

President's Message



You should have been there! Since you weren't, we have included a couple of pictures of Ann Paul, past President, at HFMA's Annual National Institute last month in Baltimore, Maryland. You would have been proud. The format was a little different this year in that they presented each chapter's awards for the year at one time. They also did it in order by the number of awards you were receiving. Close to an hour into the presentations, Ann leaned over and asked me to go to the stage with her to help collect our loot. She was right. We accepted five awards. What a year it was and will be!

It is time to **ACT** – **A**ssist, **C**ommit and **T**ake part for the 2003-04 HFMA fiscal year. The bar has been set pretty high. I only hope we can reach it to set a new standard for 2004-05.

The first item on my agenda is certification, one of our focuses for this year. We are planning to provide a coaching course during the October 3rd Fall Program. The coach will focus on the core exam by spending half a day going through the text and preparing attendees for the exam. If you have considered becoming certified and need help with the first steps, why not be in good company.

Ask Steve Dorsett or Becky Speight, Oklahoma HFMA members, of the benefits of being certified. Did you know Steve has passed three of the four specialty exams? And did you know Becky is **one of eight** people nationally to have passed all four specialty exams? Talk about high achievers.

(Continued on page 6)

Tiffani M. Martin – Hillcrest Healthcare System
Carolyn S. Geibert-Campbell – St. John Medical Center
Sara L. Campbell – St. John Medical Center
Stephanie Tollett – Hillcrest Healthcare System
Eyvonne R. Sitton – Integris Health
Richard M. Ackley
Susan M. Schlesinger – Southwest Regional Medical Center
Shirley A. Sherry – Saint Francis Health System
Bonnie Pfeiffer – Integris Bass Baptist Health Center

Anthony Marchi – Meditech
Daryl W. Mathews – Deaconess Hospital
Sarah J. Wehmeier – Memorial Hospital of Texas County
Peter A. Troxel – Madole Wagner, PLLC
Charles W. Lyon – Central States Recovery
Donald R. Baker – Hillcrest Healthcare System
Julie Newman – Tahlequah City Hospital
Richard K. Snyder – Via Christi Oklahoma Regional Medical Center



Welcome New Members

Leadership Training Conference – It Snows in Chicago in April!

The Oklahoma Chapter was fortunate to be able to send six of the board members to this year's Leadership Training Conference (LTC) in Chicago on April 4 – 6. The board members attending were Lloyd Haggard, Rick Kelly, Becky Speight, Vicki Lacy, Bryan Bodnar and Linda Short. Over the 2 ½ day session, we attended sessions on chapter finance, newsletters and communication, educational programming and delivery, effective leadership, membership recruitment and retention and many other timely topics.

The kick-off general session introduced David Canfield, 2003-04 Chairman, and his theme for the upcoming year – “HFMA: it’s personal”. Dave’s theme emphasizes the differences that individual HFMA members can make in shaping the future of the organization. Dave shared his personal experience of how HFMA has helped him advance within the industry, and has become like a family to him, all because of the encouragement and friendships he developed over the years through HFMA contacts.

The closing general session was presented by Cynthia D’Amour, president of People Power Unlimited, to give chapter leaders new ways to spice up their chapter events, maintain enthusiasm and get the chapter year off to a great start. Our very own Bryan Bodnar was recognized as the youngest chapter leader present!

In addition, it was announced that Rick Wagner will be serving as a member of the CAT team – Chapter Advancement Team. The CAT team members are available to all chapters across the nation for assistance in evaluating chapter programs, membership recruitment and retention strategies, goal setting, or meeting facilitation. Congratulations Rick!



Our own Rick Wagner working with the Louisiana chapter leader, Teresa Avery

Hard at work during chapter planning time. From left Rick Kelly, Lloyd Haggard, Bryan Bodnar, Vicki Lacy and Linda Short



Linda, Bryan and Lloyd preparing for the closing session



HFMA National's On-line Membership Directory

Have you visited HFMA National's On-line Membership Directory lately? Here's the link: http://www.hfma.org/dual_login.cfm. When you select "HFMA Directory", not only can you search for members of our chapter, you can also search for all of your HFMA colleagues by name, company, and location - regardless of chapter! Using an on-line directory instead of a printed directory ensures that you always have the most up-to-date contact information.

While accessing HFMA National's On-line Membership Directory, you may view your current contact information and make edits to your profile. You can also view any products you have ordered, events you have registered for, your CPE credits, your Founders points, and more!

It is vital that HFMA has your correct information, so please take a moment to review your record now. By doing so, you will ensure that HFMA continues to provide you with valuable information and insights that further your success.

Experience the Value. Value the Experience.

I know that HFMA is committed to being an indispensable professional resource for healthcare financial managers. I know because, as you can see, I have experienced it for myself.

You can also see it in HFMA's subject matter. The association provides comprehensive resources to help you take advantage of opportunities for revenue growth and cost control, navigate regulatory compliance issues such as HIPAA, avoid labor shortages, maximize information technology opportunities, and position yourself and your organization to benefit from the changing economic environment.

You can also see it in the way HFMA provides information. In a given month, visitors to HFMA's web site (located at www.hfma.org) will view more than 340,000 pages of HFMA content. E-mail newsletters, such as *HFMA Wants You To Know* and *Express News*, reach out and inform HFMA members of current topics, regulatory changes, and what is coming over the next hill.

Locally, the chapter leaders are committed to getting timely information into the hands of our members. We are committed to providing four chapter newsletters each year and the new chapter website is currently in testing. We anticipate www.ohfma.org being available by the August meeting – thanks to Ed Casteel for all his hard work.

HFMA's education curriculum includes conferences and seminars, including the Annual National Institute. In addition, distance learning options include audio-teleconferences, e-learning, and webinars. HFMA will even bring education programs onsite to organizations, when needed.

Locally, the calendar for the 2003-04 chapter year has been set:

<i>August 20-22</i>	Shangri La Resort
<i>October 3</i>	Oklahoma City (will include core exam coaching course)
<i>November 13</i>	OHA in Oklahoma City
<i>January 23</i>	Tulsa
<i>April 1 & 2</i>	Annual Meeting in OKC

As you experience the value HFMA provides, don't forget to value the experience. HFMA offers opportunities to network with those who face similar challenges and successes as you do. If you are looking to gain experience in a safe environment, or would like to share the experience that you have, opportunities to volunteer locally or nationally are plentiful.

The bottom line is that the Healthcare Financial Management Association is comprised of more than 32,000 individuals just like you. What do we know about these individuals? We are value driven. We are forward thinking. We are innovative. And **together**, we are defining, realizing, and advancing the profession of the financial management of health care.

To learn more about the benefits of your HFMA membership visit

<http://www.hfma.org/membership/Benefits>

Consequences of Uncontrolled Weaknesses

by Tom Pryor

There is a Texaco convenience store near my house that has not changed its gas price in eight weeks. While other stations around town change prices almost daily, the storeowner stays at \$1.49 per gallon, even when the 7-11 down the street is higher or lower.

Why doesn't the storeowner change prices? I came up with the following possible reasons:

- He's lazy.
- He's got excess inventory of expensive gas.
- He's changed the pump but forgotten to change the sign.
- He's embarrassed or scared to climb a ladder to change the sign.
- He's dwelling on the past success of \$1.49, even though competitors are selling at \$1.33 gallon.
- He's greedy.
- He's undisciplined, never checking his cost or what competition is doing.



This is a list of weaknesses. If left unchecked, the consequences can be deadly for his business.

Everyone has a weakness. You or your organization may share one of the weaknesses with the Texaco storeowner. Or possibly your weakness is overeating, greed, riding a dead horse, pornography, over committing, succumbing to terrorism, overstaying your welcome, anger, refusing to change, unbridled optimism, crowd-based logic, procrastination, prevailing pessimism, pride, lust, can't say no, credit cards, defending a losing product line, helping everyone, or poor stewardship.

Weakness always hits first in our mind. "Indulging in your weakness will never satisfy you." Left unchecked, uncontrolled weaknesses destroy you, your family and your organization. The consequences of an uncontrolled weakness - typically things that you ignore or disavow - lead to unwanted, unattractive and unintended results. Conversely, acknowledging and controlling your weakness can lead to wanted, attractive and intended results.

To counter the negative impact of an uncontrolled weakness, every person or organization should take steps to counter with strength. Here are five strong solutions for an uncontrolled weakness:

Solutions for an Uncontrolled Weakness

1. **Yell it, Spell it...** In high school we had a football cheer that started "yell it, spell it". That's sound advice for dealing with your weakness. Admit the weakness. Confess it, even if only to God. I wrote down my weaknesses last year ... yes, I admit to having several. Spend time in thought. Write down goals and action plans to minimize your weakness and promote your strengths. "Honesty leads to confession and confession leads to change."
2. **Don't go there...** Stay away from places that break down your resistance to the weakness. If your weakness is overeating, stay away from the all-you-can-eat buffet! If it's greed, let someone else do the budget or manage the finances. If it's pornography, install an Internet filter. An invitation to participate in competitive bidding or a reverse auction sounds like an appealing opportunity to increase sales. But if your cost system is weak, lacking the financial facts of an Activity Based Costing system, don't go bidding at the auction! You could end up committing a costly mistake.

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3. **Iron sharpens Iron...** I love to watch the TV LandÒ channel. They feature old westerns like Gunsmoke and Bonanza. Most men identify with the American icon of the lone cowboy, riding into town to run out the bad guys. Confident. Independent. Self-reliant. The image of the lonesome hero makes for good drama, but real life is much different. Men and women need other men and women ... for support, guidance, encouragement and accountability. Each of us needs reliable, trusted, wise, caring people to point out our weaknesses. If sharpening our awareness to our weakness is left undone, we become dull and ineffective. Make it a priority this week to find someone to point out your weakness ... a coach, consultant, counselor or close friend.
 4. **Get your front-end aligned...** Nothing wears out a set of tires faster than driving with the front-end out of alignment. The same holds true for people and organizations. There is a costly consequence when driving towards a worthy goal with your mind pointed at an uncontrolled weakness. Ask yourself the three Hedgehog Concept questions made popular in Jim Collins' [Good to Great](#): What are we passionate about? What are we good at? What drives our economic engine? If there is no common answer to all three questions, your life or company needs a front-end alignment.
 5. **Nothing Doing...** Develop a habit of giving things away. Simplifying exposes and eliminates wasteful weaknesses. Consider the advice posed in Thomas Merton's poem "Nothing Doing" ...

*Some of us need to
discover that we will not
begin to live more
fully until we have the
courage to do and see
much less than usual*

Someone once said, "Adversity introduces a person to himself." It saddens me to see fewer and fewer customers at my neighborhood Texaco. Painfully, it appears that the owner is learning about himself by paying the consequences of an uncontrolled weakness.

I recall an old advertising slogan, "You can trust your care to the man who wears the star." I doubt this storeowner wears a star any more. And his actions ... or inactivity ... certainly don't engender trust.

"It is a sobering picture of the crossroads at which you may be standing." [1] Don't ignore your weakness, assuming no one notices. People will drive by your crossroads today watching the decisions you make. You need to take a look too. Sometimes a person's (or corporation's) greatest strength is being able to spot their own weakness. Those who are unaware of their weakness, or ignore them, never reach their potential. **Admit your weakness and choose the road to improvement.**

(1) [Called to Greatness](#), Ron Hutchcraft, Moody Press, 2001

hfma:
it's personal

Board Planning Retreat

The Board Planning Retreat was held May 1 & 2 in Guthrie, Oklahoma. The retreat began with dinner on Thursday night at “Grandma Had One” and ended after lunch on Friday. The purpose of the retreat was to complete the strategic plan for the chapter for the upcoming year. Some of the steps involved in the planning process included reviewing the results of the chapter survey performed by national, completion of a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis, and the setting of the tentative program calendar for the year.



At left Joby Brown and Ann Paul watch Lloyd Haggard review handouts

Louise Littlejohn, Vicki Lacy, Linda Short, and Karen Hendren listen intently



Your fearless leaders!

Back row: Anita Lollar, Rick Kelly, Louise Littlejohn, Karen Hendren, Meegan Carter & Joby Brown. Front Row: Ann Paul & Lloyd Haggard



Let the New Year begin!

(Continued from page 1)

Our second focus will be on membership, in particular growth and retention. With that said, here is where you can help. “HFMA, it’s personal” is the National Chairman’s, David P. Canfield, theme for 2003-04. You may ask what does that have to do with membership? Think about where you are personally in your career. Many of you will admit that some of that success is due to someone else getting you involved in HFMA. The networking opportunities it affords you. Think about making it personal for you and sponsor one of your colleagues, staff, or friends to become an HFMA member. The opportunities and rewards are endless.

We have also set the date for our first Mini Leadership Training Conference. Scheduled for September 26 in Oklahoma City (exact location to be announced soon), we are planning for a half day training. We will focus on our programs for the remainder of this year, certification, and membership. This venue has worked well for chapters across the nation to identify and train its successor leaders. Oklahoma implemented the Mini LTC program last year, and the feedback has been great. I expect nothing less from this year!

Finally, I hope to see many of you at the Summer Program “Having the Time of Your Life,” at Shangri La Resort, August 21-22, with our Bob Junger Annual Scholarship Fund-raiser on August 20. (We’re serving veggie lasagna, NOT.) The summer program historically is our most popular and this year is no different. It is coming together nicely. You won’t want to miss the education, networking, and fun we have in store for you.

I look forward to seeing each of you this year.

Kindest regards,

A handwritten signature in cursive script, appearing to read "Lloyd".

Thanks to our 2003 Corporate Sponsors!

We have had a very successful year increasing participation from our corporate sponsors. Louise Littlejohn, Corporate Sponsors committee chair, has done an outstanding job in helping OHFMA articulate the benefits of participating to the sponsors listed below, and the chapter appreciates their support. This list includes paid sponsors as of July 18, 2003. If you or your organization is interested in becoming a corporate sponsor for OHFMA, please contact Louise Littlejohn at (405) 682-8088, ext. 121.

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jlark@acsteam.net

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Tulsa, OK 74136
www.bkd.com

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918-584-2931 Fax
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918-488-9433 Fax
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Lawrence, KS 66049

Ryan O'Hara
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785-840-9677
ryan@midlandgroup.com

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Scott Willey
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281-296-0246 Fax
swilley@cardonhealthcare.com

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Dallas, TX 75204

Greg Hightower
214-520-3883
ghightower@hworks.com (??)

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Deborah Miller
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405-942-2370 Fax
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Que Financial Serviceware Technologies
8948 W. Barnes Street
Boise, ID 83709

George Finefrock
208-672-7228

Woodland Outsourcing, LLC
123 W. 7 St., Ste. 300
Stillwater, OK 74074

Géne Heinrich
405-707-3441
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American Collection Services, Inc.
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Oklahoma City, OK 73119

Louise Littlejohn
405-682-8088
405-682-8044 Fax
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CAC Financial Corp
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Jim Peters, Bob Golden
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jpeters@cacfinancial.com

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Chuck Lyon
800-779-0419
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Stillwater, OK 74074-4068
www.cbsasolutions.com

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405-707-3440 Fax
teresa@collectpro.com

Credit Services, Inc.
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Oklahoma City, OK 73107
www.e-csigroup.com

Mike Yerkes
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Oklahoma City, OK 73112
www.transworldsystems.com

Joby Brown
405-943-5272
405-943-1169 Fax
jobro222@earthlink.net

Annual National Institute

The Oklahoma chapter was well represented with Ann Paul, Lloyd Haggard and Rick Kelly in attendance at the meetings June 22 – 26 in Baltimore, Maryland. Bryan Bodnar, Steve Dorsett and Becky Speight from the chapter also attended the meetings.

At the 50th Annual Chapter Presidents Dinner and Meeting, the Oklahoma chapter picked up five awards. The chapter received the John M. Stagl Silver Award for Excellence in Education by providing 13.82 hours per member of education this year. The C. Henry Hottum Award for Education Performance Improvement was also awarded to the Oklahoma chapter for our 33.32% increase in education hours. Five certification exams were passed by members of the Oklahoma chapter, resulting in a Silver Award for Excellence in Certification. In addition, the chapter was awarded two Helen M. Yerger Special Recognition Awards – one for chapter sponsorship and one for the mini-LTC program.



Lloyd Haggard and Cheryl Kaufman from Arkansas enjoy the Chapter Presidents Reception



Ann Paul and Lloyd Haggard accept the Oklahoma Chapter awards from Phyllis Cowling, past chairperson and David Canfield, current HFMA chairperson

Congratulations to everyone for their hard work with the chapter this year!



Becky Speight, Ann Paul and Lloyd Haggard display the hardware Ann carried home



It wasn't all business! Ann and Lloyd wore bibs to try the crabs at Obrycki's in Baltimore

**HFMA MEMBERS PLEASE FAX A COPY OF YOUR
REGISTRATION TO (Rick Kelly at 918-494-9299)**

**OKLAHOMA
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America to have ever received the International
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will address how to help people in your
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and happiness. He will share his secrets of time
management in his second session.*

*Jim lost his sight at a young age and rose above
this obstacle to fulfill his dream of being an
Olympic weightlifting champion. Jim's session
promises to change your life, by changing your
mind about your vision of what you can achieve.*

*The final security rule was published
February 18, 2003, with a compliance date of
April 2005. The second general session is
designed to provide you with an overview of the
security rule.*

GENERAL SESSION TITLES

**Eagles Were Born to Fly and So Were You
HIPAA's Security Rule – Getting Started
Having the Time of Your Life
Yes You Can!**

Join us for the Time of Your Life!

**OHFMA & OKMGMA Joint Conference
Registration Form**



Having the Time of Your Life

Shangri-La Resort – Afton, Oklahoma
August 21 & 22, 2003

*Please make copies of this blank form and complete if more than
one person registers*

Name: _____

Title: _____ Employer: _____

Address: _____ City, State, Zip: _____

Phone: _____ Fax: _____

E-mail: _____ HFMA Membership #: _____

Note: If you have a disability and require special accommodations, please
check here.

REGISTRATION FEE

(Includes August 20th reception ticket and August 21st lunch and welcome party)

<input type="checkbox"/> OHFMA Member	\$150	\$ _____
<input type="checkbox"/> OKMGMA Member	\$150	\$ _____
<input type="checkbox"/> Nonmember	\$225	\$ _____
<i>Golf tournament starts at 1:00 pm, Wednesday, August 20th</i>		
<input type="checkbox"/> Golf tournament	\$80	\$ _____
<input type="checkbox"/> August 20 th reception		N/C
<input type="checkbox"/> August 21 st party (includes two drink coupons, food, and entertainment). Number of guest party tickets at \$25 each _____		\$ _____
Total		\$ _____

BREAKOUT SESSIONS

Thursday, August 21, 2003

- 101 AR Management
- 102 Microsoft Excel Tips
- 103 Electronic Medical Record
- 104 Tort Reform/Malpractice

Friday, August 22, 2003

- 201 Coding What You Do
- 202 Front Line Access
- 203 Human Resource Law
- 204 Microsoft Access Tips

(Chose one breakout session for each day)

**Mail the program registration form with
your check made payable to:**

HFMA
Rick Kelly, Director of Operations
Saint Francis Home Medical Equipment
6815 S. Canton, #113
Tulsa, OK 74136

Phone: 918-494-9297
Fax: 918-494-9299
e-mail: rekelly@saintfrancis.com

Program site and location

Shangri-La Resort
57401 East Hwy. 125
Afton, Oklahoma 74331

*Special rate of \$95 per night
(includes the resort's \$10 activity fee)
For reservations call (800) 331-4060 before
July 20, 2003*

Reservations made after July 20, 2003 will
be made only if rooms are available.

Business casual attire for conference; casual attire for Wednesday's reception and
Thursday's party.



**The 5th Annual Bob Junger
OHFMA Golf Tournament
Benefiting the
Donald Plant Scholarship Program**

Wednesday, August 20th
Shangri-La Resort
1:00 p.m. - Shotgun Start
\$80 per player or \$320 per team

Round up your foursome and enjoy an afternoon of golf at Shangri-La. If you don't have a foursome, send your entry and you'll be paired with others to form a team.

Name: _____ Phone Number: _____

Company: _____

Address: _____

Foursomes: Please assign me to a foursome

My foursome is listed below (excluding myself)

1. _____
2. _____
3. _____

You may fax the completed form to Rick Kelly at 918-494-9299 and mail your entry fee to Rick at Saint Francis Home Medical Equipment at 6815 S. Canton, #113, Tulsa, Oklahoma, 74136. If you have any questions about playing or you would like to sponsor a prize for the tournament and/or the silent auction, please call Rick at 918-494-9297.



**All registration forms and entry fees must be received by Wednesday,
August 13th to ensure your spot.**

All golfers and conference attendees are invited to the Welcome Reception to be held at 6:00 p.m. on Wednesday, August 20th. Beverages and hors d' oeuvres will be served. The reception will also include a silent auction and many door prizes. Make plans to attend!

**OHFMA Leadership
2002-2003**

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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 Becky Speight at rspeight@bkd.com.

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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