The BOTTOM LINE

hfma healthcare financial management association

Oklahoma Chapter **November 2004**

A Word from Our President

During our careers in health care, I believe we all have the chance to make a difference in lives of the patients we serve. Every once in a while, though, we have the opportunity to do something really special that impacts the patient or their family in incredible and deeply meaningful ways. When this happens, everyone involved takes away lessons and memories that are kept and treasured for a lifetime.

About four years ago, I was fortunate enough to witness one of those special experiences with a patient. My hospital offers an Internet nursery service where parents can have pictures taken of their new baby and family. Several babies are delivered at our hospital each day and families typically take several of their own pictures, so it's not customary to provide the digital picture files used with the Internet nursery. On this occasion, the mother/patient called and was asking about getting the picture file to make a high quality print. The person that took the call sensed something unusual when talking to this mother and she decided to listen more carefully than usual. The woman went on to explain that her husband was tragically killed in an auto accident the week after their baby was born and the Internet nursery picture was the only picture ever taken with the entire family.

According to HFMA's Chairman, Joyce Zimowski, FHFMA, CPA, *"Success comes from looking beyond the obvious to really know and understand what is happening."* In health care today, I believe she's on-track, and it certainly rings true with this story. My co-worker's ability to stop and listen a little closer, to look beyond the obvious answer normally given to this type of caller, has meant all the difference in the world. That mother and child will treasure that one and only picture forever.

In working with our chapter's officers and directors, I know that many dedicated hours have been spent working on implementing our vision and strategic plans. I would like to share these with you and extend an offer to every member to become involved in chapter leadership in some fashion. It will be through that type of effort that you'll get the chance to 'look beyond' and gain experiences and relationships you can treasure for life.

Our chapter's *VISION is to be an indispensable professional resource for healthcare financial managers.*

(continued on page 2)

What's Inside

In support of accomplishing our *VISION*, our chapter's officers and board of directors have adopted three core objectives:

1. *Programming* – Increase educational contact hours by offering national and regional program content, cutting-edge speakers, and increased networking opportunities;
2. *Participation* – Create incentives that will result in greater participation of chapter members in all activities and increase the knowledge value; and
3. *Leadership* – Continually identify, develop, motivate, and support a five-year leadership chain of command.

Programming is addressed throughout the year with the various educational opportunities sponsored by the chapter. For this fiscal year, we held the annual summer meeting in Tulsa this past July. The following are the dates for the remainder of the year planned by Becky Speight and the Program Committee:

- **November 10th –** *Coding Challenges,* held in conjunction with the Oklahoma Hospital Association's Annual Conference in Oklahoma City.
- **December 1st – 3rd** – *Region 9 Conference*, New Orleans, LA
- **January 27th** & **28th** – *OHFMA Winter Conference*, Tulsa, OK
- **April 28th & 29th** – OHFMA Spring Conference and 50th Anniversary Celebration, Oklahoma City, OK

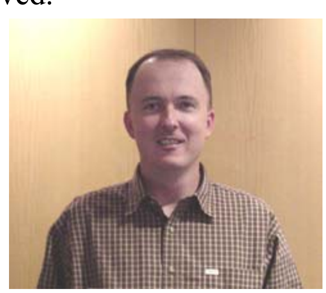
Participation and *Leadership* are being addressed through the chapter's use of the *Mini-Leadership Training Conference ("M-LTC")* that Ann Paul initiated during her term as president in 2002-03. These sessions are held semi-annually and focus on improving the quality of chapter activities, providing a venue to plan chapter programs and offer opportunities to identify and develop future leaders of our chapter. The chapter's next *M-LTC* is being held November 10th following the educational session co-sponsored with the OHA. A second *M-LTC* will be held on January 26th prior to the first day of the Winter Conference.

In addition to the *M-LTC,* the chapter will support these objectives by continuing to send chapter officers to HFMA's national Leadership Training Conference and Annual National Institute. This offers the chapter leadership the opportunity to learn best practices from HFMA members across the country.

The chapter is also kicking off a *Mentoring Program* that is designed to help new members meet people and become active in the chapter. Our goal is to begin the program with the Winter Conference in January. Under the program, a committee will be led by the immediate past-president who will assign a mentor to each new member. It will be the responsibility of the mentor to contact their assigned person within thirty (30) days of joining and within thirty (30) days of each chapter meeting for a period of one-year. It will be the objective of the mentor to get the new member introduced to the chapter members and to participate in a committee and/or the Mini-LTC sessions.

Participating in HFMA is one way financial managers can develop the tools needed to go 'beyond the numbers' and achieve higher levels of personal and professional success. Please contact me directly or any of our dedicated officers or directors to learn how you can become involved.

Rick Kelly
President
Oklahoma Chapter
2004-2005



In The News

(*Reprinted from AHA News Now*)

State Support for Public Health Coverage Threatened, Studies Find

Despite brighter state budget outlooks in 2004 and 2005, continuing cost pressures could weaken state support for safety net health coverage programs, according to two reports (www.kff.org) issued by the Kaiser Commission on Medicaid and the Uninsured. With continued erosion of employer-sponsored coverage, the expiration of federal fiscal relief, and rising prescription drug costs spurring Medicaid spending increases, all 50 states and the District of Columbia implemented at least one cost-containment measure in 2004 and plan to do the same in 2005, one study found. Most common are cuts to prescription drugs and provider payments. A second study found that nearly half of states have taken steps such as enrollment freezes, more stringent enrollment procedures or premium increases to make it more difficult for eligible children and parents to secure Medicaid and State Children's Health Insurance Program coverage. "These studies show we are at risk of losing the gains in health coverage the nation has achieved for children and low-income families," said Diane Rowland, KCMU executive director. She added that "closing the coverage gap for low-income families will require additional federal resources if states are to expand coverage and outreach and enrollment efforts."

Medicare may be Underpaying Hospitals for Outpatient Services, GAO Finds

Hospitals may not be receiving adequate reimbursement for drugs and devices provided to Medicare patients in the outpatient setting because of a flawed rate-setting methodology employed by the Centers for Medicare & Medicaid Services, according to a Sept. 17 report (www.gao.gov/new.items/d04772.pdf) from the Government Accountability Office. Roslyne Schulman, AHA senior associate director for policy, said, "It is no surprise that these services are underfunded, but it is important to also recognize that nearly all outpatient services are underfunded."

HHS Grants Aim to Reduce Diabetes, Obesity and Asthma

HHS Secretary Tommy Thompson awarded $35.7 million in grants to states, cities and tribes for programs to prevent and reduce diabetes, obesity and asthma in rural, low-income, minority, uninsured and other high-risk populations. Partners include departments of education and health, school districts, health care providers, faith-based agencies and academic institutions. For example, a $1 million grant to Cleveland will support an educational campaign for health care providers and a competition between target neighborhoods that promotes better nutrition, physical activity and reduction of tobacco use. The Cherokee Nation of Oklahoma will use its grant to increase physical education activities in grades K-6, expand tobacco quitlines, smoking bans and smoking cessation programs and implement "Wisdom Steps," a health promotion program targeting seniors. The number of U.S. residents with diabetes has nearly doubled in the past decade to 18.2 million, while obesity cases have increased by more than 50% in the past two decades. An estimated 10 million U.S. adults and 5 million children suffer from asthma.

Certification News

Members certified since the July 2004 Newsletter

Linda Short – FHFMA	Karen Hendren – FHFMA
Mark Liston – CHFP Accounting and Finance	Tamie Osburn – CHFP Patient Financial Services

How to Take Charge of Your Personal Life So Your Professional Life Can Soar

by Connie Podesta

Think your personal and professional lives aren't intertwined? Think again. Chances are that despite your best attempts to keep the two separate, the quality and stability of your personal life often have a direct impact upon the quality and success of your professional life. In fact, for many people, their professional life mirrors their personal life.

When your personal life is stable and happy, this mirroring is a good thing. Your professional life will be productive and rewarding because you'll be able to direct your attention and energy to your work, your customers and your teammates. However, if your personal life is filled with turmoil, grief or pain, your professional life will very often suffer. When you're emotionally drained from hours of conflict, sadness or abuse at home, it's difficult to focus on even the simplest work-related task. It's no wonder then that when asked to choose between two equally qualified employees, managers will routinely choose to keep the person with the stable personal life.

To many people, this may seem unfair. After all, your personal life is private and none of your employer's business. While this is very true, the fact is that many employees do not keep their personal lives private. Instead, they bring their personal problems into the workplace, thus affecting their ability to do their job well. Since organizations must focus on profits and customer satisfaction above all else, they cannot afford to allow unproductive workers to stay on the payroll.

However, many employers do realize that there will be times in their employees' lives when circumstances beyond their control may affect their ability to perform on the job. In these instances, most organizations not only understand, but they are also willing to make arrangements to help employees through these difficult times. With that said, though, the employers also have certain expectations of their employees.

1. They expect employees to try to deal with their personal problems on their own and to ask for help only with the most serious problems;
2. They expect employees to make every reasonable effort to get help if they need it;
3. They expect employees to work with them to find a solution, such as a temporary replacement or a new work schedule, so they can continue to provide the best service to their customers while they work together with their employees to deal with their problems.

Regardless of what may be occurring in your personal life at the moment, there are steps you can take to meet your employer's expectations while taking charge of your personal life. Following these guidelines will enable you to become the employee your organization fights to keep.

1. Separate the "Big" Stuff from the "Little" Stuff

If you're constantly upset, depressed, stressed, or involved in a life "emergency," your job performance will continually decline and your employer's patience will finally wear thin. No organization should be expected to accept a drop in work performance for every stressful event that comes along. Your employer counts on you to deal with most situations on your own, most of the time, without affecting your ability to have a positive impact on customers and co-workers. Before you bring your most current "crisis" into the workplace, decide whether it's big enough to warrant assistance. While you can expect compassion and help for dealing with big problems, such as the death of a spouse or a catastrophic illness, you can't expect the same kind of support for little problems, such as the dog being ill or your child's softball game being rescheduled. Once you learn to separate the big stuff from the little stuff, you can keep your personal life in order by reacting to the problem appropriately.

2. Get Help if You Need It

As understanding as employers may be, they can only do so much to help you. Ultimately it's your responsibility to make every effort possible to work through your crisis, even if it means getting help from outside sources. However, the hardest thing for many people to do is admit they need help. They mistakenly believe that asking for help is a sign of weakness, when in reality the opposite is true. For the most part, people who ask for help tend to be very strong and determined not to become victims of abuse, neglect, violence, or tragedy. How willing are you to get help when you need it? If your personal life is in turmoil, then you may be able to benefit from some of the many excellent services available in your community or through your organization. Remember, whether you solve your problem yourself or with the help of others, the results are worth the effort: peace of mind, healthier relationships, a new outlook on life, and of course, better on-the-job performance.

3. Work with Your Organization to Find a Solution

When you do have a "big" problem that justifiably affects your job performance, let your manager know about it as soon as possible. Trying to keep it a secret or hoping no one will notice may increase the stress already induced by the event. But instead of revealing your situation and then waiting for your organization to come up with a solution, bring to the meeting some possible solutions that would work for both you and your employer. Perhaps you could be temporarily transferred to a department that requires less customer contact, or maybe you could make arrangements to switch schedules with someone in order to give you the time you need to deal with your problem. When you show your employer that you respect their objectives and are prepared to do what it takes to get your personal life back on track, there's usually little they wouldn't do to help you.

Today's organizations expect their employees to come to work ready to put their full effort and energy into the task at hand. Maintaining a stable personal life is one of the surest ways to accomplish that. But while no one's personal life will ever be perfectly in order, being able to separate the "big" stuff from the "little" stuff, asking for help when you need it, and working with your organization to find a solution for your problems are the keys to weathering any crisis. Always remember that when your personal life is in order, it will be reflected in your work and in your ability to ensure your future employability.

Connie Podesta was one of the keynote speakers at the recent HFMA Annual National Institute held in Nashville, Tennessee. You can read the other articles in this series based on her book "How to be the Person Successful Companies Fight to Keep" at her website www.conniepodesta.com.

L-R: Bob Junger, MaLinda Vanderpool, Tammy Hamrick, Holley Daniels, Mary Ann Adair, and Rick Kelly

Scholarship Info

Donald R. Plant Memorial Professional Advancement Awards

Donald R. Plant Memorial **Professional Advancement Awards**

We are pleased to announce the Oklahoma Chapter of HFMA awarded the following four individuals with an advancement scholarship award through the HFMA Donald R. Plant Memorial Professional Advancement Award program at the HFMA Summer meeting in July. The Advancement Awards consist of a cash award of $500, HFMA membership for one year and all OHFMA program fees waived for one year. This award is intended to benefit students or professionals pursuing careers in Healthcare Finance and is funded through corporate sponsorships and the annual Bob Junger Golf Tournament in August of each year. The Scholarship is awarded each year in the Spring. If you know anyone who is interested, please contact Regan Schraad at (918) 494-7359 for additional information.

Mary Ann Adair

Mary Ann is currently working towards her Bachelor's Degree in Business Administration at Northeastern State University. She graduated from Tulsa Community College in May with an Associates Degree. Mary Ann has worked as an Administrative Assistant in the Managed Care Operations department at Saint Francis Health System for four years. Mary Ann's goal is to move into a position of greater responsibility within the Saint Francis Health System.

Holley Daniels

Holley will graduate in December from the University of Phoenix with a Bachelor's Degree in Accounting. She is an Accounting Specialist in the Financial Services department at Saint Francis Health System and has worked for the hospital four years. Holley's goal is to work towards a Master's degree and pass the CPA exam. She would like to learn more about the health care industry, particularly health care finance, and grow professionally within the Saint Francis Health System.

Tammy Hamrick

Tammy will graduate in December from the University of Phoenix with a Bachelor's Degree in Accounting. She is an Accounting Specialist in the Financial Services department at Saint Francis Health System and has worked for the hospital for 18 years. Tammy would like to pass the CPA exam and advance her career within the Financial Services department.

MaLinda Vanderpool

MaLinda is currently pursuing a Bachelor's Degree in Business Management through the Organizational Leadership program at Southern Nazarene University. She has worked as a Reimbursement Coordinator at Deaconess Hospital in Oklahoma City for four years. MaLinda plans to locate a job that will utilize her knowledge as well as pursue a MBA Degree.

Congratulations to All!

HFMA Oklahoma Chapter Corporate Sponsors 2004

(Paid through April 15, 2004)

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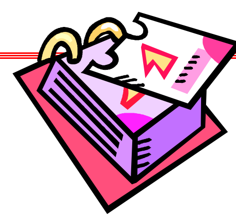
We value and appreciate our participating corporate sponsors. If you or your organization is interested in becoming a corporate sponsor for OHFMA, please contact Louise Littlejohn, Corporate Sponsors committee, at (405) 682-8088 ext. 121.



Save The Date!

Save the dates for these upcoming Oklahoma HFMA meetings:

November 10, 2004 – In conjunction with the annual OHA meeting to be held in Oklahoma City. OHFMA will have a half-day meeting the morning of November 10th followed by a Mini-LTC in the afternoon. Both meetings will be held in the Cox Convention Center.

January 27-28, 2005 – Two-day meeting to be held at the DoubleTree at Warren Place in Tulsa. We will also have a Mini-LTC on the afternoon of January 26th.

April 28-29, 2005 – Our annual meeting will be held at the Cox Convention Center in Oklahoma City. Come join us in celebration of our 50th anniversary!

The Oklahoma Chapter was presented with the Gold Award for Excellence for Certification, the Silver Award for Excellence for Membership, the Sister Mary Gerald Bronze Award for Education, two Yerger Special Recognition Awards, and a Multi-Chapter Yerger for the Region 9 New Orleans meeting. Shown below are past presidents of the Region 9 chapters.

Past President, Lloyd Haggard, receiving awards for the Oklahoma Chapter at ANI along with Joyce Zimowski and David Canfield.

Welcome

New Members

Since July 2004 Newsletter

Mary Ann Adair	Saint Francis Health System
Glenn Click	Sequoyah Memorial Hospital
Holley Daniels	Saint Francis Health System
Jason Etzel	Integris Baptist Regional Health Center
Melody Fish	Foundation Surgery Affiliates
Nova Hammersley	BC/BS of OK
Tammy Hamrick	Saint Francis Health System
Jeanette Koss	High Pointe Healthcare, LLC
Stacy Lupinetti	Integris Health
Stacie Mason	Saint Francis Health System
Thomas Michaud	Foundation Surgery Affiliates
Toni Moore	Med Management Consultants, Inc.
Darrel Morris	Saint Francis Health System
Chantel Pierce	Integris Health
Chastity Richardson	Integris Clinton Regional Hospital
Cathleen Ryan	Midland Group
Susan Schmidt	Oklahoma Heart
Dennis Teal	Stillwater Medical Center
Judy West	Norman Regional Hospital

Fall 2004 Agenda

Oklahoma Healthcare Financial Management Association
Coding Challenges

Fall Meeting, November 10, 2004

Cox Business Services Convention Center

100 W. Sheridan Avenue, Oklahoma City, OK 73102

Wednesday, November 10, 2004

8:30 – 9:00 a.m. ***Check-In***

9:00 a.m. – 12:00 p.m. ***Coding Challenges***
The focus of these sessions will be an update on changes to coding guidelines, including new codes and the elimination of the 90-day grace period. These sessions are intended to provide chief financial officers and business office personnel an overview of the changes impacting health information management in the upcoming year.

9:00 – 10:00 a.m. ***Hospital Coding Issues***
Staci Sudberry, RHIA, RN, CCS
Carey Deal, RHIA
BKD, LLP

10:00 –11:00 a.m. ***Physician Coding Issues***
Amy Hope, CPC, CCS-P
INTEGRIS *Health*

11:00 a.m. – 12:00 p.m. ***Home Health Coding Issues***
Karen Vance, OTR
BKD, LLP

3 hours of Continuing Education credit are available.

If you have any questions or need additional information, please contact Becky Speight at (918) 584-2900 or via e-mail at rspeight@bkd.com .

First Place! Shown to left –Rick Kelly, Terry Shambles, Jerry Ogden

Second Place!! Below Rick Kelly, Kenna Coker, Ron Corder, and Bob Junger

Golf Tourney winners from the 2004 Summer Meeting

PATIENT FINANCIAL SERVICES GROUP TO FORM

By Bob Sayles

I've been asked to write this article for the newsletter in order to let everyone in the chapter know of our desire to start a Patient Financial Services (PFS) sub-group of the OHFMA in our state. I am not a long-time member and when I learned a group of this type was not established, I thought it a good time to bring one together. This proposal was unanimously passed at the July 30, 2004, board meeting in Tulsa and includes the following objectives for the group:

- Education
- Brainstorming problematic issues
- Networking
- Focused effort on like-problems
- Sharing what works/doesn't work (which could possibly entail site visits to each other's facilities)

There are numerous complex issues related to Business Office (Revenue Cycle) operations. We believe it is critical to have more of a group focus on issues and resolutions to those issues, drawing on the many years of experience and the wide diversity of backgrounds that a group such as this can bring together. One of the best ways to learn is to listen to others in the same field – as to "what works" and "what has not worked."

In order for this organization to be successful, we will need the participation of a number of Business Office professionals from all across the state. We are in the infancy stage of development and have not yet had a planning session. We intend to have that planning session sometime between now and the end of November.

Please pass this part of this newsletter to your Business Office Director/Managers in order for them to begin thinking about what they would like to take form in an organization like we are proposing. Encourage them to contact me at bsayles@hillcrest.com or by phone at 918-579-7566 to discuss their ideas.

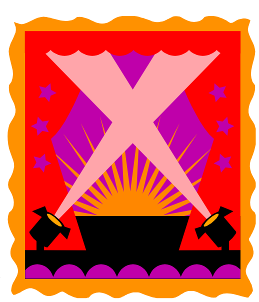
We would like to set up an Oklahoma forum similar to the PFS Forum where people can e-mail their concerns and solicit feedback from others involved in the group. There is no reason we couldn't do the same thing for our group with more focus on issues closer to home, though the forum's concerns are generally for all to benefit.

We don't have a name for the group yet so for now we'll just be known as the OHFMA PFS Sub-Group. More to come…

Vendor Spotlight

FMA Alliance, Ltd

An established collection agency since July 1983, FMA is flexible and concerned about meeting the specific needs of our clients. We will be most happy to create a receivables management program that will meet the needs of your facility. Specializing in Early Out account receivables through Med+Comm and bad debt collections, FMA is dedicated to performance and providing quality services for our clients.



For further information for placing your patient accounts with FMA, please contact Heath Secrist at 800-955-5598 ext.458 or via e-mail at hsechrist@fmaalliance.com. Given the opportunity, I am confident FMA can provide the results you expect from a professional collection service.

Changes to Founders' Program

Feedback during the 2004 Leadership Training Conference (LTC) has resulted in a move to keep the Founders' program prospective rather than retrospective. Information distributed in April announced important new changes to the Founders' award program.

- For 2003-04, the Founders' program will continue to include points for education (both local chapter and national), membership, certification, forums, and volunteer activity points (both local and national). *This is a change from the information published in earlier communication from HFMA National and addresses the retrospective issue raised by chapter leaders at the recent LTC.*
- Being "prospective" rather than "retrospective" will eliminate the need for members to be concerned about being close to an award level and not receiving points they were counting on for 2003-04. Members will not lose any points for the 2003-04 year.
- To simplify the transition, we will continue to use the "old" Founders' point system and award levels for this year (i.e. Bronze-100, Silver-200 and Gold-300).
- Beginning with 2004-05, and in keeping with the core purpose of the Founders' recognition program – Recognizing the Volunteer in You, the Founders' program will only record points for volunteer efforts.
- Chapter members can view their Founders' points on the HFMA National website under activities in their personal profiles in the membership directory area at: http://www.hfma.org/access_eseries.cfm

Founders' Points and Their Relationship to Certification Maintenance

One area of concern expressed by chapter leaders during the LTC was that members would still need to earn Founders' points for certification maintenance, and leaders thought that this would be difficult to do under the new Founders' system. *Founders' points are no longer a requirement for certification maintenance.* This requirement is being replaced with a 90-contact hour requirement. Please be advised that anyone who is due to maintain in 2005 and 2006 will be allowed to work under whichever system best allows ease of use in meeting the maintenance requirements. Anyone due to maintain in 2007 and beyond will be required to meet the maintenance requirements that are effective June 1, 2004.

In addition, certified members were concerned that Founders' points for attendance at HFMA educational events would not be tracked for certification for 2003-04. Founders' contacts are now being asked to report this data in aggregate for 2003-04. A new on-line system is now available for members to track their own education points (contact hours) for certification. HFMA members can self-report eligible education activities that occurred June 1, 2004 or later using the on-line system available at this link:
http://www.hfma.org/members_only/certification/education_activity.cfm

Send an email to certification@hfma.org if you have specific certification questions.

The HFMA National Regional Executive Council will continue to monitor Founders' program feedback as HFMA transitions to the new award program. Questions? Please speak to your chapter Founders' contact, Vicky Lacy at (405) 297-7159.

beyond the numbers

OHFMA Leadership 2004-2005

OFFICERS

President
Rick Kelly
(918) 494-9297

President Elect
Becky Speight
(918) 584-2900

Vice President &
Newsletter Editor
Karen Hendren
(405) 742-5729

Secretary
Vicki Lacy
(405) 297-7159

Treasurer
Bryan Bodnar
(918) 584-2900

DIRECTORS

Angela MorningStar
(918) 491-3922

Tamie Osburn
(918) 787-2502

Connie Proctor
(918) 787-3630

Linda Short
(405) 272-6552

Staci Sudberry
(918) 584-2900

Rex Van Meter
(580) 363-9422

HFMA & THE INFORMATION AGE

Are you currently receiving "HFMA Wants You to Know," a weekly email for HFMA members? If not, and you would like to receive a free subscription, send an email to memberservices@hfma.org.

The Oklahoma Chapter has implemented email distribution of the chapter newsletter and other updates. We will continue to mail newsletters to those members for which we have no email address. If you do not receive the email version and would like us to have your email address on file, please email Karen Hendren at khendren@stillwater-medical.org.

If you need to change your member demographic information, including your email address, contact memberservices@hfma.org.

WE WANT YOUR FEEDBACK!

Do you have ideas on topics for upcoming educational programs? Are there ways we can serve you better either through networking opportunities or educational initiatives? Other comments or suggestions?

Call or e-mail:

Becky Speight ● (918) 584-2900
rspeight@bkd.com

Rick Kelly ● (918) 494-9297
rekelly@saintfrancis.com

OHFMA Committee Chairpersons

Membership	Connie Proctor	(918) 787-3630
Programs	Becky Speight	(918) 584-2900
Certification	Art Mires	(580) 762-6219
Davis Management	Vicki Lacy	(405) 297-7159
Management Practices	Ann Paul	(918) 624-4619
Corporate Sponsors	Louise Littlejohn	(405) 682-8088, ext. 121
Scholarship	Regan Calhoun	(918) 494-7359
Managed Care	Ann Paul	(918) 624-4619
Medical Group Practice	Andrea Rizer	(918) 497-3333
Job Placement	Ed Casteel	(918) 481-4626
Golf Tournament	Rick Kelly	(918) 494-9297
Newsletter	Karen Hendren	(405) 742-5729

hfma healthcare financial management association — The BOTTOM LINE

EDITORIAL POLICY

The statements and opinions appearing in articles are those of the author and do not necessarily reflect the view of the Oklahoma Chapter, the Healthcare Financial Management Association, or the editor. The editor reserves the right to edit material and accept or reject contributions whether solicited or not. All correspondences are assumed to be released for publication unless otherwise indicated.

ADDRESS COMMUNICATIONS TO:

Karen Hendren, FHFMA, CPA
Stillwater Medical Center
1323 W. 6th Avenue #2408
Stillwater, OK 74074
Phone: (405) 742-5729 ◆ Fax: (405) 742-5631
E-mail: khendren@stillwater-medical.org