



hfma
healthcare
financial
management
association

The BOTTOMLINE

April 2010

Oklahoma Chapter

President's Letter

When your admissions are going down and your bad debt expense is going up, staying positive takes real effort. In addition, we are all dealing with the real potential of reimbursement rates dropping. I know I haven't heard any news articles proclaiming hospitals are going to get more reimbursement in the upcoming year. (Actually I don't think the news even discusses positive stories anymore.) Unfortunately the articles making news today include the Oklahoma Health Care Authority (OHCA) making a 3.25 percent, across-the-board reduction in provider reimbursement rates and on March 10, 2010, Obama signed a [White House Memorandum](#), which states his support of the use of "high-tech bounty hunters," such as RACs and Medicaid Integrity Contractors ("MICs"), to help root out health care fraud in government-run Medicare and Medicaid programs. It seems that in healthcare we are constantly being asked to do more with less. So how do you stay positive in tough times? I have a few suggestions for you. First, consider investing a little bit of time into yourself. One way to do that is HFMA's certification program. The certification program prepares you for increasingly responsible positions in the healthcare finance industry. It also demonstrates your comprehensive understanding of healthcare financial management overall. (For myself, I also think it is cool to have additional letters after my name.) Certification also makes you more marketable during these tough times. Another way to invest some time in you is to get away from work and attend HFMA local meetings. Not only do you get the opportunity to hear current healthcare topics, you also have the opportunity to network and spend time with friends. A third way to stay positive is laugh more. Laughter makes you feel good. And the good feeling that you get when you laugh remains with you even after the laughter subsides. Humor helps you keep a positive, optimistic outlook through difficult situations, stress, and disappointments. (Those terms could definitely be describing healthcare.) Laughter relaxes the whole body. A good, hearty laugh relieves physical tension and stress, leaving your muscles relaxed for up to 45 minutes after. Fourth, remember why we are in healthcare. Sometimes we lose focus when we are busy putting out fires everyday. (I know I walk in my office every morning, open my email and check the census.) We need to step back and remember our work gives us a chance to make a difference in the lives of our patients. To quote a line from Quint Studer's book *Hardwiring Excellence*, "Life is a pond. We are all pebbles. Never underestimate the difference one pebble can make."



As I write my last President's letter, I can't believe how quickly my year as President has flown by. I want to thank all of the chapter's officers, Board members, and committee members for making this an outstanding and enjoyable year. I also want to thank you, our membership, for your involvement with the chapter. Finally I want to encourage all of you to attend our upcoming annual meeting held on April 29th and 30th in Oklahoma City at the Renaissance Hotel. This meeting is packed with really great speakers. I look forward to seeing each of you at the meeting.

Amy

President's Letter	1	Maintaining Certification Requirements.....	7
Medicaid Regulatory Changes That Could Affect Your Bottom Line	2	New Members	10
Save the Date.....	2	Corporate Sponsors	10
Spring Meeting Agenda	3	Get Published	13
Spring Meeting Registration	5	Photographers Needed	13
Certification News	6	2009-2010 Officers	14
		Committee Chairs.....	15

Medicaid Regulatory Changes That Could Affect Your Bottom Line

By Cathleen Ryan, Regional Director, The Midland Group

On January 15, 2010, The Oklahoma Health Care Authority published a proposed regulatory modification to OAC 317:35-6-60, certification for SoonerCare. Currently this rule states that Medicaid applications for Pregnant Women and Families with Children (SoonerCare) may be approved for medical services provided on or after the first day of the month of application. Under the proposed modification, Medicaid applications for SoonerCare will not be retroactive, and "...may be certified for medical services on or after the first day of certification. The period may not be for a retroactive period."

In conjunction with this modification, the Oklahoma Health Care Authority (OHCA) has developed a web-based application and eligibility determination system that allows potential members to apply for SoonerCare online. The Oklahoma Healthcare Authority will assume responsibility for determining eligibility for certain groups of individuals under SoonerCare.

Comments on this proposed rule were accepted by the OHCA through February 15th, and a public hearing was held on February 17th. The written and oral comments addressed the concern that the elimination of retroactivity of SoonerCare applications would have a negative impact to potential members of SoonerCare, as well as to Oklahoma hospitals and other medical providers. Since healthcare providers rely on Medicaid as a

resource for patients who present initially as self-pay patients, eliminating a retroactive application period would essentially place the entire financial burden on Oklahoma healthcare providers.



In response to these comments, the OHCA Board approved revised language in the proposed rule in order to provide an opportunity for retroactivity of certain applications. The amended language reads "The period of certification may not be for a retroactive period unless otherwise prior approved by OHCA." Details regarding retroactivity will be issued by OHCA in a numbered Provider Letter.

Initially the proposed rules were to be implemented in March 2010, however the implementation date has been postponed. A new implementation date should be announced by OHCA some time in April.

The Oklahoma Hospital Association will be hosting a webinar on April 21st at 2:00 p.m., which will demonstrate the new online SoonerCare system. Watch OHA's weekly Hotline for more details.

To read The Midland Group's written comment to this proposed rule, visit www.midlandgroup.com.

HFMA-Oklahoma Chapter

Save The Dates - 2010

April 29-30, 2010 – Annual Meeting - OKC

June 20-23, 2010 – ANI, Nashville

July 29-30, 2010 – Summer Conference - Tulsa



Oklahoma Healthcare Financial Management Association

Annual Meeting April 29-30, 2010
Cox Convention Center – Renaissance Hotel
1 Myriad Gardens – 10 North Broadway
Oklahoma City, OK 73102
(405) 228-8000

Wednesday, April 28th

5:30 – 8:00 p.m. *Pre-Registration and Social Networking Event*
Come join us for an extra opportunity to network. Renaissance Hotel - Hotel Bar – Lobby Level. First drink is on us! Plus drawing for prizes for providers!!

Thursday, April 29th

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

8:15 – 8:30 a.m. *Welcome, Opening Remarks and Current Chapter Business*

**8:30 – 10:15 a.m. *Protect Your Organization from Fraud and Embezzlement:
Stories from the Trenches***
*Angela Morelock, CPA, CFE, CFF, ABV, CrFA, Partner, Forensics &
Valuation Services, BKD, LLP*

Fraud can wreak havoc on organization financial performance and undermine business objectives. No business is immune from the risks associated with fraud, and education is the key to prevention. Health care organizations have some unique and rampant risks for fraud and embezzlement. Angela Morelock, a partner with BKD, LLP will share her insights into the world of internal embezzlement based on her experience investigating white-collar crime. With stories from the trenches and often overlooked prevention tips, you will be simultaneously educated and entertained during this fast-paced program designed for those with or without an accounting background. Anyone involved in business – managers, owners, board members, controllers and outside auditors – will benefit from this enlightening presentation, which discusses the symptoms management should watch for with a focus on how organizations can better protect themselves.

10:15 – 10:45 a.m. *Networking Break*

10:45 – 12:00 p.m. *EHR Stimulus Plan*
*Robert Roswell M.D., Senior Associate Dean, University of Oklahoma
College of Medicine*

This session will provide an update on the economic stimulus legislation, the American Recovery and Reinvestment Act of 2009, focusing on the impact to Health IT. The legislation allows the Government to lead standards development for nationwide exchange and use of health information to improve quality and coordination of care. The bill provides incentives to doctors and hospitals for "meaningful" use of a certified EMR. During this session, you will learn more details on the recently released Interim Final Rule of the legislation. You will also find out more about the emerging certification process including definitions of "meaningful" use.

12:00 – 1:00 p.m. *Lunch and Installation of Officers*

- 1:00 – 2:15 p.m. **CEO Panel Discussion on Current Topic & Trends in the Healthcare Industry**
 Moderated by Carley Williams, CPA, Senior Manager, BKD, LLP
 Panel discussion participants: Jerry Moeller, CEO, Stillwater Medical Center; Chris Howard, CEO, SSM Healthcare Oklahoma; Cathryn Hibbs, CEO, Deaconess Hospital
- 2:15 – 3:15 p.m. **Combating Common Denials—A Legal Perspective**
 Russ DeVore, CEO, Meridian Revenue Solutions
 This session will discuss some of the most common denials affecting a hospital business office. He will discuss common payor tactics, relevant laws and statutes, and the appropriate provider response to these denials. Topics will include prompt pay violations, usual and customary reductions, lack of verification or preauthorization denials, preexisting condition denials, ERISA governed claims, and Veteran's Administration claims.
- 3:15 – 3:30 p.m. **Networking Break**
- Breakout Sessions**
- 3:30 – 5:00 p.m. **Track I – Finance – Professional Ethics**
 Garyl Geist, OKEthics President
- Track II – PAFS – Bad Debt Collection Policy – from a Provider and Collection Agency Perspective – Panel Discussion**
 Open discussion on how Bad Debt Policies can affect recovery of bad debt from a provider and collection agency prospective.
- 5:30 – 7:30 p.m. **Evening Social –Please join us for an evening social full of music, dancing, drinks and friends.**

Friday, April 30th

7:45 – 8:15 a.m. **Registration & Continental Breakfast**

8:15a.m. – 12:00 p.m. **The Game is Played Away From the Ball**
 Dr. Lee Manzer, Professor Oklahoma State University

This seminar has a unique approach, utilizing basketball terminology, to motivate and remind employees and managers about the importance of "taking care of the little things." Too often employees and managers stress and allocate their energy to what is perceived as the singular critical "employee-manager" moment (the ball is in their hands), when in reality the salient factors for the organizational success are occurring before/after that moment, i.e., the real game is when the ball is not in their hands. This approach allows employees, of all levels, to create their own value for the firm.

Continuing Education credits are available for these programs

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

Oklahoma Healthcare Financial Management Association

Annual Meeting April 29-30, 2010

Cox Convention Center – Renaissance Hotel, Oklahoma City
1 Myriad Gardens – 10 North Broadway

1. Name: _____ HFMA# _____
 Employer: _____ Title: _____
 Address: _____
 City, State & Zip: _____
 Email: _____ Phone: _____

I plan to attend: (Circle One) Finance Forum PFS Forum
I plan to attend the Thursday evening social: (Circle One) Yes No

Additional registrants from same facility:

2. Name: _____ HFMA# _____
 Title: _____ Email: _____
I plan to attend: (Circle One) Finance Forum PFS Forum
I plan to attend the Thursday evening social: (Circle One) Yes No

3. Name: _____ HFMA# _____
 Title: _____ Email: _____

I plan to attend: (Circle One) Finance Forum PFS Forum
I plan to attend the Thursday evening social: (Circle One) Yes No

	<u>HFMA Member</u>	<u>Non-Member</u>
Early Bird - Full Conference	\$165.00	\$225.00
<i>(Must register by April 16, 2010; Payment must be received by April 23, 2010)</i>		
Full Conference after April 16	\$185.00	\$250.00
One Day Only ~ Thursday or Friday	\$135.00	\$175.00
<i>(Circle One)</i>		

Deduct January 2010 canceled meeting amount already paid: _____

Total Amount Due: _____

Payment Information:

- If 3 or more register from 1 facility on the same form, you may discount the total amount due by \$50. **(Sorry this cannot be done online.)**
- Cancellation notice must be received by April 23 or full conference fee is due.
- Checks should be made payable to OHFMA & mailed to address below.
- You may register online with your credit card at:
http://www.hfma.org/events/chapter/OKChap042910_043010.htm

Hotel Information: Rooms are available at the Renaissance Hotel for \$134 per night until **April 8, 2010**. Call the hotel at (405) 228-8000 and ask for the OHFMA rate.

Return your registration form and checks to:

Shelly Bush
 Oklahoma Hospital Association
 4000 N Lincoln Blvd
 Oklahoma City, OK 73105-5207
 Phone: (405) 427-9537, Fax: (405) 424-4507, Email: bush@okoha.com



CERTIFICATION NEWS

Congratulations to the following Oklahoma Chapter members who passed a certification exam:

Bill Clark	BKD, LLP	Core Program
John Hammann	HPI, LLC	Accounting & Finance
Yvonda Moore	Mercy Health System	Core Program



Congratulations to our chapter's newest CHFP (Certified Healthcare Financial Professional):

Ryan Breedlove Hillcrest Healthcare System

As of March 1, 2010, we have had four (4) CHFP exams passed by chapter members. We have members scheduled to take an exam in late March and April. Our chapter goals for exams passed are:

Bronze Level – 7 exams passed
Silver Level – 10 exams passed
Gold Level – 11 exams passed

*** * * WE NEED YOU * * ***

BECOME A CHFP

**Thought about taking a certification exam?
Planned to take a certification exam?**

[WE HAVE AN OPPORTUNITY JUST FOR YOU](#)

OHFMA CHAPTER CERTIFICATION EXAM DATE

Friday, April 30, 2010

LOCATION: St. Anthony Hospital

TIME: 1:00 p.m. – 5:00 p.m.

CONTACT: Linda J. Short

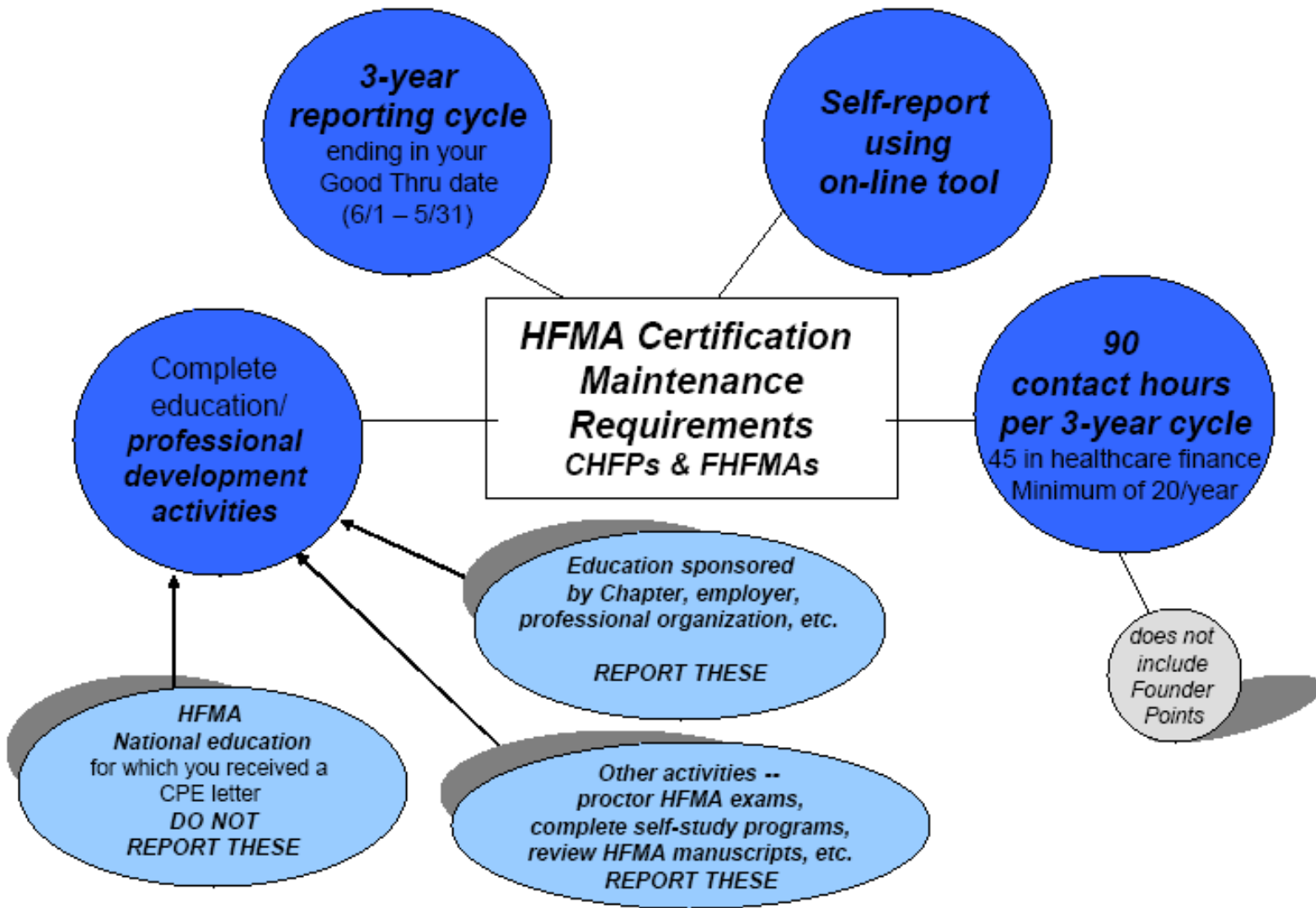
405-936-5876

linda.short@mercy.net

TO RESERVE YOUR SPOT TO TEST ON APRIL 30!!!

MAINTAINING CERTIFICATION REQUIREMENTS

CHFPs and FHFMAAs take time to be aware of the requirements to maintain your certification!!!



HFMA CERTIFICATION MAINTENANCE REQUIREMENTS

<p>3-year reporting cycle</p>	<ul style="list-style-type: none"> •Cycle is three years back from Good Thru date •Activities must be completed within this period •Reporting year is June 1 – May 31 •Activities must be entered by Good Thru date or lose designation •Grace period to report ends 8/31 of Good Thru year for activities completed by Good Thru date
<p>90 contact hours per 3-year cycle</p>	<ul style="list-style-type: none"> •Contact hour based on a 50-minute hour •Calculate by adding time in minutes of program (less breaks, meals, etc.) and divide by 50 •Minimum of 45 hours required in healthcare finance (HFMA National programs fall under this category) per reporting cycle •Minimum of 20 hours per reporting year
<p>Complete education activities</p>	<p>List of eligible activities – comprehensive list with description and maximum hours per category http://www.hfma.org/certification/certmaintenance/EligibleEducationActivities.htm Some activities include:</p> <ul style="list-style-type: none"> •Those for which HFMA National awarded you a CPE letter – do not report these •Activities/events sponsored by an HFMA chapter – report these •Proctoring an exam – we capture the Founder point, you report the education point •Programs sponsored by your employer – report these •Programs sponsored by another professional organization – report these •Completion of college course, presenting to organizations, completing self-study programs or on-line education, reviewing HFMA manuscripts– report all of these
<p>Self-report using on-line tool</p>	<p>Directions for how to report http://www.hfma.org/certification/certmaintenance/DirectionsforReportingEducationActivitiesViewingReport.htm The tool: http://www.hfma.org/Site/certification/education_activity.cfm</p>

HFMA CERTIFICATION MAINTENANCE – ELIGIBLE ACTIVITIES

<p>Group live</p> <p>Presenter</p>	<ul style="list-style-type: none"> •College courses – Report up to 15 hours per course and maximum of 45 hours per reporting period •HFMA National Audio webcasts – Do not report if CPE letter was awarded •HFMA National Seminars – Do not report if CPE letter was awarded •Local HFMA chapter or regional meetings, audio webcast or education events – Report this •Other professional organization sponsored education events – Report these •Employer-sponsored education events – Report these; Do not report events that focus on organization-specific operational issues. <i>Committee membership is not an eligible activity.</i>
<p>Self-Study Programs</p>	<ul style="list-style-type: none"> •HFMA National Certification Self-study programs – Do not report if CPE letter was awarded. •HFMA e-learning – Report this •Other e-learning – Report this
<p>HFMA Exam Proctor</p>	<p>Report this activity – One hour per exam date (regardless of number of candidates) Report up to 12 hours per 3-year reporting cycle</p>
<p>Publication Activity</p>	<p>Report these activities. Report hours invested up to a maximum of 23 hours per reporting cycle for each of the following categories:</p> <ul style="list-style-type: none"> •Author HFMA National Publication Article, White paper, self-study program, etc. •Author HFMA local chapter or regional publication, newsletter, etc •Author other professional organization publication, white paper, etc. •Formal review of HFMA publication <p>Reading HFM or other professional journals is not an eligible activity unless proof of knowledge gained is documented.</p>

HFMA CERTIFICATION MAINTENANCE – ELIGIBLE TOPIC AREAS

- Accounting and governmental accounting
- Auditing and governmental auditing
- Administrative practices such as Management advisory services (MAS) practice skills
- Social environment of business such as planning and control systems, manufacturing, marketing, R&D
- Regulatory ethics
- Business law
- Business management and organization such as managing of an organization, IT systems, organization structures, and management planning
- Finance such as specific financial management of an organization, budgeting, asset management, contracting
- Healthcare finance, including HFMA national programs
- Management advisory services as related to key processes, achieving efficiencies, improving cash flow, maintaining profitability
- Marketing such as market analysis, methods and integration of other strategies to achieve marketing goals
- Behavioral ethics including topics related to general professional ethic programs
- Communications such as interview techniques, business writing, business presentations, group dynamics
- Personal development such as career planning, time management
- Personnel/human resources such as how organizations attract, motivate, develop and retain employees
- Computer science such as networks, communication, the Internet, hardware, software applications
- Economics such as principles of pricing, stabilization, supply and demand, economic growth.
- Production as related to production scheduling, inventory control standards to pay, production, QC
- Statistics such as multivariate distributions, estimates of parameters, linear models, ANOVA
- Taxes



Welcome New Members

Krista Dewine
Cheryl Bates
Jennifer Dunn
Stacy Collins
Sherrie Pippin
Andria Stolhand
Mac Swindell
Lacy Johnson
Mary Krause
Bobby Smith

OSU Medical Center
Hillcrest Healthcare
Cancer Treatment Centers of America
Atoka Memorial Hospital
Ardent Healthcare
Southcrest Hospital
EagleEye Radiology, Inc.
Valley View Regional Hospital
Valley View Regional Hospital
FMS, Inc.

Corporate Sponsors

Attention Sponsors and Vendors -

If you are interested in receiving correspondence from the Corporate Sponsor

Committee, please send an e-mail to

louise@americancollectionservices.com

to have your name added to the e-mail group.

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www.transunion.com

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 cwilliams@bkd.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 cwilliams@bkd.com.



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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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