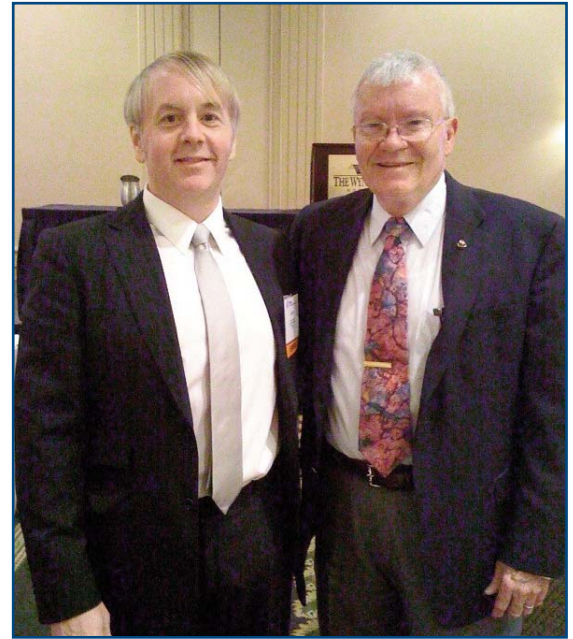




*Fall Institute
November 11-13, 2009
The Wynfrey Hotel, Birmingham*



Keynote speaker, Apollo 13
Astronaut Fred Hais



See story page 4



Another Successful Education and Networking Opportunity

The Alabama Healthcare Financial Management Association Fall Institute was held November 11th-13th, 2009 at the Wynfrey Hotel in Birmingham with over 175 in attendance. I appreciate all of you who attended and especially those who worked so hard in making the event happen. The goal of the conference was to provide relevant topics for today's turbulent Health Care world made even more troublesome by the Great Recession presently underway. During this event, we also expanded our Social and Networking opportunities by expanding the IGen Breakfast meeting to its own track in an effort to develop our younger HFMA members. We also brought back the Casino Night Social event to offer a chance to unwind and network with peers and supporting vendors.

The Institute began on November 11th with our annual HFMA CORE Certification Coaching Session. These sessions are designed as a great finish to your own personal studying. We strongly encourage HFMA Certification as a way of distinguishing yourself from other professionals in an increasingly competitive Health Care job market. The Certification exam was offered immediately following the coaching session.

The Kickoff for the Institute got underway Thursday morning with an "open to all members" CFO Breakfast with a presentation by Joel Gleason, Vice President, Client Development for the Cerner Corporation. Mr. Gleason updated the group on the HIT provisions of the American Recovery and Investment Act of 2009. Gleason also gave a broad overview on Health Care reform efforts underway in the Congress.

The general session kicked off with opening remarks by yours truly. The timing of this year's conference coincided with our Nation's celebration of Veteran's Day. There was a presentation of the National Colors by the Junior ROTC from Ramsay High School followed by the Pledge of Allegiance to the United States flag. We were welcomed by Linda Maddox, President of the Alabama Chapter of HFMA and Vicki Parks, Past President of the Chapter. Following their welcome, service awards were presented to the following for personal achievement:

The William G. Follmer Bronze Award:



Jerry Smith
Paul Shorosh
Keren Elkins
Tavie Bender

The Frederick T. Muncie Gold Award: Vicki Parks

Robert M. Coats Outstanding Member Award:

Kim Shrewsbury

Medal of Honor Award: Richard Byerly

Lifetime Member: Jerry Chambers

2009 marked a historic year in the life of our Chapter with the marking of our 50th Anniversary as a Chapter. A video presentation was presented depicting the evolution of the Health Care Financial System as it developed in the late 20th Century. Medicare, Cost Accounting, Medicaid, Managed Care and now Health Care reform, the video did a fantastic job of charting our Chapter's history. The celebration continued following the video presentation with a Birthday Cake to mark the occasion.

Our keynote speaker was Apollo 13 Astronaut Fred Hais. This was an opportunity to hear from a true legend about overcoming challenges and achieving excellence. Fred showed video shot on board the Apollo 13 Capsule during the crisis following the explosion early in the flight with personal narration of the events as they unfolded. Fred's topic related to the phrase "Failure is not an option" used by the NASA Flight Director in the 1995 Blockbuster movie about their mission. The respected American icon displayed how competence, perseverance and leadership combine to assure ultimate victory under any circumstances. Mr. Hais graciously stayed greeting everyone who wanted to meet him personally, have an autograph signed or photo made with the legend.

We broke into our concurrent sessions for lunch, with the CFO/Compliance Track enjoying a presentation by Don McCall from Dixon Hughes on Lean Principles in Health Care. Lean Principals are the application of the Toyota Production System in healthcare provider space and Clinical Quality capabilities in response to the Federal Government's new definition of Quality. The PFS Track

Continued on page 5

enjoyed a presentation by JE Avrard on Blue Cross of Alabama reimbursement issues. The IGen luncheon provided an opportunity for young HFMA Members to network with their peers.

Late afternoon sessions included a session presented by Dr. John Ryan, CEO of PLATOCODE and Susan Evans, RHIA from St. Vincent's Health System in Birmingham on the dynamic new world of Computer Assisted Medical Coding. With the market for coders becoming increasingly competitive and expensive for Health Care providers, Dr. Ryan and Ms. Evans presented the results of a beta project at St. Vincent's Health System. The Birmingham Health System has seen an explosion in outpatient surgical cases over the last 7 years and Dr. Ryan and Ms. Evans offered results on the efficiencies achieved using the computer assisted coding solution, both in productivity and accuracy.

The PFS mid afternoon session was presented by Karen Faircloth, RN, Director of Emergency Management at Trinity Medical Center along with Jane Northcutt from Trinity shared their plans for EMTALA compliant Medical Screening for Emergent Patients. The presentation formulated a boiler plate plan that could be tailored by a Hospital to meet their individual requirements for the development of a compliant medical screening process for true non emergent patients, those that contribute to high denial rates and 60-70% of Bad Debt expense for most hospitals in the nation.

This year's Fall Institute expanded the success of 2008's IGen Breakfast to a dedicated IGen Track tailored to the young HFMA professional. The late afternoon track offered the opportunity for IGen members to hear from HFMA Leadership on "What is HFMA", an orientation focused session on opportunities for the young profes-



sional to get fully engaged into HFMA and make the most of their membership. The mid afternoon IGen Track presentation by Doug Dean, Vice President Human Resources for the Children's Health System in Birmingham on "Generations in the workforce", offered insight on how Generation X and Y evolve in a dynamically changing work force with the gradual retirement of the Baby Boomers over the next 20 years.

Following a mid afternoon break which afforded members the opportunity to visit the Exhibitor's booth area, the CFO/ Compliance Track reconvened with presentations from Anthony Elwood, Evolution Consulting, Karen Northcutt, Medical Management Plus and Kelly Geiger from St. Vincent's Health System on the latest compliance issues facing Alabama Health Care providers. The PFS Track featured Bonnie Bradley, the Central Regional Manager for the Alabama Department of Public Health on the "ALL Kids" insurance coverage program, followed by a presentation from Sandy Riley from RMB, Inc. on leveraging technology to improve Self Pay Collections in a challenging economy.

The IGen late afternoon track afforded young HFMA Members to hear real life experiences from seasoned healthcare financial executives from the hospital world as well as the consulting world on their career paths and how they achieved their levels of success. Presenters were Mike Burgess, CFO for the Children's Health System, Jon Kimsey, Partner at Warren, Averett, Kimbrough and Marino, Mary Beth Briscoe, CFO University Hospital, and Libby Bailey, CFO Callahan Eye Foundation Hospital.

The evening began with the HFMA Lounge offering a chance for members, sponsors and exhibitors to convene for some fun and fellowship. The Lounge moved to the Alabama HFMA Casino Royale managed by Good Fellas Gaming, with Black Jack, Craps and Roulette Tables of fun with winning tickets going to prizes graciously offered by our sponsors. It was a fabulous night of great fun, great food and fellowship with our Master of Ceremonies Alan Aycock from Emdeon.

The Friday General Session began with a Continental Breakfast and an opportunity to visit the Exhibitor areas, followed by an update from attorney Kent Upshaw on the latest developments in the Alabama Court system concerning the unbundling of charges related to Worker's



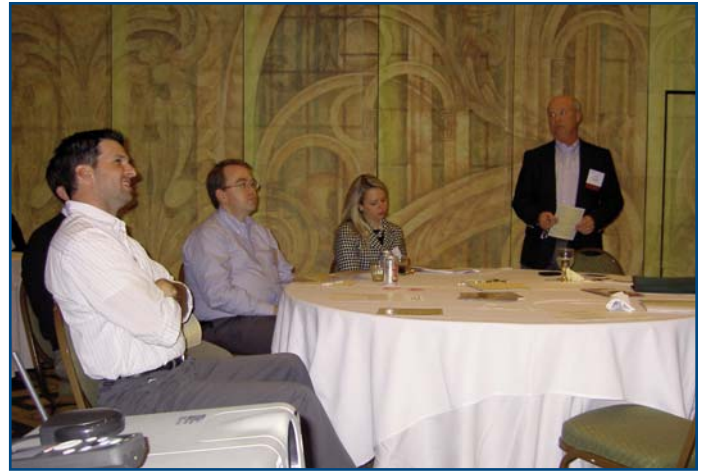
Continued on page 6

Fall Institute

compensation claims. The General Session opening speaker was Jeff Booth, a Partner with the Atlanta office of PriceWaterhouseCoopers, LLP. Jeff's presentation presented an overview of President Obama's trio of health reform promises, to expand access to affordable health insurance, modernizing health care to reduce costs and promote wellness and how we as a Nation would pay for the solution and how it would affect the Alabama market. The final session was presented by Dr. Mark Williams, Chief Medical Officer for North Mississippi Medical Center and Joan Ragsdale, CEO for MedManagement LLC on the latest developments in the Medicare Recovery Audit Contractors as they begin their work in the state if Alabama.

In closing, the Institute provided an opportunity for members to hear subject matter presenters on the latest developments in today's turbulent Health Care Market. It also afforded opportunities to network, make connections and just have fun! Special thanks go to the Forum Chairs, Craig Tolbert from PWC and Kim Shrewsbury from Decatur General for the CFO/Compliance Forum, Tavie Bender for the PFS Forum and Jason Frey for the IGen Forum. To Mitzi Winters and Sherri Harper from MedAssist for Web communication, Donna Ellenburg from Trinity Medical Center and Donna Ezzell from Athens Limestone Hospital, and Sherri Harper from MedAssist for doing an exceptional job in managing the registration area, to Rick Schmitt from St. Vincent's for working with exhibitors, to Alan Aycock and Karen Dillard form Emdeon for Casino Night, Brenda Tiner from Proxsys for assistance and Linda Maddox from MedAssist for support.

**-Jerry Smith
VP Fall Institute**



Winners at the Membership Table Alabama / Auburn contest during the Fall Institute.

1st Quarter	Linda Maddox
2nd Quarter	Shirley Smith
3rd Quarter	Robin Long
4th Quarter	No winner (square was blank)

Congratulations to each of them on their \$25.00 cash prize.