

July 2008

Oklahoma Chapter

Preparing for a Great Year for HFMA



As I begin my year as Chapter President I must say I am so excited to be involved in the Oklahoma Chapter. My experience began with volunteering. This gave me the opportunity to learn about our Chapter from other members who had already experienced the many returns of networking with peers and Chapter involvement. Our Chapter is really blessed to have the breadth of knowledge from the many past Presidents and others

who have served and continue to serve in so many capacities. They are always willing to help improve the experience for everyone.

The rest of my journey was a natural progression as I had the great opportunity to meet fellow members at both the local and national level. I have also been very privileged to have wonderful mentorship from past Presidents Tamie Osburn and Karen Hendren. Both of these ladies are the reason I started down the road to greater involvement in the organization. I am sure, like many of you, I came to meetings, enjoyed the fellowship and educational opportunities but was unsure what else I might gain from the experience. They helped me begin the journey. The amount of dedication exhibited by these two ladies and those that came before has ensured that membership is more meaningful for us all.

In April the Chapter officers had the opportunity to attend HFMA's National Leadership Conference held in San Antonio. Leadership from Chapters across the U.S. came together to plan and network about how to improve each of our organizations. This year's theme was "Making Connections". That is exactly what HFMA can bring to each of you. The healthcare landscape is changing so rapidly that it is all we can do to keep up. Someone once said it is hard to get ahead when your back's against the wall. The connections you make at Chapter conferences and the educational programs should ease some of the burden. It certainly has for me.

Lastly I encourage you to get involved. The time involved has been returned to me many times over. And did I mention the fun? Start small, sign up for a committee, share a newsletter article or make suggestions about speakers. All of these are worthwhile and needed tasks. Our summer conference will be held July 24 and 25. We have a great program planned. Please come and join us. I look forward to seeing you all there.

Karen Reynolds

- President's Letter – 1
- Five Questions to Ask New Hires – 2
- Save the Dates – 3
- Scholarship Winners – 3
- Summer Meeting Agenda – 4 – 5
- Summer Luau – 6
- New Members – 6
- Membership Renewal – 6
- Corporate Sponsors – 7-9
- Sustainable Compliance: Business Reality or Financial Bust? – 9-10
- Committee Signup – 11-12
- Get Published – 13
- Photographers Needed – 13
- Officers and Chairs – 14-15

Five Questions to Ask New Hires

You've spent months remedying a major staff shortage. After reviewing countless applications, conducting interviews, assessing performance skills, and completing all the other necessary processes, you've finally hired the "cream of the crop" for your department. But it's too soon to breathe a sigh of relief. Attracting the best and the brightest is only part of the equation. Now that you have them, what can you do to keep them? According to healthcare management educator and leadership coach Quint Studer, you must find out what is really on the minds of new employees during their first three months. At one-on-one meetings with your new hires, ask the following questions to secure long-term relationships and gain insight into your organization:

1. How do we compare with what we said we would be like?

When expectations aren't being met, new hires may feel as though you have misrepresented the situation. They may even feel lied to. This question will open a dialogue for clarifying new employees' expectations and will give you a good perspective on whether you are delivering what you promised.



2. What is going well?

Healthcare workers are often trained to focus on what is going wrong. By asking what is going well, you give new hires a chance to concentrate on the positive aspects of the job. As a bonus, you will find out what truly matters to people.

3. Which employees have been helpful to you?



By asking this question, you can discover which employees are valuable in the retention process and then recognize and reward them for helping new hires learn the ropes. Once other staff sees that these employees are being rewarded, they too will become involved in the orientation/training process. Employee turnover affects everyone, and everyone should have a stake in tackling the problem.

4. Are there things you did at your previous workplace that might be helpful to us?



This question is a great way to harvest intellectual capital. Current employees may not be good at taking input from new employees, even if the advice is sound. Plus, new hires may be reluctant to offer input for fear of alienating co-workers. This question allows you to create a win-win situation. You get great new ideas for process improvements, and new employees feel as though they have made a valuable contribution.

5. Do you know anyone who might be a valuable addition to our team?

At this point, your new employees are likely still in touch with former co-workers. If they are having a good experience with your organization, encourage them to let former co-workers know. This question can spark effective recruiting efforts.



Source: Quint Studer, *Hardwiring Excellence: Purpose, Worthwhile Work, Making a Difference*, Fire Starter Publishing, 2004

(Reprinted with permission from the March 1, 2005, issue of *Healthcare Executive*)

HFMA-Oklahoma Chapter Save The Dates 2008-2009

July 24 – 25, 2008, Summer Conference – Tulsa

November 5 – 7, 2008, OHA Convention & Trade Show – Oklahoma City

(OHFMA November Mini Leadership Training Conference and Sponsored Program during OHA Convention to be announced)

December 3 – 5, 2008, Region 9 Conference – New Orleans

(Joint Regional Conference: Oklahoma, Louisiana, Texas, Arkansas, Mississippi Chapters)

January 29 – 30, 2009, Winter Program – Tulsa

April 23 – 24, 2009, Annual Spring Conference – Oklahoma City

Congratulations Scholarship Winners! Clark Chaffin and Lyndsey Fields

Clark is the Director of Health Information Services and Information Technology at INTEGRIS Baptist Regional Health Center. He is currently enrolled in the Master of Business Administration with an emphasis in Clinical Information Systems Management at Stephens College. Clark feels it is important for all HIM professionals to maintain a good balance of clinical and financial skills in order to manage their functional areas to better serve their customers.

Lyndsey is the Senior Patient Account Representative for the Practice Management department at INTEGRIS Grove General Hospital. Lyndsey is enrolled in Financial Accounting classes at Northeastern Oklahoma A&M College. Lyndsey has been a patient account representative for three years and loves the financial aspect of it. She wants to advance in this field and decided the best way to achieve her goal is to attain her Accounting degree.

Both Clark and Lyndsey received a \$500 check from the Oklahoma Chapter and membership to HFMA for one year.

The HFMA Donald R. Plant Memorial Professional Advancement Award is intended to benefit students or professionals pursuing careers in Healthcare Finance. The award is funded through corporate sponsorship and an annual silent auction. The Advancement Award consists of:

- ◆ A cash award of \$500
- ◆ HFMA membership for one year
- ◆ All HFMA program fees waived for one year

Interested candidates should complete and return an application by December 31, 2008, to be considered for the 2009 Donald R. Plant Memorial Advancement Award, awarded at the HFMA meeting in April 2009. For more information or an application packet, please contact Tamie Osburn at T.Osburn@gustassoc.com.

Oklahoma Healthcare Financial Management Association

Summer Meeting July 24th & 25th, 2008

Renaissance Tulsa Hotel

6808 S. 107th East Ave. (US 169 & 71st St.)

Tulsa, Oklahoma 73133

1-918-307-2600

Thursday, July 24th

7:15 – 8:00 a.m. **Registration & Continental Breakfast**

8:00 – 8:30 a.m. **Welcome and Announcements**

8:30 – 10:00 a.m. **Election 2008: Will U.S. Healthcare, As We Have Come to Know and Love It, Survive?**

Jeanne Scott, one of Washington, D.C.'s leading healthcare policy analysts and lobbyists, is a veteran healthcare speaker. She brings the latest in "inside the beltway" analysis and insight, touched with her humor and anecdotes.

10:00 – 10:30 a.m. **Networking Break**

10:30 – 12:00 a.m. **Update on Federal Rules for Medicaid Payments on GME and Cost Limitations on Public Providers**

Anne Garcia, Oklahoma Health Care Authority

12:00 – 1:00 p.m. **Lunch & Networking**

1:00 – 2:45 p.m. **Trailblazer Update**

Carol Michael, Manager, Part A Provider Outreach and Education – Overview of Customer Service, Provider Outreach and Education and the Trailblazer Website

Steven Mildward, Project Administrator Part A Provider Outreach and Education – Understanding Trailblazer's Local Coverage Determinations

Kari Adams, Part A Provider Relations Representative – Oklahoma's Top Claim Issues

2:45 – 3:00 p.m. **Break**

Breakout Sessions

3:00 – 5:00 p.m. **Track I – Finance – Business and Industry Ethics for CPAs and Corporate Managers**

James Small, Controller, Drysdale's

Post Sarbanes-Oxley – What have we learned and how have we changed? The ever-evolving world of corporate compliance and global finance has been largely considered an issue for risk management, finance and accounting, but it truly pervades all aspects of corporate life. We will explore recent trends, programs and results of changes in ethics standards and codes of conduct – what has worked and what has failed and how we can continue to improve our behavior.

3:00 – 5:00 p.m. **Track II – PFS Forum – Best Practices in Front-End Eligibility Processes**

Cathleen Ryan, Regional Director Operations – The Midland Group

5:30 – 7:00 p.m. **Summer Luau Social Event – Lots of games, refreshments, surprises!!!**

Friday, July 25th

7:30 – 8:15 a.m. **Registration & Continental Breakfast**

8:15 – 8:30 a.m. **Housekeeping Details**

8:30 – 9:45 a.m. **Developing Quality Customer Service**

Dr. L. Lee Manzer, Professor, OSU Center for Executive and Professional Development – For more than 30 years, Dr. Manzer has been involved in outreach programs through the Center for Executive and Professional Development, teaching on-campus supplemental courses, independent study courses and public and onsite programs to students and business professionals across the state. He is one of OSU's most requested speakers due to his gift of storytelling, sense of humor and ability to relay his points in practical perspectives.

9:45 – 10:00 a.m. **Break**

10:00-11:30 a.m. **Pay for Performance Update**

Eric Kammer, Client Executive, Premier Healthcare Informatics

Eric will present the results of the CMS pay-for-performance project, the Hospital Quality Incentive Demonstration project (HQID) and Premier's additional Performance Pays study. The costs in the areas of AMI, HF, PN, CABG and Hip/Knee will be examined as well as the patient process scoring method.

Continuing education credits are available for these programs

If you have any questions or need additional information, please contact Jerry Mitcham at (918) 652-0275 or via e-mail at jmitch41@aol.com.

O H F M A ' s

Jimmy Buffett

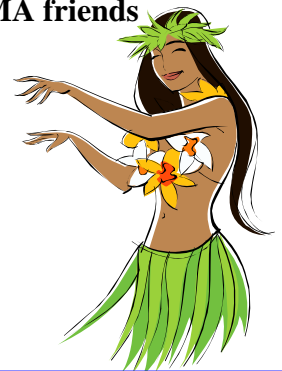


Summer Luau Social Event

Thursday, July 24th, 5:30 – 7:00 p.m.

Please join us for a fun filled evening of networking with all your OHFMA friends

*Limbo Contest!!
Margarita Machine!!
Hula Hoop Contest!!
Door Prizes!!*



Hors d'oeuvres will be served

Welcome New Members

Annie Bassett - McBride Clinic Orthopedic Hospital

Cully Chapman - Deaconess Hospital

Robert Haight - BKD, LLP

Curtis Ralston - Oklahoma Oncology & Hematology

Rick Scott - INTEGRIS Health

Leo Sell - Diagnostic Laboratory of Oklahoma

Megan Smith - Mercy Health Center

Donna Todd - Norman Regional Hospital

Shelley Vega - Saint Francis Hospital

Membership Renewal

It is time to renew your HFMA membership for the year! Renew now and avoid missing any information from National HFMA and this Chapter on topics of interest and educational opportunities. Also, if you renew now, you will avoid getting renewal letters from National and the Membership Committee!!!

Renewing your membership is easy. Go to www.hfma.org and click on *Become a Member*. You will be able to use a credit card at this site. Also, please update your personal information at this time to insure we can continue to reach you throughout the year.

RENEW TODAY!!!!!!

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Thanks Corporate Sponsors

We are currently accepting new sponsors for 2009. Sign up today and see your organization's name in the next newsletter.

Sustainable Compliance: Business Reality or Financial Bust?

By Lance S. Loria, CPA, FACHE, FAAMA, President of LORIA ASSOCIATES and
 HFMA Texas Gulf Coast Chapter Board Member

(Reprinted from the October/November 2005 issue of *gulf coast lines*, with permission from the Texas Gulf Coast Chapter of HFMA.)

Corporate compliance. Ethical behavior. Corporate responsibility. Regulatory compliance. Around every corner there's a recurring theme. Sarbanes-Oxley (SOX) made it the law and companies across the nation are spending billions of dollars complying with Section 404. Although not-for-profit organizations were excluded from SOX, the health care industry is subjected to regulatory scrutiny by agencies such as the OIG, CMS, AGs and DoJ which have eliminated any doubt of the seriousness of non-compliance. The resulting question is: How can an organization sustain compliance in light of limited resources?

Organized and Evidence-Based Approach

Implementing an organized and systematic approach is most efficient and effective. An organization should perform a risk assessment of the control environment to identify where compliance risk is the greatest. Based on the recent

amendments to the Federal Sentencing Guidelines as well as the Supplementary Hospital Compliance Plan Guidelines, the compliance plan must focus on the prevention and detection of compliance violations.

It's not good enough to have a shiny binder on the shelf with a pretty cover that represents the compliance plan. Likewise, lengthy compliance plans posted on the Internet don't add value towards demonstrating the effectiveness of the compliance program.

What's needed is an evidence-based approach. Identify specific risk areas based on the unique operations and services provided by your organization. Relate those risk areas to the underlying regulation or other compliance requirements. Identify existing controls and if none are present, design and implement appropriate new controls.

Conduct an efficient monitoring program to test whether or not the controls are working...don't focus on auditing and validating the transaction value. Document the existence of controls with written policies and procedures, supplemented by templates and tools to be used by responsible personnel.

Develop a communications and training program for responsible individuals to become fully aware of the risk issues and appropriate policies and procedures for minimizing such risks. Finally, document the evaluation of controls to evidence the effectiveness of such controls.

Realize the Tangible and Intangible Benefits

As a financial manager, adopting a cost-benefit approach to implementing an evidence-based compliance program should be considered. While the cost of implementation should not preclude establishment of controls in high risk areas, a cost efficient process may reduce the overall cost. Equally important is the measurement of tangible and intangible benefits to be realized.

Clearly one tangible benefit from an effective system of controls is the avoidance of legal and regulatory problems which are generally accompanied by significant investigation costs, fines and penalties. On the intangible side, maintaining and improving the organization's reputation among patients, physicians, payors, employees and the investment community can lead to tangible benefits.

Establishing a control environment requires documenting existing controls as well as designing and implementing new controls. Part of the

approach involves mapping processes throughout the organization. This traditional process improvement methodology should create more efficient processes that can result in tangible benefits such as:

- Improve coding and documentation to yield higher payments;
- Eliminate redundancy;
- Reduce re-work;
- Lower transaction cost; and
- Improve controls over safeguarding assets.

Process improvements will also result in a number of intangible benefits such as:

- Avoid disruption due to employee turnover;
- Improve organizational clarity and employee morale; and
- Standardize process and controls to drive operational value.

Don't Wait to Get Started

Whether an organization uses internal resources, computer-based tools, external assistance, or some combination, the goal is the same and the methods are equally valid. Working to reduce risk is an on-going effort.

Over time, many compliance activities should shift away from compliance and finance towards the operational departments. This shift will free-up resources for monitoring and additional process improvements. As a result of implementing an organized evidence-based approach the tangible and intangible benefits realized should help fund future compliance activities.

Lance S. Loria, CPA, FACHE, FAAMA, is President of LORIA ASSOCIATES, LLC, in Houston and provides regulatory compliance services to hospitals and other providers nationally. He has 33 years of health care industry experience. Lance is an advanced member of HFMA and recipient of the Founders Medal of Honor Award. He is a Fellow of the American College of Healthcare Executives and Fellow of the American Academy of Medical Administrators. He is a frequent author and speaker on health care industry topics. Lance can be contacted for questions regarding this article at lanceloria@aol.com.

Committee Sign up for 2008-2009 Chapter Year

As Karen Reynolds, our Chapter President, mentioned in her letter, making connections is a valuable asset that your HFMA membership gives to you. One way you can make new connections is by joining one of our Oklahoma HFMA Chapter Committees. In order for our chapter to continue to make a strong investment in our programs, social events, and professional development events, we need your help. Please review the chapter committees listed below and mark the one or ones you feel most interested in joining. Then return the information to me, and I will forward it to the committee chair.

Please feel free to call or email me with any questions you may have at amy.marsh@integrisok.com or by phone 918-540-7282. Please fax your responses to 405-713-7603.

Sincerely,
Amy Marsh, Vice President and Newsletter Chair

Audit Committee

The Audit Committee annually reviews the financial transactions of the Chapter. The Audit Committee is responsible for the chapter's financial review and reports to the Board of Directors.

Certification Committee

The objective of the Certification Committee is to promote the chapter members to pursue HFMA Certification. The committee assists with arranging proctors for certification exams.

Corporate Sponsorship

The Corporate Sponsorship Committee balances the need for financial strength and viability for the chapter with a cost-effective method for our corporate sponsors to gain visibility in the Oklahoma healthcare marketplace. Sponsorship funds generated shall be targeted to underwrite the cost of chapter meetings and events; and to encourage and support other services, which promote the objectives of the chapter.

Chapter Website

The Chapter Website Committee assists HFMA chapter and members by posting current chapter activity. Our Chapter website address is <http://www.ohfma.org>

Social Events Committee

The objective of the Social Activities Committee is to plan activities during the year which serves as social functions for the Chapter. This will provide our members opportunities for social interaction, networking, and fun. This Committee coordinates with program and sponsorship committees on all events.

Managed Care Committee

The Managed Care Committee contributes topics and speakers on managed care topics and promotes increased awareness and involvement for those interested in managed care and its administration.

Committee Sign up for 2008-2009 Chapter Year (Continued)

Management Practices Committee

The Management Practices Committee coordinates project administration activities and prepares Yerger project submissions for recognition by the National Office of HFMA.

Membership Committee

The objective of the Membership Committee is to monitor and report changes in the local chapter membership. The committee works with National HFMA to maintain an up-to-date membership roster. The committee also supports the chapter with the greeting of new members and is focused on new member retention.

Newsletter Committee

The Newsletter Committee is responsible for publishing the chapter newsletter four times each year. The Committee reviews articles and corresponds with the various other committees regarding information to be published in the newsletters.

PAFS Forum Committee

The Patient Access and Financial Services Forum is a committee responsible for facilitating PAFS monthly e-Forum communication and program topics for the Oklahoma Chapter PAFS subgroup program at each chapter conference Program Committee.

Program Committee

The Program Committee is responsible for the content and format of the four educational offerings each year.

Scholarship Committee

The Committee promotes awareness of HFMA and opportunities in healthcare finance at the student level via the Chapter's Donald R. Plant Memorial Professional Advancement Award. The awards are financed through Sponsor donation and a silent auction held once a year.



Get Published

We are always looking for articles from our members. Do you have an article on a current financial healthcare topic? Please send it to amy.marsh@integrisok.com.



Photographers Wanted

Are you an amateur photographer, or maybe just someone with a camera phone? We would love to publish your exciting HFMA pics in the Bottom Line. We are looking for pictures of our members at events. So next time you go to an HFMA event, bring your digital camera and take some pictures. Email them to amy.marsh@integrisok.com.



**HEALTHCARE FINANCIAL MANAGEMENT ASSOCIATION
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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.

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