



*Annual Institute Recap
June 7-10, 2010
The Hilton Sandestin Beach and Golf Resort*

The Annual Institute, once again was held at the Hilton Sandestin Beach & Golf Resort in San Destin, Florida, June 7-10, 2010. For those unable to attend you truly missed a great opportunity to hear enlightening speakers and topics.

We had 160 attendees and 29 exhibiting sponsors. The Alabama Chapter continues to excel in providing high quality education to its membership our Annual Institute was no exception.

We kicked off by recognizing our sponsors for their continued support to our organization with a Sponsorship Reception, followed by everyone meeting by the pool for a Welcome Reception as the children enjoyed a little break from the parents with “Kids Night Out”. It was a tremendous success with all the kids! Everyone enjoyed reuniting with old friends and creating new bonds as they indulged on appetizers and cocktails overlooking the beautiful white beaches.

Dr. Richard Clarke, President and CEO of HFMA Provided insight on healthcare reform legislation and the challenging economy, rising costs and universal demand for high quality. The challenge to hospitals and healthcare organizations face in this difficult environment, finance leaders have opportunity to “make it count” to preserve their organizations ability to serve their communities and build for the future and foster changed needed for success. Danne Howard, Sr. VP of Government Relations and Lobbyist for the Alabama Hospital Association updated us on healthcare and state legislative activities in Alabama. Mary Beth Briscoe, CFO, UAB Hospital shared their best practices and creative solutions to current issues that are faced daily in the Revenue Cycle. Afterwards, golfers were able to enjoy a full afternoon at Baytowne while others enjoyed relaxing at the beach, poolside or shopping.

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The following day we began with Forum Breakfasts. Our CFO/Compliance speakers: Karen Furstenberg, CPA, CIA Dixon Hughes, PLLC, presented “The Darker side of Hospitals-Loss Prevention & Fraud Case Study” and PFS speaker J.E. Harvard, Provider Services, Blue Cross and Blue Shield of Alabama, provided BCBS updates followed by individual breakout sessions. CFO speakers J.C. Rouse, Partner, Warren, Averett, Kimbrough & Marino presented “IRS 990 Documentation” and Jet G. Hollingsworth with the Public Finance & Incentive Group and Milton Johnson, Project Mgr. with Johnson Development presented “New Market Tax Credits”. Scott Hammond, Sr. Mgr. PricewaterhouseCoopers, LLC provided Accounting Updates and Emerging Trends.

Our PFS speakers Jerri Jackson, Director, Alabama Medicaid, presented “Adverse Events, Interqual with Medicaid Local Policy and Billing”. LeAnne Moran, Director, East Opelika Medical Center and Jeff Holloway, President, Holloway Credit Solutions, LLC, presented “Expect More from Bad Debt”. Jessica Murphy, Corporate Director, Methodist LeBonheur Healthcare and James Moynihan, Sr. VP, US Bank presented “How to Manage health Plan & Consumer Payments in the 21st Century”. Brian Romine, CPA, Partner, Warren, Averett, Kimbrough & Marino present “Accumulating and reporting Bad Debts for the Medicare Cost Report” and Compliance speakers Sue Boldin, Documentation Coding Program Mgr. UAB, presented “PEPPER Report and Patient Safety Indicators” Cindy Dupree and Steve Bedsole, Partners at Draffin & Tucker, LLP presented “RAC Audits” and

Yolanda Rich, MBA, CHC, St. Vincent’s Health System, delivered “HIPAA HITECH-Employee Unauthorized Access”.

The Sandcastle Contest competition among the participants was fierce all the kids and parents endured the blistering sun to win! During the evening “Luau” festivities we enjoyed a cocktail reception and Martini Bar. We were entertained by Travis Womack and his band. The children began their evening with local artists painting faces. The dinner menu was awesome all tropical dishes to include whole roasted pig and after dinner the band continued to perform and we were entertained with a hula hoop contest and a water balloon toss. The bonfire and smore’s on the beach were great! The skies were filled with Fireworks, they were truly spectacular. I believe all hotel guest were mesmerized by the fireworks display members family and friends commented the evenings event was the absolute best ever!

Our closing speakers began with Jeffrey Brannon, CEO, Medical Center Enterprise, Barry Cochran, CEO, Fayette Medical Center, Keith Granger President and CEO Trinity Medical Center provided a wealth of information on “What Keeps Your CEO Up at Night”. David Hall, Sr. Mgr., CPA, Dixon Hughes, PLLC, then presented an overview of current Medicare Reimbursement Issues. Our closing speaker, Debbie Mickle, Treasury Service Finance for Cullman Regional Medical Center delivered 2010 Corporate Key trends for Cash Management.

The attendee’s surveys indicate that the presentations were some of the best and were very informative and relevant. Many requested copies of speaker presentations to share with others at their facilities. The CFO’s were able to take advantage of Accounting & Auditing hours which is always a plus for their Certification com-

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pliance.

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Special “THANKS” to our registration volunteers: Sherri Harper, Donna Ezell and Donna Henderson without their coordination leading up to and hard work at the event our programs would not be as successful!

I want to say “Thank you” to Jeff Burkhardt, Donna Ellenburg for managing our website and to Alan Aycock for the interactive games during breaks. Jeff Burkhardt coordinating our exhibitors; Tavie Bender, providing PFS speakers, Kim Shrewsbury & Craig Tolbert, providing CFO speakers and Leigh Aufdemorte providing Compliance speakers. Special thanks Iso to Linda Maddox, Past President, Vince Bonetti, Vice President; Lonnie Younger, Membership Chair and Megan Elliott, Membership Co-Chair. Without the support of all volunteers it would be

impossible to have high quality speakers and relevant topics to our industry and the success of our Institutes.

I would like to THANK all of our sponsors, exhibitors and members without your continued support it would be difficult to maintain our long standing success as a premier chapter. I am honored that you have chosen to attend and actively participate in our chapter. I appreciate your support and involvement!

- Stephanie Martin, President

REGION 5 EXECUTIVE

Last year our Region V Executive was a member of our own chapter. Mitzi Winters served in that position for the year 2009-2010. It gave me great pleasure to present her with an award and gift from the chapter while attending our Annual meeting in June. During the year Mitzi lead our chapter along with Georgia, South Carolina, Tennessee and Georgia giving all of us great advice and sound guidance.

All five chapters ended in a successful year while each one had its obstacles to overcome during this time of economic crisis. Mitzi had the opportunity to be a voice at the National level for our region and helped coordinate some changes that will be utilized in all chapters nationally over the next several years.

During her leadership year Mitzi visited at least one meeting in her regional states, attended ANI, Dixie, LTC, Fall President meeting and both Alabama Chapter meetings as well as holding quarterly calls with the leadership teams.

Mitzi also served as the Alabama chapter’s Technology Chair, serving in that position for the past 5 years.

Mitzi, the Alabama Chapter is truly blessed to have you as a member! What an outstanding job of representing the Alabama Chapter you have done. We all appreciate the support and leadership that you provide the chapter as well as willingness to give of your time.

Thank you for all your guidance during my year as president, fellow member, a mentor and a friend you have been to me. May God bless you in all that you do!

The Alabama Chapter was truly proud to have you represent us in 2009-2010.

Linda Maddox
President 2009-2010



Mitzi Winter is presented with a plaque in recognition of her service by Linda Maddox