



The BOTTOMLINE

Oklahoma Chapter

July 2004

Annual National Institute - Oklahoma Brings Home a GOLD

The Oklahoma chapter was represented by Lloyd Haggard, Rick Kelly and Becky Speight at the Annual National Institute, June 27 through July 1, at the Opryland Hotel in Nashville, Tennessee. Also attending from Oklahoma were Karen Hendren, Irina Aizenman, Tamie Osborn, John Kellner, Wayne Walthall, Ginnie Gron, Sheila Henson and Steve Dorsett.

Lloyd had to buy an extra suitcase in which to carry all the awards presented to the Chapter at the 51st Annual Chapter President’s Dinner and Meeting, Monday, June 28.

The Chapter received the GOLD Award for Excellence for Certification resulting from 12 certification exams being passed by members of the Chapter. We also received the Sister Mary Gerald Bronze Award for Excellence for Education for providing 13.79 hours per member of education this year.

We are also ecstatic to announce that the Oklahoma chapter received a SILVER Award for Excellence for Membership Growth. The overall average experienced by HFMA National for this year was around 2 percent. The Oklahoma chapter realized a 5.75 percent increase this year, due to the great work and efforts by the membership committee. This committee was co-chaired by Megan Carter and Joby Brown.

Additionally, the chapter submitted and was awarded two single-chapter Helen M. Yerger Special Recognition Awards – one for the joint HFMA/MGMA meeting in August 2003 and one for our efforts by members to become certified. HFMA National received approximately 190 Yerger applications from all of the HFMA chapters. We extend appreciation to all who assisted in accumulating the documentation, and special thanks to Bryan Bodnar, Tamie Osburn, and Ann Paul for completing these applications.

The final award was a multi-chapter Helen M. Yerger Special Recognition Award for the Region 9 (Arkansas, Oklahoma, Louisiana, Mississippi, Lone Star, Gulf Coast and South Texas chapters) HFMA meeting in December 2003 in New Orleans. This meeting was a huge success and plans are to host another Region 9 meeting this year (2004).

Congratulations Oklahoma and thank you for your support.

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MEET YOUR OHFMA 2004-2005 OFFICERS AND DIRECTORS



Left to right – Rex Van Meter, Tamie Osborn, Staci Sudberry, Linda Short, Angela MorningStar, Connie Proctor, Bryan Bodnar, Vicki Lacy, Karen Hendren, Becky Speight and Rick Kelly.

PRESIDENT

Rick Kelly
Director of Operations

Community Care Health Services
Saint Francis Hospital

Rick is responsible for the operations of Saint Francis Home Medical Equipment and Community Care Health Services. Prior to working in the home medical equipment industry, he worked in Managed Care Operations for Saint Francis and spent ten years in various roles at Blue Cross Blue Shield of Oklahoma in marketing, provider relations and facility contracting.

Rick earned a Master's in Business Administration in 1994 and a Bachelor's in Marketing in 1989 from Oklahoma City University. Rick and his wife, Stefanie, live in Tulsa with their two daughters, Sarah and Elizabeth.

PRESIDENT-ELECT

Rebecca L. Speight, FHFMA, CPA
Managing Consultant

BKD, LLP

Becky is a managing consultant with BKD. Prior to joining BKD, Becky was a senior manager with Madole Wagner and the Director of Finance and Accounting for CIS Technologies, Inc. (now a division of NDCHealth).

Becky graduated Summa Cum Laude from the University of Arkansas with a BSBA degree in accounting and has an MBA from the University of Tulsa. Becky is also a Certified Public Accountant and recently earned designation as a Fellow of Healthcare Financial Management Association. Becky lives in Tulsa and is the proud aunt of one nephew and three nieces – Ben, Courtney, Grace and Jaycie.

VICE-PRESIDENT

Karen Hendren, CHFP, CPA
Vice President of Finance/CFO

Stillwater Medical Center

Karen joined the administrative staff of Stillwater Medical Center as Chief Financial Officer in October 2001. Prior to this, she served as the Chief Financial Officer for INTEGRIS Grove General Hospital for 11 years and for INTEGRIS Baptist Regional Health Center for 4 years.

Karen received her Bachelor's Degree from the University of Oklahoma and is a Certified Public Accountant and a Certified Healthcare Financial Professional. Karen and husband Don reside in Stillwater. She has two sons, Chad and Jalen.

TREASURER

Bryan Bodnar, CHFP, CPA
Manager

BKD, LLP

Bryan Bodnar is an audit manager with BKD. He is a certified public accountant in Oklahoma and provides assurance and cost report services to health care providers in Oklahoma, Texas, and California.

Bryan graduated from the University of Tulsa and has lived in Oklahoma ever since. He and his wife, Holly, live in Jenks and have two dogs.

SECRETARY

Victoria L. Lacy
Director, Patient Accounts

Emergency Medical Services Authority

Vicki is currently the Director of Patient Accounts for EMSA Ambulance Service, where she has been employed since March 2002. She was previously employed with Deaconess Hospital as the Director of Patient Financial Services from 1994 through 2001. Vicki came to Oklahoma from Texas where she was the Medicare specialist for a hospital in the Midland/Odessa area. She is in her fourth year serving the chapter as Secretary.

Vicki and her husband, Mike, have two sons, Jay and Matthew, and a daughter Megan.

PAST-PRESIDENT

Lloyd Haggard, CPA, CPC
Senior Managing Consultant

BKD, LLP

Lloyd is a Senior Managing Consultant with BKD. He is a certified public accountant in Oklahoma and Arizona. He is a Certified Professional Coder (CPC) through the American Academy of Professional Coders as well as a Certified Medical Coder (CMC) through the Practice Management Institute. Prior to working for BKD, Lloyd worked for the Arizona Medicare fiscal intermediary, Blue Cross Blue Shield of Arizona, and a health care consulting firm in Dallas. Lloyd has also worked in acute care and psychiatric hospitals.

Lloyd earned his BSBA degree in accounting from Missouri Southern State College in Joplin. Lloyd and his wife, Brenda, have a daughter, Jordan, and live in Tulsa.

DIRECTOR (Second Year)

Connie E. Proctor, CHFP
Business Services Director

INTEGRIS Grove General Hospital

Connie is currently the Director of Patient Financial Services at INTEGRIS Grove General Hospital, where she has worked since March 1993. During her ten-year employment she has managed a consolidated business office for two INTEGRIS facilities and lead both through revenue cycle reengineering. Prior to becoming a member of the healthcare industry, she was a licensed insurance agent in all lines of property, causality, life and health coverage and spent 15 years in banking specializing in lending and audit.

Connie is an HFMA Certified Healthcare Financial Professional serving her second year as a member of the Oklahoma HFMA board and her first year as the Membership Chairperson. She and her husband, Larry, reside in Grove.

DIRECTOR (Second Year)

Linda Short

SSM Healthcare of Oklahoma

Linda is a reimbursement specialist with SSM Healthcare of Oklahoma. Prior to joining SSM, Linda was Director of Finance with Norman Regional Hospital, Controller with St. Michael Hospital and Business Office Manager with Jefferson County Hospital.

Linda graduated from Oklahoma State University with a BSBA degree in accounting. Linda has completed her HFMA requirements for CHFP certification and is eligible for designation as a Fellow of Healthcare Financial Management Association. Linda lives in Norman with her husband, Rick. Linda has a son and daughter-in-law, Jeff and Ginger; and a daughter and (soon to be) son-in-law, Andrea and Brad.

DIRECTOR (First Year)

Staci L. Sudberry, RHIA, RN, CCS
Supervising Consultant

BKD, LLP

Staci is a supervising consultant with BKD. Prior to joining BKD, Staci worked for INTEGRIS Health as a compliance consultant, documentation coordinator and coding manager. Staci has also worked for Blue Cross Blue Shield of Oklahoma in network development. Staci also has experience with psychiatric hospitals, rehab facilities and nursing homes.

Staci has a Bachelor's degree in Health Information Management and an Associate degree in nursing. Staci is a Registered Health Information Administrator (RHIA), Registered Nurse (RN) and a Certified Coding Specialist (CCS). She is also active in the American Health Information Management Association (AHIMA) through the local Oklahoma chapter (OkHIMA).

Staci lives in Tulsa. She enjoys time with family and friends and making people laugh.

DIRECTOR (First Year)

Tamie Osburn
Director of Patient Financial Services

INTEGRIS Baptist Regional Health Center

Tamie is the Director of Patient Financial Services for INTEGRIS Baptist Regional Health Center in Miami, Oklahoma. She has worked for INTEGRIS for more than 10 years with the responsibility of patient access and patient financial services and has also served as the revenue cycle redesign project lead for two of its hospitals. She facilitates the development of revenue cycle education, tracking tools and interdisciplinary processes. Prior to joining the health care industry, Tamie spent more than 10 years with Conoco Inc, facilitating computer education for employees of the oil industry.

Tamie has just completed her HFMA requirements for CHFP certification. She and her husband David reside in Grove.

DIRECTOR (First Year)

Angela MorningStar
Manager, Managed Care Finance

Saint Francis Health System

Angela is Manager of Managed Care Finance for Saint Francis Health System. Prior to joining SFHS, she spent nine years at Blue Cross Blue Shield of Oklahoma in various roles including Medicare secondary payer, subrogation, risk pool reporting, and Manager of Provider Reimbursement for BlueLincs HMO.

Angela graduated Summa Cum Laude from Northeastern State University in 1995 with a BBA in Finance. Angela and her husband David live in Claremore with their two children, Benjamin and Kristen.

DIRECTOR (First Year)

Rex Van Meter
Chief Financial Officer

INTEGRIS Blackwell Regional Hospital

Rex is currently the Chief Financial Officer for INTEGRIS Blackwell Regional Hospital. Before coming to Blackwell he served as the Chief Financial Officer for Brookhaven Hospital in Tulsa.

Rex graduated in 1992 from Northwestern Oklahoma State University in Alva with a B.S. in Accounting. He serves on the Executive board for the Blackwell Area Chamber of Commerce and has also been recently elected to the Blackwell Board of Education. He lives in Blackwell with wife, Deborah and two daughters Aubree and Ashlee.

Fear isn't Fatal...

Seven Rules to Help You Survive (Even Enjoy!) Your Next Presentation

By Mary Walker

Eyes. Eyes everywhere. And they're all on me. Except for the guy in the back on his cell phone. Oh, and the woman in the front row with her eyes closed! Is she sleeping? And look! Those two are whispering and writing something. Must be something about me. That man on the aisle is staring at his shoes. No eyes are on me! I'm boring! I'm not interesting. I'm a failure as a public speaker.

Versions of this go on every day in heads across the world. Rational, capable business people fall apart like cheap sneakers. Many would rather eat broken glass than stand in front of a group to speak. But, generally, they get by. There's no "one size fits all" cure. Speaking in front of a group rallies personal insecurities...some you can control, some you can't.

Rule #1: Fear is not fatal.

No where in the Merriam-Webster dictionary is fear synonymous with death.

1 a : an unpleasant often strong emotion caused by anticipation or awareness of danger

We don't like being afraid. We prefer to run away or change the circumstances. You have the same choices when it comes to public speaking. Running away is not always the best career move. The ability to communicate efficiently and clearly in front of a group is an important business skill. You don't have to become a star...just get through it without

throwing up or embarrassing yourself or anyone else.

Notice that fear is an *unpleasant* emotion. If you can't run from it, you're stuck with it. So, embrace it.

If you have chronic anxiety...the type that causes panic attacks and renders you physically incapable of certain daily tasks, you need to seek professional help. That's not the typical "fear of public speaking" response. Typically people feel:

- Dry mouth (Drink something like water or juice. Avoid coffee or milk that dry out or coat your mouth and throat.)
- Tightness in the throat or jaw. (Take several deep breaths before you begin. Drink something to loosen the throat. Use relaxation techniques like moving your head side to side, back and forward several times. Lift your shoulders, then drop them to alleviate tension and loosen the muscles. Some experts say they take an over the counter pain medication like Ibuprofen or Tylenol for this.)
- A "sick" feeling in the chest or stomach. Also called butterflies. (Eat or don't eat...whichever you don't normally do. Take an antacid. Take deep breaths.)

- Shortness of breath (Take five or six very slow, deep breaths before you begin. Breathe in through the nose and out through the mouth.)
- Ringing or roaring in the ears. (A stress response that's often linked to a spike in blood pressure. Make sure this isn't related to a medical condition that needs treatment. If not, then try breathing deeply and use the above relaxation exercises.)
- Weak knees (Sit or lean back on a high stool behind the podium or in front of the room.)
- Goose bumps (Long sleeves.)
- Shaking/quivering (Don't hold anything in your hands. Stand with one hand touching or gripping the podium or table. Nervous energy is often drained out by this connection to something solid.)
- Red-face/flushed. (Again, deep, slow breathing can help. Or makeup.)
- Hot or cold. (This is commonly linked to the fight or flight response of fear. So, dress for your personal climate. If you're warm, don't worry about removing your jacket or sweater. It's often viewed by an audience as "getting down to business.")

Use the energy generated by your fear. Assuage your nerves starting with Rule #2.

Rule #2: Be prepared.

The best advice I ever got was to prepare my presentation completely WITHOUT POWERPOINT! Some people think that PowerPoint IS their presentation. Not so. YOU are your presentation.

Your visuals should support the presentation. They're a convenience, not a crutch. Preparing without them focuses you on the material, the content. Do your research. Organize what you're talking about.

Some people argue that PowerPoint helps them organize. My advice? If you're not a professional presenter, organize some other way. Once you have your material, then create visuals that facilitate the presentation.

Whether you're opening a conference or running a meeting, organizing and knowing the information is key. If the electricity goes down, your computer crashes, the handouts are lost by Federal Express, you should be able to carry the presentation because you've spent time with the material.

Then you're well on your way to the next rule.

Rule #3: Be excited and energetic

If you think what you're talking about is dull, so will everyone else. On top of that, you'll come across as not wanting to be there. Which could very well be, but speaking is all about illusion. You want everyone to *think* you enjoy what you're doing. It's easy to feign excitement:

- Pick up the pace. T-h-e s-l-o-w-e-r you talk, the faster you'll lose the audience. Our brains are remarkable. They process the equivalent of 1000 words a minute. Normal conversation is done around 150 words a minute. That leaves room for an additional 850 words or thoughts. This ability allows us to walk and chew gum at the same time. Our brains are wired for a certain amount of multi-tasking.
- For longer presentations...one hour or so...divide your material into definite short sub-topics. This is particularly important for detail-loaded sessions on procedures or requirements. Give each mini-topic a name and write it down on the flip chart or have it on a slide. Even a slight shift in focus keeps the audience fresh and more alert. Also, showing the list of topics as you name the next one acts as a recap of what you've covered.
- Never read your presentation to the audience...from your notes or from your slides. It'll sound stilted. Use notes to keep you on track, but talk to the attendees like you'd talk in a conversation.

Rule #4: Assume a confident stature

It's all about body language and facial expressions. You want to appear animated and larger than life...above the rest...imposing. (Think of the pharmacist on his elevated platform.) Even if you're

not confident, look like you are. Put your shoulders back. Stand tall. Smile. If you're short, wear heels or stand on something behind the podium. Approach the audience.

Practice your confident postures so you know what they feel like. Then, even if you're frightened, you can put them on and create the illusion of confidence.

Your smile, especially, should be practiced. The only thing worse than a stony presenter is one who pastes on a painful grimace or an apologetic simper in lieu of a natural smile. So, smile in the mirror. Memorize what it feels like. Is your mouth open or closed? What does your best smile feel like to the muscles around your nose and chin? What about your eyes and eyebrows? Do they lift or move when you smile?

Eventually, the confidence will come. To borrow a phrase from Alcoholics Anonymous, "fake it until you make it."

Rule #5: Own the room

You might call it "authority." It's taking Rule #4 a bit further. Confidence is boosted from knowing the battleground, so to speak.

Say you're acting as a facilitator and don't really have to prepare or research a topic. You still suffer all the anxiety and fears. Go to the meeting room ahead of time when no one is around. Stand in your position and survey where the attendees will be sitting. Assume a confident stature from Rule #4. Say out loud, "For the next hour/10 minutes/day/whatever this room is mine. I own it." See yourself as a success.

One professional paces around the perimeter of the meeting room, surveying it from all angles, imagining himself at the podium. He assumes his confident posture the whole way, establishing ownership of the entire place. Another presenter does a similar thing by sitting in every chair or in every row.

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Rule #6: Dress one step above the audience

Try as we may to give lip service to the idea that clothes don't matter, they do matter to members of your audience. Unless you're a professional who oozes confidence and charisma even in cutoffs and a dirty T-shirt, you're better off dressing slightly above your audience. (There's that elevation thing again.) Public speaking is largely acting...playing the part. So, if you want to be a better speaker, look like a better speaker. If the dress code for the audience is casual, you wear business casual. If it's business casual, you opt for business attire. If the option is largely business attire, wear your sharpest power ensemble.

But, make sure whatever you're wearing is comfortable. It should accommodate a cordless microphone and have a suitable place for your name badge. Wear an outfit that looks good with or without the jacket in case you get warm or cold. Don't be afraid of switching shoes during breaks or at lunch. Women especially, may want to start out in heels, then put on lower heels at some point.

Finally, Rule #7: Be yourself.

Granted, becoming a good public speaker means pushing past shyness and insecurity. If that's largely who you are, then you're mastering the spotlight will be harder. But, if shyness and insecurity aren't a constant in your every day life, then bring the rest of your natural personality to the podium with you.

All professionals confess to "borrowing" mannerisms or techniques from other speakers. Maybe an introduction or a story or an exercise. But we never borrow a personality. To be comfortable and confident in front of a group, you have to be who you are. If you're not good at telling jokes...don't tell jokes. If you're easy going and friendly...be easy going and friendly. If you're efficient and don't like to waste time...by all means, be that way in your presentation. You can make it work if you're a warm, kind person or a serious, more distant personality.

HFMA Oklahoma Chapter Corporate Sponsors 2004

(Paid through April 15, 2004)

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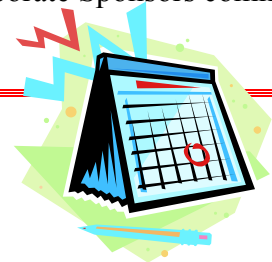
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We value and appreciate our participating corporate sponsors. If you or your organization is interested in becoming a corporate sponsor for OHFMA, please contact Louise Littlejohn, Corporate Sponsors committee, at (405) 682-8088 ext. 121.

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!

Focus on Our Sponsors



Wakefield & Associates, Inc. is a privately-held corporation founded in 1982 to specialize in healthcare receivables. Our experience and results have made us one of the Rocky Mountain region's leading collection agencies. Affiliations include ACA International, Associated Collection Agencies, Healthcare Financial Management Association (HFMA), American Association of Healthcare Administrative Management (AAHAM), and Medical Group Management Association (MGMA). We are licensed throughout the United States and have a national network of experienced collection attorneys to ensure complete coverage.

- Wakefield & Associates, Inc. believes that we must deliver the best financial returns to our clients.
- We believe that we are a servant to our clients and to our client's employees.
- We believe that the placement and collection processes should be simple, accurate and client friendly.
- We strive to be a valued partner to our clients and to enhance their offerings and their services to their customers.
- We strive to provide clear lines of communication to our clients to ensure the free flow of ideas, opinions and solutions.

The majority of our clients have been retained for over ten (10) years. The consistency of our work effort, the level of our service and the rate of recovery all combine to create a unified product offering that our clients are hard pressed to find elsewhere.

Now and in the future, we will continue to provide an exceptional recovery service, coupled with a commitment to excellence second to none.

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New Members

Since April 2004 Newsletter

Carol Black	Hillcrest Healthcare System
Louise Cerar	Saint Francis Heart Hospital
Gary Clinton	Norman Physician Hospital Organization
Curtis Dew	Oklahoma City Clinic
Ben Helm	Memorial Hospital of Texas County
Vickie Keener	Unity Health Center
Harrold McDermott	OUHSC Department of Pediatrics
Robert McQuarrie	Healthcare Administration Technologies, Inc.
Wendy Wheaton	Southwestern Regional Medical Center
Steve Wilsey	American Express

Oklahoma Chapter Representatives Attend LTC in San Francisco



Oklahoma Chapter leaders were very fortunate to be able to attend an outstanding Leadership Training Conference in San Francisco in April. From the keynote presentation by Dan Clark, who was very inspirational and humorous, to the closing presentation by Quint Studer, and all the sessions in between, we learned a lot and came back energized and ready to make this a great year for our chapter.

As many of you probably know, we have Mini-Leadership Training Conferences a couple of times per year right here with our local chapter. Your attendance at our local Mini-LTC can also be a very rewarding experience. You can take part in planning upcoming programs, defining goals and objectives for our chapter, writing articles for the newsletter, mentoring new members or recruiting members.

Mini-LTCs are a great way to get involved with your local chapter, and they are also a lot of fun. Plan to attend our next Mini-LTC in November 2004. More details on the exact date and place will appear in our next newsletter. Get involved! Make Oklahoma HFMA **your** chapter.

CMS to Eliminate 90-Day Grace Period For Billing Discontinued Codes

Medicare has permitted a 90-day grace period after implementation of an updated medical code set, such as HCPCS or ICD-9-CM codes, in order for providers to ascertain the new codes and learn about the discontinued codes. The Health Insurance Portability and Accountability Act (HIPAA) transaction and code set rule requires usage of the medical code set that is valid at the time that the service is provided. Therefore, CMS is eliminating the 90-day grace period for billing discontinued codes. This change is effective October 1, 2004, for ICD-9-CM updated and January 1, 2005, for HCPCS codes.

This would be a good topic to address at your next facility charge master meeting. If you do not have an

on-going process to address charge master issues, make this information available to the director and staff of both the Health Information Management Department and the Business Office/Billing Department. It is also critical that the directors of ancillary and other clinical service areas which create and maintain charges for their respective areas are aware of this change and have access to the annual ICD-9-CM and HCPCS updates.

For more information, visit the CMS website www.cms.hhs.gov/medlearn/matters. Search for Change Request (CR) 3094 which discusses changes in ICD-9-CM codes and CR 3093 which addresses changes in HCPCS codes.

Renew and Reward

HFMA membership provides a breadth of **career-related tools, resources and relationships** that allow you to advance within your profession. It gives you the opportunity to connect with colleagues and industry experts who answer questions or share their insights, or you can utilize your membership to participate in a chapter meeting, join a specialized membership forum, or to take advantage of the online membership directory. Leverage HFMA's business partnerships to build solutions that address the business issues and performance needs you and your organization both face.



And those are just the highlights of membership! A complete description of all HFMA member advantages can be found at www.hfma.org/value. To renew your membership online go to www.hfma.org/join, or call HFMA's Member Services Center at (800) 252-HFMA (4362), extension 2.

Reward!!! Current members can win HFMA apparel, gift certificates, cash, and even a chance at the ULTIMATE REWARD worth \$5,000 in world travel - all for the excellent cause of growing our local chapter. To learn more, log onto: www.hfma.org/membership/MemberGetAMember/MemberGetAMember.htm and see how you can qualify.

If you have questions, please feel free to contact Connie Proctor, Membership Chairperson, at procce@integrish-health.com or (918) 787-3630.



**OHFMA Leadership
2004-2005**

OFFICERS

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Rex Van Meter
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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:

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Golf Tournament	Rick Kelly	(918) 494-9297
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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.

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