

2010-2011 Leadership

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VP Sponsorship
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Phone: (251) 338-2123

VP Membership
Lonnie Younger, CPA, FHFMA
Huntsville Hospital
Phone: (256) 265-8818

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Decatur General Hospital

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Yolanda Rich, MBA, CHC
St. Vincent's Health System



I want to thank everyone for allowing me the opportunity to serve as Chapter President. It is truly an honor and privilege. As for this year, we are off to a great start. I am very excited about the leadership committee we have assembled for this New Year. Our officers, board members, and committee leaders are already hard at work.

The national theme of "STEP UP" selected by our national chair, Debi Kuchka-Craig, FHFMA evokes the passion that healthcare finance leaders need to solve our system's formidable challenges, along with the characteristics that make passion a positive force for change: a willingness to engage and empower people across traditional boundaries, a sense of urgency, and an eagerness to accept accountability.

In today's environment and the unknown economic impact of Healthcare Reform it is imperative we stay informed to minimize the financial risk to hospitals, patients and communities. As healthcare leaders your dedication, determination and commitment to excel can make a difference by accepting challenges we face to achieve a common goal. The success of our chapter relies on the strengths of its members. There is, only a handful of members who voices their desires and demonstrates their commitment to become a committee volunteer, mentor, board member, providing feedback in completing our surveys, or attendance to our education programs, etc. I encourage each of you to make the commitment today "STEP UP" share your talents, knowledge and personal



Stephanie Martin
President

strengths...by getting involved!

This year, we will work hard to fulfill expectations by continuing to dedicate ourselves to the Chapter's mission of providing high quality, affordable education to our membership. In addition to our Annual and Fall Institutes, we've planned two additional, One Day Workshop located in Montgomery and Huntsville, Alabama. Additional workshops are being scheduled throughout the upcoming year by Committee Forum Leaders. Healthcare is changing so rapidly; one must stay abreast of developments and improve their knowledge base or run the risk of being left behind.

"Certify Yourself, Ask Me Why, Ask Me How" Get Certified this year! There is no excuse good enough to hold you back. Certification sets one apart as advanced knowledgeable, marketable. At the very least the process will expand how much you know about health care. Join the elite group of certified HFMA members. Contact Matt Robbins today and find out about Alabama HFMA certification and preparation for the examination. Matt Robbins, Budget Analyst, St. Vincent's Health System, email address: matthew.robbins@stvhs.com.

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DCMS Contact

Randy Comer
Athens-Limestone Hospital

Founders Contact

Donna Ezell, RN
Athens-Limestone Hospital

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Decatur General Hospital

Compliance Chair

Leigh Aufidemorte, RHIA
Callahan Eye Foundation Hospital

Congratulations extend to Donna Ellenburg, CHFP Administrative Director of Patient Financial Services at Trinity Medical Center. Donna joined the elite group of certified HFMA members!

On behalf of our sponsors and members we are pleased to announce a \$1,500 scholarship opportunity to its membership. Jon Kimsey and the Finance & Scholarship Committee developed criteria, eligibility requirements and application process full details will be made available on the chapter's website within the upcoming months.

Sponsorship to the Alabama Chapter provides a wide variety of high quality education in locations throughout the state. Corporate sponsorships make the Chapter's educational, networking and communications offerings possible. There is so much more which could be done. If your company is not yet a Corporate Sponsor, I urge you to join this very special group of friends of HFMA today. Please contact Ashlye Hix today and find out about Alabama HFMA Sponsorship. Ashlye Hix email: ashlye.hix@arserv.com.

I would like to THANK all of Sponsors and Exhibitors at our Annual Institute and upcoming events your contributions enable our chapter to provide education and networking programs to our members. Your continued support is appreciated and is a vital part



of our organization's success.

If you missed the Annual Institute in San Destin, Florida you truly missed an opportunity to hear great speakers delivering current relevant industry information. The weather and beaches were perfect the kids thoroughly enjoyed building sandcastles, fireworks and making smores.

I want to especially thank all of our past presidents your dedication and commitment to the Alabama Chapter has been truly remarkable. In the very hectic lives we all live, I respect and appreciate the time you shared to our organization to make us a successful viable chapter.

Again, I thank you for allowing me to be a part of this outstanding organization it has been the most rewarding professional experience. I've made life-long friendships that have made a true difference in my personal and professional life. I sincerely appreciate your continued support and involvement! I look forward to seeing each of you soon.

**-Stephanie Martin
President**

