

2006 | 2007

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HFMA'S ANNUAL NATIONAL INSTITUTE HIGHLIGHTS

Joseph J. Fifer, 2006-07 Chairman, Kicks Off Program with Leadership Theme

— Debby Chanen —

HFMA's 2006 Annual National Institute (ANI) just concluded at the Gaylord Palms Resort and Convention Center in Orlando Florida. Mr. Fifer who is Vice President of Hospital Finance, Spectrum Health, Grand Rapids, Michigan and who chose the theme this year "Courage in Leadership" kicked off the HFMA Annual National Institute with this quote "You must do the thing you think you cannot do" from Eleanor Roosevelt.

Fifer's theme will help HFMA members embrace their leadership role within their organizations. "Courage in leadership describes acts of leadership demonstrated when

courage is needed," said Fifer. "A courageous leader is a person who goes beyond what is expected, taking a risk for the right reason, making a tough and possibly unpopular decision because it's the right thing to do." Fifer challenges healthcare financial professionals to rethink the role of finance and understand its potential in providing quality care.

Following Mr. Fifer's opening remarks, attendees were treated to remarks by *60 Minutes* Correspondent Lesley Stahl, who shared stories of Leaders in Action. She was the White House correspondent during several administrations. *Continued on page six*

SAVE THE DATE

Education Seminar I – August 17, 2006

Our first Educational Session of the current HFMA year will be held at the Long Beach Airport Marriott Hotel on August 17, 2006, starting with Registration and a Continental Breakfast at 7:30am. Chapter Announcements begin at 8:00am, followed by a Legislative Update at 8:15am. The Session begins at 8:30 and has the following tracks:

SESSION I – 8:30am to 10:15am

- Track I / Session I** Fiscal Year 2007 Inpatient PPS Highlights
- Track II / Session I** Tax Law Changes Affecting Tax-Exempt Hospitals,
- Track III / Session I** Navigating the Shark Infested Waters of Managed Care Contracts: Observations and Tips on Protecting Your Revenue

BREAK – 10:15am to 10:30am

SESSION II – 10:30am to 12:30pm

- Track I / Session IIa** Rehabilitation Regulatory Compliance and the 75% Rule
- Track I / Session IIb** The Effect of Occupational Mix on Providers, "CMS' Mix-Up"
- Track II / Session II** Hospital Pricing and Charity Care
- Track III / Session II** Who is Managing Your Black Space? Can You or Do You Monitor Your Silent PPO Activity

More details on this exciting program are coming your way soon!

FROM THE PRESIDENT'S DESK

Greg Labow



Dear Members:

Welcome to a new and exciting year. We actually began planning with a program in April to solicit membership input regarding the results of our membership survey last fall and additional feedback. This was followed-up with a great turnout at the National Leadership Training Conference held in our own backyard (Huntington Beach) at the beginning of May. We sent more than fifteen leaders to this program. Both events provided a lot of momentum going into our Annual Chapter Planning Kick Off, held June 2nd at Good Samaritan Hospital in Los Angeles. That event had a great turn out and provided all committees with a solid start to planning for this next year. We are still looking for those members who would like to get involved. Your HFMA experience is tremendously enhanced when you get actively involved with the chapter, which is something that I can personally attest to. Aside from fantastic networking opportunities, through my involvement, I have been able to travel to the United Kingdom, Alaska, Hawaii, Canada, Puerto Rico, Orlando, Nashville, Chicago and Seattle, just to name a few locations. Even if you missed the June meeting, there is still time to get involved with a committee. Just let me or one of the officers know that you are interested and we will make sure that we get you connected right away.

On May 18th, at our annual gala, we recognized Wayne Knecht and his team for a great year and I had the honor of Susan installing myself, the new officers and board. I am not sure if this is a first nationally for a spouse to install the president, officers and board, but if it is not, it is certainly unique. Thanks, Susan, for honoring us. It is greatly appreciated and I will treasure the experience for years to come. This event was held on a large yacht in Long Beach and everyone enjoyed cruising the harbor, great food, as well as fantastic entertainment. If you did not make it, you missed out! Don't miss it next year.

In June, many attended the ANI in Orlando. It was well-attended by our chapter and was a great success. During ANI, we held the Region 11 Meeting of Presidents and President-Elects. In addition, Vickie Morgan, Regional Executive-Elect, attended the meeting. During the meeting we heard about a number of proposed changes to Davis Chapter Management System (DCMS) and will be discussing this further at the Region Eleven Fall President's Meeting in August (Why do they call it the Fall Meeting?).

We are looking forward to a great year. In addition to our educational programs in August, November and March, we also have a number of CFO Round Tables that Steve Blake and his CFO Roundtable Committee will be coordinating on July 20th, October 19th and April 19th. There may be another article in Newsbrief providing additional information but I believe the first round table will be at Deloitte and Touche, LLP, 695 Towne Center Drive, Suite 1200, Costa Mesa, CA 92626. Thanks to Steve, Mae and Deloitte and Touche for tremendous support for this valuable forum.

Please plan to attend our Statewide Conference on Managed Care in San Francisco, September 17th through 19th. It promises to be a fantastic event as always. Be sure to reserve your room and register early. Space is limited and in previous years some who have waited to reserve have lost out and could not stay where the program was being held. Don't miss out on this opportunity!

Please look for our upcoming geographic programs, designed to address our membership that finds it difficult to attend our three educational programs due to travel constraints and the logistics our driving in Southern California. Meagan Mouw, Chair of Geographic Programs has some great ideas targeted for these members. I believe the first program will be in October. Watch for future updates.

Sincerely,



Greg Labow
President 2006-07

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COMMITTEES

Certification

Stanley Augustine, FHFMA, CHAIR

CFO Round Table

Steven R. Blake, CHAIR

Chapter Leadership Training

Victoria Morgan, FHFMA, CHAIR

Davis Chapter Management

Donna Anglin, FHFMA, CHAIR

Founder Points

Donna Anglin, FHFMA, CHAIR

Geographic Programs

Meagan Mouw, CHAIR

Government Programs

Scott Ujita, CHAIR

Legislative

David Volk, Esq., CHAIR

Long Term Care

Ron Foster, CHAIR

Managed Care

Debby Chanen, CHAIR

Ira Forkish, CO-CHAIR

Managed Care Conference

Victoria Morgan, FHFMA, CHAIR

Membership

Gary S. Curtis, CHAIR

Membership Directory

Christy Thompson, CHAIR

Networking and Social Committee

Richard Anzalone, CHAIR

Newsletter | Job Referral

Michelle Taylor, CHAIR

Payer Relation | Compliance

Lynn Otani, CHAIR

Program Planning

James Cummings, CHAIR

Region 11 Symposium

Ira Alexander, CHAIR

James Stewart, CO-CHAIR

Student Recruitment, Mentoring & Scholarship

Kymblyn Brown, CHAIR

Website

Donna Anglin, FHFMA, CHAIR

HFMA SO-CAL

Christy Thompson

951-272-1694

951-272-1098 FAX



**HFMA SoCal Chapter
CFO Roundtable—July 20, 2005
11:30-1:30 (Lunch)**

Guest Speakers

**Teresa Young—Tax Issues for Tax
Exempt Hospitals**

**John Valenta—Rate Setting, Legal and
Public Challenges**

Location: (parking across from office—will validate)

**Deloitte & Touche LLP
695 Town Center Drive
Suite 1200 (10th floor training room)
Costa Mesa, CA 92626**

RSVP: July 10

Steven R Blake, CFO
Integrated Health Care Holdings, Inc.
1301 N Tustin, Santa Ana, CA 92705
714.953.3536/714.745.6092 cell/714.953.3384
fax

Or
Mae Padilla
949.903.8124 cell
maepadilla@deloitte.com

Student Mentoring Committee Awards Scholarships and Seeks to Broaden University Base in 2006-2007

Thanks to the generosity of the Southern California Chapter, we were able to award the following scholarships at the 2006 Awards Gala and Installation Dinner the past May:

California State University, Northridge

Stacy Moran \$1,000

Martin Karamian \$500

California State University, Long Beach

Aaron Skinner \$1,000

University of California, Los Angeles (UCLA)

Chris McGlone \$1,000

This program year, we are planning to expand our outreach to the University of California, Irvine. Committee university liaisons will meet with the faculty of graduate programs and student organizations. They will introduce the benefits of HFMA student membership and disseminate information on our classroom guest speaker program, conferences and scholarships. Anyone who has contacts with the graduate programs or who would enjoy working with the faculty and students at USC, UCLA, CSUN, CSULB and UCI, should contact Co-Chairs Kymblyn Brown 626-813 7805 or Nancy Sussin 310-795 6869.

HFMA SO. CALENDAR

2006 EVENTS

- Aug. 17 CHAPTER EDUCATIONAL SEMINAR #1 Long Beach Airport Marriott Hotel (Details coming soon)
Sept. 17-19 ANNUAL CONFERENCE ON MANAGED CARE Hyatt Union Square, San Francisco (see web for details)
Nov. 15 CHAPTER EDUCATIONAL SEMINAR #2 Location TBA
December ANNUAL HOLIDAY PARTY Date and Location TBA

2007 EVENTS

- Jan. 28-31 NINTH ANNUAL REGION 11 SYMPOSIUM Caesars Palace, Las Vegas
Mar. 15 CHAPTER EDUCATIONAL SEMINAR #3 Location TBA
Apr. 22-24 NATIONAL LEADERSHIP TRAINING CONFERENCE (LTC) Manchester Hyatt, San Diego
Jun. 24-28 ANNUAL NATIONAL INSTITUTE Manchester Hyatt, San Diego

Chapter Planning Starts Right Away at Southern California Chapter

— Gordon Johnson —

With the beginning of June came the first planning session of the new Chapter year (well, actually the first general meeting overseen by the new Chapter President – the behind-the-scenes planning has been going on all year). Board members, Committee Chairs, and anyone interested in being active in Chapter activities were all invited, and over 70 people showed up to participate. The session was held in its traditional location at Good Samaritan Hospital, on June 2nd, 2006.

The kickoff welcome was provided by Greg Labow, and he moved into a quick discussion of the overall organization of HFMA both on a National level and at the Chapter level. This included a review of Goals and Commitments from previous years and an overview of commitments going forward, which led logically into a survey of the current Strategic Plan.

Then it was time to explain all the “funny name” awards that come with service to HFMA. Greg and Wayne took turns discussing Yergers, Follmers, Reeveses, Muncies, Davises and others, and handing them out to the award winners who hadn’t already received theirs at the Awards Gala on the cruise liner in May.

Debby Chanen gave a presentation on the revised website for HFMA National, and there was a quick discussion of goals and objectives for the Southern California Chapter website, with more ideas to be discussed during breakout sessions to follow.

Victoria Morgan recruited and promoted for the Managed Care Conference in San Francisco September 17-19, 2006, and Lisa Wada discussed the progress of the Region 11 Symposium in Las Vegas scheduled for January 28-30, 2007.

James Cummings set out his plans for the local Chapter Educational Programs, and requested the group’s help in making all of those programs continuing successes.

He and Debby introduced the Committee Chairs and their groups, and invited interested individuals to find their respective chairpersons and get involved.

After a short break to set up the rooms for committee meetings, the various committee chairs got their groups together in breakout sessions to plan for the new year. Much of the planning for the August meeting is already done, but much work remained for the other two Chapter Educational Programs, and the non-program committees had plenty of work to organize also.

After the breakout sessions were completed, the entire group reassembled to hear committee chairs (or their designees) outline each committee’s plans for the year, and to give one last pep talk to the group. The plans are ambitious, and there’s always room for more participation, so if you’re reading this and have an interest in getting involved, don’t hesitate to call President Greg and find out what you can do to help.

The Founders Merit Award Program

— Donna J. Anglin, HFMA —

The purpose of the Founders Merit Award Series is to “Recognize the Volunteer in You.” Established in 1960, the Founders Merit Award Series acknowledges the contributions made by HFMA members. They recognize the volunteer members who contribute their time, ideas, and energy to serve the healthcare industry, their profession, and one another. The point categories and award levels are as follows:

The **William G. Follmer Bronze Award** is given after a member earns 25 Founders points. Follmer is credited with the creation of the American Association of Hospital Accountants (AAHA).

The **Robert H. Reeves Silver Award** is awarded to a member who has earned 50 Founders points. Reeves, an organizing member of the AAHA, was elected president of AAHA in 1956 and was instrumental in creating the structure of AAHA.

The **Frederick T. Muncie Gold Award** is presented to a member who has earned 75 Founders points. Muncie, an organizing

member of the AAHA, and the first president, also assisted in the organization of the first AAHA chapter (First Illinois).

The **Founders Medal of Honor** is conferred by nomination of the Chapter Board of Directors. This award recognizes an individual who has been actively involved in HFMA for at least three years after earning the Muncie Gold Award, has provided significant service at the chapter, regional and/or national level in at least two of those years, and remains a member in good standing.

The Founders contact for each chapter is responsible for submitting Founders points for the members to National on August 10th of each year for the previous fiscal year’s activities. An e-mail was sent out to the membership in June asking for members to report their points for submission. The deadline to submit them to the chapter Founders Contact, Donna Anglin, is July 21st. If you did not receive the e-mail, contact Donna at 562-933-1915 or e-mail her at danglin@memorialcare.org.

Changing Careers: The Benefits of Networking through HFMA

— Rick Lash —

Approximately six months ago, and after lengthy discussions with colleagues and family, I made the decision to leave the company I had been with for almost nine years and, once again, become an independent healthcare financial consultant. Believe me, it was not a decision made in haste. I reviewed all scenarios and potential ramifications of making a change at this point in my career.

I had made a similar change in the late 1990s. It worked out extremely well for me. At first, I was consulting for three different entities, the largest of which consumed the majority of my time. I had to pare down one entity to meet the needs and requirements of the other two, and then I had to do the same thing again with the second entity. After consulting for 16 straight months with the largest organization, we decided that I might as well come on board, and I became an employee of that firm.

I want to share with you that one of two smaller entities became a client as a direct result of my involvement with HFMA. I was making a presentation at an annual Chapter Kick-Off Meeting and happened to mention that I had just made a career change. It turned out that the Chief Financial Officer of a particular organization was in the audience. After I completed my presentation, he followed me out into the lobby and asked if I could come out and meet with him the next day. I did, and I was immediately engaged by that organization. It was entirely due

to my membership and participation in HFMA. Who would have thought? I had always heard about the benefits of HFMA, but I had never before experienced them first hand. And what a great experience it was.

Last month I attended the Annual National Institute in Orlando, Florida. Being an independent consultant again, I wanted to meet as many people as I could. While I would enjoy telling you that everyone I met wanted to know if I could come and consult for them, it doesn't work that way. However, I can share with you that five individuals expressed a sincere interest in me, my skill sets, and asked what I could bring to their organization as a Revenue Cycle consultant. I owe this all to HFMA, again!

Making a career change is generally an anxiety-provoking experience, but HFMA came to the rescue. My colleagues were encouraging and supportive, and told me to stick to my guns and "just do it." "We have faith in you, and we know you can be successful." I cannot begin to share with you how their enthusiasm helped me make this transition a successful one. I am actively engaged as a consultant in the Southern California area.

I wanted to share this wonderful experience with you, and to let you know how valuable HFMA (both national and our local chapter) can be to you. You only need to take advantage of it. It is there waiting to be of assistance to you.

Chapter Year 2005-2006 Floats into the Sunset

— Gordon Johnson —

The Southern California Chapter's Annual Gala was held on the Cruise Ship "Endless Dream" as it plied the waters of Long Beach Harbor on May 18, 2006, with over 150 participants.

The evening began at 6:00 p.m. with a champagne mixer on the decks of the ship, and entertainment provided by "Surf City", playing all the hits some of us more "adult" folks grew up with. It was fun to wander around the ship and listen to the groups singing along with the band in various corners. The cruise departed at about 6:30, with most of the expected crowd on board. For those who tried and failed to get through the parade routes along Ocean Boulevard, our condolences.

Dinner was served on the lower level, with plenty of time to schmooze with tablemates between courses. The volume of conversation indicated that lots of schmoozing got done.

Outgoing President Wayne Knecht presided over the awards ceremony, which included recognition of various committee

and board members, as well as many non-board people who contributed substantially to the chapter's success this year.

The officers' installation was unique this year, in that a former president swore in the new board, and that the former president is married to Greg Labow, the incoming president (congratulations Susan and Greg!). Although it may have happened elsewhere in the country, it's a first for the Southern California Chapter.

There were lots of former presidents to welcome Wayne Knecht to their ranks. If current trends continue, we won't have heard the last from Wayne – former presidents seem to keep turning up doing other things in this chapter.

After all the installation, picture-taking and handshaking, it was time left for dancing, mingling and singing along until the Endless Dream ended its "dream cruise" and participants got back to negotiating freeways home. All in all, a fitting end to another excellent year for the Southern California Chapter.

ANI Highlights

Continued from page one

She predicted that technology will change politics as we know it. One of the highlights of her speaking engagement for the HFMA members, was her answer to an audience question on what Stahl could do to tell the story of how hospitals are helping their communities through initiatives such as community benefits and care for the uninsured. Stahl said she would love to and was open to it. She encouraged the internal auditor from Pittsburgh to send her a letter with her best idea for a story.

The Keynote on the 2nd day was David Gergen, a political commentator, editor, best-selling author and teacher (Harvard). Many will recognize Gergen from his work as an analyst for various news shows including PBS' *The News Hour with Jim Lehrer*. He was White House advisor to four presidents (Nixon to Clinton) and spoke of their struggles to exercise power and the lessons he has learned about leadership.

Pat William, Sr. Vice President of the Orlando Magic, was the keynote for the 3rd day and was extremely motivational. He provided the audience with his perspectives on the seven sides of leadership; vision, communicating the vision, people skills, character, competence, making decisions and a servant's heart. The entire audience was riveted by this presentation.

The final keynote came at lunch on the last day of the ANI with Fred Lee, bestselling author of *If Disney Ran Your Hospital*, giving the attendees a sense of what hospitals would be like if they were run like Disney. He explained that hospitals look at patient satisfaction surveys for good or excellent marks while Disney focuses more on getting mostly excellent comments as this is where you will get marketers and repeat business.

Fifty-three Southern California chapter members attended the ANI along with over 2,000 other HFMA members from around the country (Great Britain and Switzerland too). In addition to the keynotes, there were 500 vendors in the ANI Exhibit Hall offering information on many new technologies and services for our industry, three days of educational sessions geared towards all types of HFMA members including CFOs, PFS, Managed Care and Compliance staff. These sessions provided thoughtful analysis of the healthcare industry's most pressing challenges, and the opportunities to connect with old friends and make new ones. There was an annual Chapter awards presentation and dinner and the Southern California chapter was awarded two Yerger awards: one for the Statewide Managed Care Conference and another for the Student Mentoring Program. If all that didn't make you too tired, there were plenty of receptions or theme parks to keep one busy and having fun.

Next year's ANI will be in San Diego at the Manchester Hyatt, June 24 to 28, 2007.

Demystifying Collection Agency Procedures *Tim Banta*

What is the difference between a hospital and a collection agency? No, we are not opening the article with a joke. Really. The mystical difference is quite simple.

A hospital exists to deliver healthcare. A collection agency exists to manage the hospital's delinquent or otherwise problematic accounts receivable. The major assets purchased by a hospital will most often be used to heal patients, while the collection agency focuses primarily on billing and collection technology.

At the same time the hospital and agency have many things in common. They must work as a team to recover revenue while staying within the law and all guidelines required by the hospital. They must both be aware of the charity that rightfully needs to be administered in the community. They both need cash flow and both need to get the job done with the greatest efficiency using highly secure electronic communications.

The first thing a collection agency has that you don't is the third party influence. The second is, if you allow it, the ability to credit report. Collection agencies purchase massive amounts of demographic information, credit scores, bankruptcy scrubs and credit profiles.

A typical collection agency will begin by processing an account through all demographic improvement software, then scrubbing for bankruptcy, and finally generating a "first letter" meeting all legal consumer notification requirements. The account then begins a process of strategically driven contact attempts. All collection agencies will apply their knowledge with the technologies that they have purchased to launch the greatest number of calls on the highest potential accounts.

Of course, your collection agency will take the course with each account that will most quickly produce collection results without compromising the ethics that you demand of them. In the end, we are not so different. It is a partnership where each performs its own specialty to benefit the other.

GOVERNMENT PROGRAMS

COME JOIN THE FUN!

Even if you missed the annual planning meeting, you can still participate in the Government Programs Committee. We discuss current Reimbursement and other Government related issues and plan for future seminars. We meet the third Tuesday of the month in both Downtown Los Angeles and Orange County via video conference. If you would like to get more involved or simply want to get on the Government Programs Committee mailing list, you can e-mail me at Scott.Ujita@ToyonAssociates.com.

WEBSITE HIGHLIGHT

PLAYFAIR! Learn Why We Need to Have Fun at Work

—Karen Fletcher / Health Advocates—

Is Part D getting to ya? Feelin' a bit stressed at work? If so, it's time to lighten up and bring some fun and laughter into the work place! One way to do this is to visit www.Playfair.com. Playfair is comprised of a group of four dynamic people who provide fun, interactive, informational and inspirational sessions that focus on:

- Teamwork
- Reward and recognition
- Humor in the workplace
- Creativity
- Customer service
- Employee retention
- Living a healthier work life and personal life

Playfair's website discusses the *importance of having fun at work*, mentioning that:

- Employers can better keep their most talented people by creating an exciting atmosphere where employees *want* to come to work. The intentional use of fun and play on the job is a great way to create an enthusiastic and committed workforce.
- Happy and healthy employees are more creative, more productive, get along better with co-workers and have greater corporate loyalty and a healthier work/life balance.
- An atmosphere of fun at work in any organization facilitates flexibility, change and better communication.

The site's [Playfair Store](#) also has a list of resources to guide and inspire this process of creating more fun and less stress. Some helpful books listed include "*Work Like Your Dog: 50 Ways to Work Less, Play More, and Earn More*" and "*Playfair: Everybody's Guide to Non-Competitive Play*." Resources include audiocassettes, CDs, and even a custom-made stress kit complete with **three wacky vegetable pens** (assorted flavors) for writing large checks, **one wind-up toy** for your desktop, **one red foam clown nose** for traffic jams, and the **Laughter, Stress and Self-Esteem** audiocassette.

In addition, the site has a section with simple, fun things people can do now to increase fun and lightness in the workplace.

Some of these ideas include:

- Ask all employees to bring in **baby photos or pet pictures** or High School yearbook photos to post on the bulletin board. Then guess who's who.
- Bring in a **Traveling Bouquet**. Bring in a bouquet of flowers and present it to a co-worker. Tell him or her, I want you to keep this on your desk for the next half-hour. Then pass it on to someone else and tell them to do the same!
- Hold a **Company Limo Lottery**. Hold a lottery where the winner gets driven to and from work in the company limo. (If you don't have a company limo, rent one for the day!)
- Offer your employees some **unusual gifts** (like letting staff leave two-hours early or offering free housecleaning certificates) to celebrate the day.
- Take some **Joy Breaks** during the day and teach all your employees the art of scarf juggling... or play marbles together.
- Hire an **On-site Masseuse** for the day.
- Take a **group photo portrait** of your office mates dressed up for Clash Dressing Day... or Polka Dots Day... or Suspender Day... or Pajama Day... or Bad Hair Day!
- **Dog Days of Spring**: Let all employees bring their pets to work with them for this fun day celebration!
- Send yourself or co-workers a **Standing Ovation**. This is an email link on Playfair's site that allows you to send a standing ovation to anyone for a boost of support, cracking a smile, or just celebrating someone for who they are!

With the stress and growing workload experienced with the onset of Medicare Part D, treat yourself and your staff – visit [Playfair](#) and enjoy and learn from a fun-filled, inspiring workshop that will bring humor, creativity, and fun to your office and life!