

NEWSBRIEF

NEWSLETTER OF THE SOUTHERN CALIFORNIA CHAPTER OF H.F.M.A.

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APRIL/MAY 2011

2010 | 2011

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INSIDE THIS ISSUE

**Annual Chapter
Kick-Off Meeting**
PAGE 5

**CHA Updates with
Robert Hemker**
PAGES 6-8

**Training Solutions
Brought To You**
PAGE 11

**HFMA MAPS
Program**
PAGE 12

**2011-2012
Corporate Sponsorship
Opportunities**
PAGE 13

MESSAGE FROM THE PRESIDENT



As I am about to leave the position of President of the Southern California Chapter, I reflect on the wonderful and long-lasting friendships I have forged along the way.

We have had a wonderful 2010 to 2011 year, excelling in all challenges. We have increased our education hours, membership, and certification numbers. We continue to strive to bring the best education opportunities and programs to our members.

One of the main objectives of our Chapter is to provide to our membership as much education as possible. We have many talented individuals who give their all to identify and recruit knowledgeable speakers, coordinate the tracks and present the programs so that everyone may take advantage of them.

For those of you who work or reside in outlying areas, we have our Educational Outreach Programs which bring programs to you.

The Chapter Vice President is also the Chair of the Program Planning Committee. In addition to locating venues that are as centrally located as possible, this individual coordinates with all Education Committee Chairs to make sure our programs are of the highest caliber possible.

We have an Executive Committee comprised of all officers including the immediate past President. As President, I took advantage of selecting a Chapter Advisor (a former Chapter President) to offer suggestions and recommendations as needed. These individuals are extremely talented and committed. We have an involved Board of Directors who supported and helped move forward the goals for this HFMA year. Please join me in thanking all of them. When you see them, I hope you say "thank you." I can tell you from personal experience that it really means a lot.

Your Committee Chairs and Coordinators are the men and women who develop the educational tracks, keep us current with reporting national HFMA news, coordinate HFMA certification efforts, make certain our Newsbrief is published, maintain our website, coordinate Yerger applications, aid in securing Chapter sponsors, represent the Chapter in the Annual Fall Conference, the Region 11 Symposium and one CHA committee, develop networking and social events and prepare for the installation of officers at the Annual Awards Banquet program (to be held on May 19, 2011...we hope to see you there).

The role of President of the Southern California Chapter of HFMA is NOT about one individual; it is about teamwork and commitment. I am incredibly fortunate to work with such an outstanding team. I wish our incoming Chapter President, Steve Blake, much success as he and his team guides us through the 2011-2012 HFMA year.

As I close this message, I want to thank our membership, Executive Committee, Board of Directors, Committee Chairs and other key individuals for making 2010 to 2011 a wonderful year.

It has been my pleasure to serve you.

Thanks,

Chris Kinsey

President, HFMA, Southern California Chapter



2009 | 2011

COMMITTEES

Certification

Debby Chanen, FHFMA, MBA, CHAIR

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Eric Delgado, CHAIR

Davis Chapter Management (DCMS)

Lisa Wada, CHAIR

Education Outreach

Carl R. Hill, CHAIR

Fall Conference

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Revenue Cycle

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Sam King, FHFMA, CHAIR

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NEWSBRIEF

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The Officers & the Board of Directors of the Southern California Chapter of HFMA cordially invite you to the

Annual Awards & Board Installation Dinner

The Westin Bonaventure

Hollywood Ballroom

404 South Figueroa Street, Los Angeles, CA 90071

Thursday May 19, 2011

6:00 p.m. to 10:00 p.m.

Choose from the following two entrees and specify upon registration:

Rosemary grilled breast of chicken, baby spinach, garlic sauce, ragout crimini mushrooms

OR

Parmesan basil crusted sea bass thyme lemon scented sauce

\$40 per guest

Valet parking is \$16 off Flower St

Self parking is \$10 off S. Flower St

Do Not Valet off Figueroa St

Come join us for a night filled with laughter and live music.

For registration details, please visit www.hfma-socal.org and click on Events.

2011 FALL CONFERENCE

HOLD THESE DATES! SEPTEMBER 9-11, 2011

This year's Fall Conference returns to the beautiful Hyatt Regency Long Beach! Our format will be slightly different in 2011 as conference attendees who historically paid extra to attend Sunday pre-conference sessions will now be able to attend Sunday afternoon sessions as part of the regular conference session fee.

15 breakout sessions and multiple general sessions make this conference an educational bargain for all attendees!

Sponsor opportunities are still available and vendors who want to participate should contact Sponsorship Chair and SOCAL HFMA Past President Rick Lash at Rick.Lash@cshs.org.

This year's keynote speaker will be **James Robinson, Ph. D., Kaiser-Permanente Distinguished Professor of Health Economics, University of California, Berkeley.**

Dr. Robinson is a nationally known expert on healthcare delivery. His presentation is entitled "Results to Date of ACO Implementation and PPACA in California and Nationally". The national health reform law presented Accountable Care Organizations (ACOs) as one of its key elements for promoting quality and coordination of care while controlling costs.

Dr. Robinson will report on ACO development and progress to date.

Back by popular demand, our panel of health care experts will tackle the issue of healthcare reform in a panel presentation entitled: "California State and Provider Responses to ACOs and Health Care Reform." The Patient Protection and Affordable Care Act (PPACA) will have a huge impact on state governments, and virtually all participants in the healthcare delivery system: health plans, hospitals, managed care medical groups, individual physicians and ancillary care entities. Our distinguished panel of industry experts will comment on and discuss Accountable Care Organizations and other impacts of healthcare reform.

Our panel consists of **David-Maxwell Jolly**, Ph.D., Deputy Secretary, California Department of Health and Human Services, **Wells Shoemaker**, MD, Medical Director, California Association of Physician Groups, **Duane Dauner**, CEO, California Hospital Association, **Patrick Johnston**, CEO, California Association of Health Plans, and **Lisa Folberg**, Vice President, Medical and Regulatory Policy, California Medical Association.

Another general session will include a California regulatory update from **Ed Heidig**, Chief Deputy Director, Department of Managed Health Care (DMHC) and **Dave Jones**, Commissioner, Department of Insurance (DOI).

The final general session speaker is **Cheryl Mann**, President, Goals Insight, whose presentation is entitled "Be the Change: Lead Your Team to Health Care Reform Success." Cheryl will discuss the challenges of leadership facing HFMA members.

The winning formula of MANY breakout sessions (15 in all) provide our attendees with tools to be used back at the office. The breakout sessions are divided into three tracks: Patient Financial Services, Finance and Managed Care. All our courses are designed to enable our attendees to return to their health systems with ideas and tools that can be implemented to complete our work better and faster!

See you in September. – Jim Moynihan, FHFMA, Fall Conference Chair

2010-2011 CORPORATE SPONSORS

..... PRESIDENT'S CLUB



HOSPITAL MANAGEMENT SERVICES, INC.

..... GOLD



..... SILVER



..... BRONZE



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!

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 & \$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 that 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.

Annual Chapter Kick-Off Meeting

Steven Blake, HFMA CPA

President-Elect, Southern California Chapter, HFMA

It is that time of year again. Our Annual Chapter Kick-Off meeting is scheduled for Friday, June 10, 2011 at Huntington Memorial Hospital in Pasadena. It is a great opportunity for you to meet with your chapter leadership, the members of the Board of Directors and the Executive Committee. You will hear your committee chairs describe their functions and goals for the new HFMA year. If you are not already a committee member, we hope that you will want to join one or more of our dynamic committees.

To kick off the planning, we will be featuring HFMA 101 and Certification Advancement. [Speakers respectively: George Colman, Partner Stephenson, Acquistio and Colman and Debby Chanen, FHFMA Senior Director of Managed Care and Network Development Adventist Health Managed Care (both past chapter presidents). We think you will find their experiences thought provoking and relevant to the planning of next year's activities.

This year, with the plethora of healthcare regulatory changes, a challenging time for our industry, and particularly challenging for those of us involved in any aspect of financial operations. Our organization is run by and for volunteers such as yourselves. Being involved in Southern California chapter of HFMA will help provide you with healthcare financial knowledge and networking opportunities, essential elements for success.

**The more active you are in HFMA
the more benefits you will take away.**

Stay tuned for future announcements.

Come join us on June 10th. Your Chapter wants you!

California Hospital Association (CHA)

Robert Hemker, CFO Palomar Pomerado Health

Thank you for the privilege of serving you in representing the California chapters of HFMA on the CHA Board of Trustees for calendar years 2011 and 2012. Through the collective efforts of the Northern California, Southern California, and San Diego-Imperial chapters, HFMA has a voice and vote on the CHA Board. On a rotational basis, SD-I for 2011 and 2012, each chapter appoints a representative to the CHA Board. Please know that I will utilize my best efforts to reflect our collective perspectives on the various policy and programmatic discussions and decisions made by the Board. Do not hesitate to contact me at rah4@pph.org with any questions, concerns, and input of ideas so I can be sure to reflect these during our board discussions.

First, and foremost, I wish to thank my predecessor Steve Blake (Southern California chapter) for his exceptional leadership and representation during the past two years. He served all California chapters of HFMA well during his tenure. The diversity of hospital ownership structures, business models, service focus, and markets served represented in our HFMA chapters is significant and Steve's objective representation of all constituencies served us well. Personally, I wish to thank Steve for his support and guidance during the transition.

The issues and challenges facing healthcare providers are unprecedented. Matching these challenges, the efforts of the CHA board and staff are notable and significant. I will attempt to only highlight a few of the key issues and efforts knowing that a multitude of issues are being addressed by CHA.

Hospital Fee and IGT Program Bills

The CHA Board and staff have spent considerable time and effort in creating and modeling of a provider fee program, achieving consensus among the various provider constituencies, education on the merits of the program within the hospital community as well as legislatively, and achieving

the successful passage of the requisite legislation to implement the program. The first few months of 2011 have seen a whirlwind of activity surrounding the program. As a result, Gov. Brown has signed CHA-sponsored SB 90 and AB 113 which create a six-month hospital fee program, establish an inter-governmental transfer (IGT) program for non-designated and designated public hospitals, and include the comprehensive budget solution for hospitals.

AB 113

Would require DHCS to establish, implement and maintain the Non-designated Public Hospital Intergovernmental Transfer (IGT) Program to assist non-designated public hospitals in achieving federal financial participation to the fullest extent permitted; would provide for the transfer of funds into the Medi-Cal Inpatient Payment Adjustment Fund; would authorize the state to retain a percentage of each IGT. Bill is linked to SB 90 (Steinberg). Signed by Governor April 13.

SB 90

Would enact a six-month hospital fee program; would restore CMAC contracts and the rate freeze for inpatient hospital services, and prospectively restore the 10 percent non-contract hospital Medi-Cal rate reduction; would provide for a reduction in DSH replacement payments in 2010-11 and 2011-12; would provide more than \$500 million for children's health care coverage through a hospital fee for those fiscal years; would allow for an extension of up to seven years for seismic safety requirements, if certain conditions are met. Bill is linked to AB 113 Signed by Governor April 13.

SB 335

Spot bill to implement the state FY 2011-12 hospital fee program, which would begin after the six-month program. At that time the FMAP rate drops to 50 percent, which will require significant restructuring of the program. A state plan amendment must be filed by Sept. 30, 2011, for the program to be effective July 1, 2011. To be heard by Senate Rules Committee.

The six-month hospital fee program, ending June 30th, will benefit hospitals by an expected \$858 million, and establish a financing mechanism for non-designated and designated public hospitals that will result in a net benefit of approximately \$80 million for the same time period.

Continued on page seven

California Hospital Association

Continued from page six

In light of the ongoing state budget crisis, CHA negotiated a comprehensive solution with the Governor that includes a combination of Medi-Cal reductions and restorations, and an extension of the seismic-safety deadline contingent on federal approval for hospitals to provide the state with \$320 million for children's coverage in a hospital fee program for 2011-12.

The Centers for Medicare & Medicaid Services is expected to approve the program by the end of April. Based on this time-frame, there would be two cycles of the program. Fees would be due to the state in mid-May and mid-June, with supplemental fee-for-service payments made to hospitals at the end of May and June, respectively. The IGT program should be implemented before June 30, 2011. Supplemental payments to hospitals from managed care organizations would be made in late July.

CHA Workgroup held its first meeting of the Hospital Fee Workgroup in April to discuss modeling for the 2011-12 hospital fee program. The discussion focused on data sources and future policy considerations for the program, which will cover July 1, 2011, through June 30, 2012. For the seismic-safety extension included in SB 90 to take effect, the 2011-12 hospital fee program must contain \$320 million for children's coverage. The Hospital Fee Workgroup will continue to work over the next two months in order to present the CHA Board with a 2011-12 hospital fee program package to consider at the July Board meeting. CHA is sponsoring SB 335, a spot bill that will be the legislative vehicle for the 2011-12 hospital fee program.

Of note, under the 2009-10 hospital fee program, hospitals received their final fee-for-service Medi-Cal supplemental payments March 28th, and have also received supplemental managed care payments. The net benefit for California hospitals was nearly \$2.6 billion. In total, the Department of Health Care Services collected 98.9 percent of fees due and issued 99.2 percent of the estimated fee-for-service payments.

Medi-Cal DRG Payment System

CHA will host a meeting of the Department of Health Care Services (DHCS) and CHA's New Payment System Workgroup on April 27th. DHCS must implement a new diagnosis-related group (DRG)-based payment system for Medi-Cal by July 1, 2012, and has requested hospital involvement in making modeling and policy decisions. CHA's New Payment System Workgroup, comprised of CHA member hospital executives, will provide key input to guide the development and implementation of the new DRG-based payment system.

California Health Benefit Exchange

The California Health Benefit Exchange Board took several important actions at its first meeting April 20, including approving the submission of a Level II establishment grant application for federal funds by September 30th. California was the first state to enact legislation creating a health benefit exchange under federal health care reform. Beginning in 2014, individuals and small employers meeting federal citizenship requirements may enroll in the exchange. Federal health care reform will make tax credits and subsidies available to Californians with incomes between 133 percent and 400 percent of the federal poverty level. The exchange will ensure Californians eligible for federally authorized tax credits and subsidies receive those benefits. Small employers may also purchase coverage through the exchange

Accountable Care Organization

The CHA Accountable Care Organization (ACO) Workgroup met April 14th for the first time since the Centers for Medicare & Medicaid Services (CMS) released proposed regulations that would implement the Medicare Shared Savings Program created by the Affordable Care Act. The ACO Workgroup discussed some of the key issues relating to the rule. The workgroup established a process to provide recommendations for CHA's comment letter on the rule. Comments on the shared savings program are due June 6th and comments related to antitrust enforcement and tax-exempt status are due May 31st. The group debated key policy issues CHA identified in the proposed rule, including the many opportunities and challenges of the regulations. CHA's standing specialty centers and committees will review elements of the rule relevant to their expertise and coordinate with the ACO Workgroup on the overall development of CHA's response to this complex rule. A comprehensive analysis of the rule will be available in May.

Continued on page eight

California Hospital Association

Continued from page seven

SNF Rate Cuts

CHA urged CMS to consider the ramifications of recently enacted state legislation that includes a reduction to Medi-Cal reimbursement rates for skilled-nursing facilities (SNFs) and sub-acute-care units that are distinct parts of general acute-care hospitals. Medi-Cal rates for these services will be reduced by 10 percent off the 2008-09 rates beginning June 1, 2011. These cuts were enacted prior to federal approval of state plan amendments, a necessary step before implementation. CHA is urging policymakers to require California to adhere to CMS oversight authority before proceeding. CHA conservatively estimates the impact on these providers at \$172 million annually. Due to eroding Medi-Cal reimbursement rates, there has been a 15 percent decline in the number of SNF beds in California since 2006, and additional closures are expected to continue as a result of these cuts.

IPF PPS Proposed Rule for RY 2012

CHA submitted comments in March to the Centers for Medicare & Medicaid Services (CMS) regarding the proposed rule to update the inpatient psychiatric facility (IPF) prospective payment system for rate year 2012. CHA expressed its support of CMS' proposal to move from a rate year to a federal fiscal year to ease the administrative burden and complex timelines that hospitals work to meet. CHA also expressed its support for CMS' proposal to adopt temporary resident cap adjustment policies similar to temporary adjustments to the full-time equivalent cap used for acute-care hospitals.

Medicaid Hospital Acquired Conditions Rule

CHA has provided comments to the CMS on the proposed regulation on Medicaid health care-acquired conditions (HACs). CHA sought feedback from stakeholders, including the health care reform workgroups on payment reform and quality. CHA encouraged CMS to develop a core set of HACs across all states using the current list of Medicare HACs, and requested that maximum flexibility be granted to individual states regarding implementation timelines. CHA discussed California's Medi-Cal program plan to move to an acuity-based payment system in 2012, and asserted that under the current payment of confidentially negotiated rates there is no

justifiable reimbursement methodology to determine what portion of Medi-Cal payment should be withheld when a HAC is not otherwise present on admission. CHA also urged CMS to consider a phased-in approach, beginning with a limited number of HACs.

Notable Bills – CHA sponsored

AB 377

Would allow hospital systems to have a central pharmacy located outside a hospital in either another physical plant on the same premises or on separate premises located within a 100-mile radius of the hospital as long as it is regulated under a hospital's license within the system. Passed Assembly Health Committee April 12th.

AB 824

Would establish a 10-year demonstration project that would give physicians the choice to be employed by rural hospitals that meet specified conditions to employ up to 10 physicians; would require the Medical Board of California to provide a report to the Legislature regarding the demonstration project by January 1, 2019. To be heard in Assembly Health Committee April 26th.

AB 510

Spot bill to provide seismic relief to hospitals that would otherwise have to close due to noncompliance with the seismic mandate. To be heard in Assembly Health Committee May 3.

SB 896

Would require specified spine surgeries performed under workers' compensation be reimbursed to the performing hospital at the rate of 1.8 times the applicable diagnosis-related group rate, with no separate reimbursement for any implantable devices, hardware or instrumentation. To be heard in Senate Labor and Industrial Relations Committee.

Government Programs Education Update

— Donna Anglin, HFMA —



[LEFT] Matt Absher, Director of Reimbursement for CHA speaks on the State of the State.
[RIGHT] Susan Labow facilitates Evidence-Based Rev Cycle Improvement through HFMA's MAP Program.

At the last educational program of the HFMA year, held March 17th at The Center for Healthy Communities in Los Angeles, the Government Programs committee provided two timely and informative sessions for the members. The morning session was presented by Becky Dolin, President of Health Financial Systems (a CMS approved cost report software vendor). The main focus of Becky's presentation was to review the changes in the new 2552-10 cost reporting forms. But before that, she went over the final revisions made to the 2552-96 form set in recent Transmittal numbers 21 through 23. There is also supposed to be a transmittal 24, but it had not been issued at the time of this session. The new form set is effective for fiscal years beginning on or after 5/1/2010 or for your fiscal year ending 4/30/2011 and after. The 2552-10 provided for a lot of clean up from the 2552-96 forms. The standard lines were re-numbered, many subscripts eliminated, the questions on S-2 were reorganized and Form 339 was incorporated into the forms as S-2 Part II, plus many other changes. Becky also discussed the incentive payment calculation for hospitals under the HITECH rule and how the cost report impacts this calculation. We thank Becky for traveling down to Southern California to speak at our session.

The afternoon session was presented by Tim Loechl and George Koortbojian of Clark, Koortbojian & Associates. The first topic related to the changes made in the Medicare cost report for reporting Medical Devices and Supplies. As you may know, since the conversion to MS-DRGs several years ago, DRG rates are now calculated based on cost, not charges. To resolve the issue of charge compression, which is a result of calculations based on cost, CMS added a new line on the

cost report to separate high cost medical devices and supplies from the total supply cost. The second topic was "Uncompensated and Indigent Care Reporting". The PPACA changes the way Medicare DSH will be calculated starting in 2014. A major component of the new calculation will be the charity data reported on S-10. The charity reporting on the new S-10 has been greatly expanded and hospitals should prepare by producing charity logs for their submission. Also, since this data will be used for DSH reimbursement, expect an audit. Other topics covered in this presentation were EHR payments and the new IRS Schedule H, both of which require the reporting of Charity Care data.

If you'd like to download the presentations from this and other sessions from the March 17th program, go to the chapter web-site at www.hfma-socal.org/education_materials.html. You can find materials from previous programs on this page as well.



Sam King, Fellowship and Committee Chair, leads the group at the Certification Track.

Using Technology Can Help Your Organization Become More Successful and Accountable

————— Leslie A. Pate, MBA, Client Development Manager, CSB —————

At the Southern California HFMA educational conference on March 17th, Tom Dougherty from Downey Regional Medical Center presented ways a provider can become more proficient in utilizing data, both public and private, to measure success and accountability within your organizations. Tom provided several examples of how to become more efficient at gathering data critical to your job, where the information is located and quite a few websites which were widely available to access and use. Many of these data sites are free or very inexpensive. They assist you in gathering data (both proprietary and public), doing your jobs better, getting the information faster, and are even easy to use.

Below are websites which can be used to gather public data for comparison of your organization to others in your market, region, or state:

www.data.gov	www.kff.org
www.hhs.gov	www.calhospital.org
www.OSHPD.ca.gov	www.cahf.org
www.cdc.gov	www.webmd.com
www.healthcaredatasolutions.com	

In addition to these public sites, there are several private sites which offer information for a nominal fee, especially when compared to the time and resources it takes to gather this data on your own. These sites can offer a wealth of competitive market data such as:

- How much is my health plan paying my organization compared to other hospitals in my area?
- Average Reimbursement
- Graphical Details of Payer Mix in Primary Service Area
- Percentage of Primary Market Share
- Patient Comparison on ER visits, Inpatient and Outpatient
- Patients for Same Zip Codes to compare your market share vs. other facilities in your area
- Commercial vs. Medicare ERVisits

Other resources provide data on A/R and how your revenue cycle is performing. Information which can be gathered using your own login and password include:

- A Revenue Cycle Executive Portal
- Daily A/R Dashboard
- Unbilled Claims
- Denial Cause Analysis
- Performance Tracking

All of these data tools are there for you to more easily, quickly and effectively measure the health of your organization. There is a lot of data out there, and though it can be daunting at times, it truly is very easy to use. Great strides have been made in the development of aggregate data technology that transforms data into information and information into answers. It is there for you to access in order to more effectively execute strategic plans, better deliver the information to the appropriate people, and measure performance of your healthcare facility.

HFMA SO. CALENDAR

2011 EVENTS

May 19 / Annual Awards Banquet & Installation Westin Bonaventure Hotel, Las Angeles

June 10 / Chapter Annual Planning Meeting Huntington Hospital, Pasadena

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.

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.

THE COURSES INCLUDE:

1) **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**

2) **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**

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: \$30.

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

SOUTHERN CALIFORNIA HFMA NEWS

The Southern California Chapter of HFMA services a large and diverse geographic area spanning more than 40,000 square miles. In addition, the greater Los Angeles is rated the worst area in the nation for commuting by car. We have experienced decreasing attendance at our face to face, quarterly meetings and were interested in offering alternative means to provide Chapter member education.

To better service the education needs of over 1,100 Chapter members, the HFMA Southern California Board decided to expand our geographic education outreach program using a webinar format.

To date, we have provided the following webinars:

- 5|5|10 Healthcare Reform's Impact on Hospitals**
- 7|21|10 Encore Healthcare Reform's Impact on Hospitals**
- 8|3|10 5010 and ICD-10**
- 10|12|10 Patient Safety & RAC, MIC, MAC and ZPIC Audits**
- 11|9|10 First Coast Audit and Transition Update (Medicare cost reports)**
- 1|27|11 Charity and Health Reform**
- 5|5|11 ACOs**

We hope you were able to participate in the above webinars and look forward to receiving any suggested topics for future webinars.

TRICARE Education Opportunities

To help you better understand the basics of the TRICARE® program to administratively care for your TRICARE patients, TriWest Healthcare Alliance Corp. (TriWest) offers a variety of educational opportunities throughout the year.

Live Seminars

Beginning April 4 and running through June 30, TriWest is presenting our latest TRICARE provider education seminars throughout the 21-state TRICARE West Region. These live seminars provide basic TRICARE information and are a great opportunity to learn about the program.

Seminars are available for both medical/surgical and behavioral health providers. There is no charge to attend a seminar. Registering online at www.triwest.com/provider is the most convenient way for you to pre-register for a seminar.

TRICARE eSeminars

eSeminars allow providers and their staff to learn about TRICARE and TriWest in the comfort of their own office, home or any location with Internet access. In addition, the eSeminars are a good way to educate new staff about TRICARE and for experienced staff to get a refresher on specific topics or areas of interest. To take an eSeminar, you will need headphones or speakers on your computer.

TRICARE Webinars

Developed by TriWest, webinars are training sessions from your own computer with a live instructor. You can ask questions and also hear questions asked by other providers attending the training. You will join the class on your computer, but you will hear the instructor by joining a conference call on your telephone.

For more information and schedules, visit the Stay Updated section of www.triwest.com/provider.



TriWest Healthcare Alliance provides access to quality health care for 2.7 million members of America's military family in the 21-state TRICARE West Region.

Evidenced-Based Revenue Cycle Improvement

At the HFMA education program in Los Angeles on March 17th, Susan Labow was the facilitator for the "hfmap" session. Susan is Vice President of Receivables Optimization, Inc., as well as a past President of the Southern California chapter, and an active member of HFMA. As a consultant, Susan has had the unique opportunity to view and improve a vast number of provider organizations.

Susan showed the HFMA MAP video which provides a nice summary of the MAP initiative. The program is rooted in evidenced-based process improvement and broken out into three main phases: measuring performance, comparing performance, and improving performance. The MAP program is also anchored by MAP keys, which are process improvement benchmarks developed and tested by our HFMA peers. They are clearly defined, measurable, discerning, and comparable.

The areas MAP keys focus on are Patient Access, Revenue Integrity, Claims Adjudication, and Management. The video also highlighted this past year's MAP award winning hospitals based on their revenue cycle performance using the MAP keys. Hearing the facilities share their success stories along with how they went about achieving process improvement was insightful and motivating.

After watching the MAP video, Susan engaged the group into a tangible discussion about revenue cycle performance. The audience truly benefited from her knowledge and expertise. We quickly learned that we shared very similar revenue cycle challenges and hearing Susan's effective approach to resolving them was insightful and helpful.

CORPORATE SPONSOR PROGRAM



hfma™

healthcare financial management association
southern california chapter

**2011-2012
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, 2011 and runs through May 31, 2012.

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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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



ALOHA

Save the Date
14th Annual
HFMA Region 11
Healthcare Symposium
Bringing the Spirit of Aloha
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Las Vegas, Nevada, January 22-25, 2012

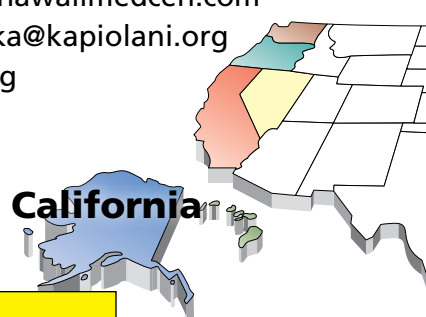
Keynote speakers: Mike Huckabee, Lee Woodruff and Betsy Meyer

For speaking opportunities contact Tammy Dumlao 808-678-7401 tdumlao@hawaiiimedcen.com

For sponsorship opportunities contact Elise Ueoka 808-535-7795 elise.ueoka@kapiolani.org

For general information www.hfmaregion11symposium.org

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