J. Wright	Suburban Medical Center
Todd Skulte	Radnet	Lani Wong	Tri-City Regional Medical Center
Greg Slevcove		Lisa M. Wong	Passport Health Communications
Theresa Valentine Smith	Methodist Hospital of Southern CA	Deborah Yokota	Hoag Memorial Hosp Presbyterian
Matt Snyder	Huntington Medical Group	Holly P. Yonemoto	SAC Health Systems
		Kenneth Yood	Sheppard Mullin Richter & Hampton

Palmetto GBA is pleased to announce the J1 Part A 2011 Spring Workshop Tour!

Full Program and Registration details are now available on the Palmetto GBA Web site at:
www.palmettogba.com/palmetto/pgbaworkshops.nsf

Date	Time	Title
3/28/11	7:30 AM - 3:00 PM	J1 Part A Spring Workshop (Inpatient Hospital) Tour: Riverside, CA <i>(Registration closes on 3/25/11)</i>
3/29/11	7:30 AM - 3:00 PM	J1 Part A Spring Workshop (SNF) Tour: Riverside, CA <i>(Registration closes on 3/28/11)</i>
4/4/11	7:30 AM - 3:00 PM	J1 Part A Spring Workshop (Inpatient Hospital) Tour: Buena Park, CA <i>(Registration closes on 4/1/11)</i>
4/5/11	7:30 AM - 3:00 PM	J1 Part A Spring Workshop (SNF) Tour: Buena Park, CA <i>(Registration closes on 4/4/11)</i>
4/7/11	7:30 AM - 3:00 PM	J1 Spring Workshop (Inpatient Hospital) Tour: San Diego, CA <i>(Registration closes on 4/6/11)</i>
4/8/11	7:30 AM - 3:00 PM	J1 Part A Spring Workshop (SNF) Tour: San Diego, CA <i>(Registration closes on 4/7/11)</i>

C O R P O R A T E S P O N S O R P R O G R A M



hfma™

healthcare financial management association
southern california chapter

**2010-2011
Corporate Sponsorship
Program**

The Southern California Chapter of HFMA is now accepting Corporate Sponsors at the chapter level. Companies that participate in the Corporate Sponsorship Program strengthen the chapter while at the same time increasing their own corporate visibility. As a corporate sponsor, you will be listed on the corporate sponsor page of the chapter website with a link to your corporate website, or a link to the email of a corporate representative, or just an informational page about your company. In addition to the visibility provided on the web site, you will be featured on the Corporate Sponsor page of the chapter's *Newsbrief*.

The Southern California Chapter of HFMA has over one thousand members who receive *Newsbrief* and visit the chapter website on a regular basis. HFMA members from around the country, as well as other interested parties, visit our chapter's website.

Becoming a Corporate Sponsor will increase your company's visibility to healthcare finance professionals and will also ensure that the Southern California Chapter of HFMA is able to continue to provide excellent education programs and networking opportunities.

For more information on sponsorship opportunities contact James Cummings, Sponsorship Chairperson, cummingsllc@aol.com.

WHY BE A CORPORATE SPONSOR?

Visibility is a powerful advantage, and as a sponsor of the Southern California Chapter of the Healthcare Financial Management Association (SCCHFMA), you gain exposure to a select audience that is over 1000 members strong, consisting of CEO's, CFO's, Patient Financial Services Directors, and other healthcare finance professionals. You emerge as a leader by demonstrating your support of professional education and quality programs.

As an SCCHFMA sponsor, a wealth of recognition opportunities are yours to explore. At minimum, you will see your organization's name and logo on pertinent marketing materials and gain on-site acknowledgement and signage at educational conferences. Additional promotional opportunities are available, depending on the category of sponsorship you choose.

With your support and technical expertise, SCCHFMA can continue to thrive and provide more valuable services to our members and other healthcare professionals. The Southern California Chapter is proud of its previous affiliations with sponsors and looks forward to hearing from you.

All sponsorships are received with great appreciation and in good faith, as we are managers of your investment.

I. CATEGORIES AND BENEFITS OF CORPORATE SPONSORSHIP

BENEFITS	BRONZE \$1,000	SILVER \$2,500	GOLD \$3,500	PRESIDENT'S CLUB \$5,000
Posting at all chapter meetings according to sponsorship category.	X	X	X	X
Listing of sponsor according to level in all Chapter program brochures.	X	X	X	X
Listing of sponsor according to category in each issue of the Chapter newsletter and on Chapter website.	X	X	X	X
Option to sponsor an Information table at all chapter education events.				X
Free registration certificates at any one chapter education session (as indicated).	(1)	(2)	(3)	(5)
Quarter (1/4) page ad in every newsletter.				X
Option to host a hospitality suite at any Chapter educational program, with President's approval (i.e. sponsoring company will pay fees of suite).				X
Special ribbon and/or name tag designating Chapter Sponsor.	X	X	X	X

C O R P O R A T E S P O N S O R P R O G R A M

II. CORPORATE SPONSOR INFORMATION SHEET

START DATE This Corporate Sponsorship Program begins on June 1, 2010 and runs through May 31, 2011.

DETAILS OF THE PROGRAM Enrollment period will be throughout the chapter year. An email announcement will be sent to all chapter members and vendors listed in the current membership directory. Selected vendors who have expressed an interest in sponsoring past HFMA events will also be contacted.

PAYMENTS Payments are due with application / agreement, and can be submitted at any time during the chapter year. Quoted rates assume a full year's sponsorship at the various levels. Sponsorship agreements can be entered into at any time during the chapter year. The donation amount will be prorated based on time remaining in the chapter year. A confirmation letter will be mailed after the potential sponsor commits to the agreement. The sponsor will be sent a "thank you" once the payment is received. The website will be updated to reflect sponsorship agreement within a week of receiving payment.



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southern california chapter

Corporate Sponsor Application

PLEASE COMPLETE AND RETURN THIS FORM TO:
James M. Cummings, SCCHFMA Sponsorship Chair
20638 Merridy Street, Chatsworth, CA 91311

NOTE: Please make checks payable to "HFMA Southern California Chapter"

SPONSOR'S COMPANY NAME _____

CONTACT NAME _____

CONTACT PHONE NUMBER _____

BILLING ADDRESS _____

CITY | STATE | ZIP _____

E-MAIL _____

WEB SITE ADDRESS _____

We would like to participate at the following sponsorship level:

PRESIDENT'S CLUB (\$5,000) **GOLD (\$3,500)** **SILVER (\$2,500)** **BRONZE (\$1,000)**

We would like to make two installment payments.

For more information, contact:

James M. Cummings, Sponsorship Chair, HFMA Southern California Chapter: cummingsllc@aol.com