

Fall 2005

# Bama Chatter

The Newsletter of the Alabama Chapter  
Healthcare Financial Management Association

Technical Article  
**SECTION 1011**  
Q&A

by Julie Gheitantschi, Director of Education & Social Services  
and Mitzi Winters, FHFMA, CHAM, Executive VP of Revenue Cycle Services  
MedAssist, Incorporated

The final rules for Section 1011 of the Medicare Modernization Act (MMA) of 2003 were released by the Centers for Medicare and Medicaid Services (CMS) on May 9, 2005. Section 1011 provides \$250 million per year for fiscal years 2005-2008 for payments to eligible providers for emergency health services provided to undocumented aliens and other specified aliens. State allocations are based on the estimated unauthorized resident population and the number of alien apprehensions in each state.

## Who is eligible for Section 1011?

Section 1011 claims may be made only for services provided to certain individuals described in the statute as: 1) undocumented aliens; 2) aliens who have been paroled into the United States at a U.S. port of entry; and 3) Mexican citizens permitted to enter the United States under the authority of a biometric machine readable border crossing card, or laser visa. The term "undocumented alien" refers to a person who enters the U.S. without legal permission or who fails to leave when his or her permission to remain in the U.S. expires.

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**Advertising Information**

Quarter page: \$100 per issue—Half page: \$175 per issue—Full page: \$300 per issue  
*Special discounts for long-term arrangements. Contact the editor for details.*

Please consult with the editor for the best way to send your ad electronically. Deadline for publication is shown below. *Bama Chatter* is published quarterly and is posted on the Chapter website at [alabamahfma.org](http://alabamahfma.org) for approximately 650 members.

**Publication Schedule**

ISSUE	DEADLINE	ISSUE	DEADLINE
June (Summer)	May 20th	December (Winter)	November 20th
September (Fall)	August 20th	March (Spring)	February 20th

The statements and opinions appearing in articles are those of the authors and are not necessarily those of HFMA, the Alabama Chapter, or the editor. The editor strongly encourages submission of material for publication. Articles should be submitted to the editor by the 20th of the month preceding the month of publication. The editor reserves the right to edit materials and accept or reject contributions whether solicited or not. Readers are invited to comment on any of the published material. Letters to the editor must be signed and are subject to condensation and editing. All rights reserved.

# PRESIDENT'S MESSAGE

## *Fulfilling Our Purpose*

### *Purpose*

Dr. Beatrice Berry says, “When you walk with purpose, you collide with destiny”. In her ANI presentation on *Finding Your Purpose*, Dr. Berry challenged us to determine our purpose. She encouraged us as we made the journey of finding our purpose to be sure to touch others, mentor and inspire on the way.

Richard Rodriquez, HFMA’s National Chairman, says we must put a face on health care via the *Business of Caring* theme. That is, taking care of our patients, employees, and ourselves in a caring and compassionate manner in addition to the jobs we perform daily.

As I begin this journey as the President of the Alabama Chapter, I am humbled by those in HFMA who have mentored or inspired me. There are many, but Phil Cusa, Mitzi Winters, Paul Graham, Jon Kimsey, Annette Baker, and Libby Bailey are a few.

So, what is the purpose of the Alabama Chapter? Year after year I have witnessed the officers and board members efforts and commitments to making sure the chapter provides educational pro-

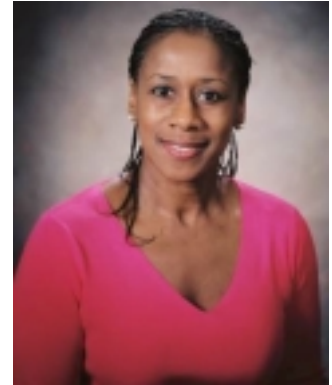
grams that are beneficial professionally, personally and economically. I encourage members to take advantage of the educational programs that are planned for this year. The Vice Presidents and Forum Chairs have already started the planning process and are making great efforts to provide quality programs, speakers and entertainment. Please mark your calendars for the upcoming Fall Institute, November 17 and 18 at the Wynfrey Hotel in Birmingham. Craig Tolbert, Vice President, is working to make sure you get quality continuing education hours AND lots of fun at casino night.

Please read your Alabama HFMA emails. They give current event information about workshops, audio-conferences and other events. Register online at [www.alabamahfma.org](http://www.alabamahfma.org).

### *Member Retention*

The challenge of member retention continues. Did you simply forget to renew your membership? If so, do it “right now” at <https://www.hfma.org/eJoin/join.asp> or complete the application we have included on page 15. If you know someone who has not renewed, please ask them

to do so. Membership continues to drop for the Alabama Chapter, while others around us continue to grow or stay the same. The Chapter is doing everything it can do to provide quality programs, speakers and entertainment at a minimum cost. Please educate your employers on the benefits of HFMA by visiting the Alabama website and the national website [www.hfma.org](http://www.hfma.org). Help us fulfill our purpose.



*Yolanda D. Rich*  
President, Alabama Chapter HFMA

### *Thank You*

Thanks to all the members who volunteer their time, expertise and energy in making the Alabama Chapter one of the best chapters in our region and the nation. Jon’s recap of ANI tells you how successful the chapter was this past year.

We have already begun another successful year. Richard Byerly, VP-Sponsorship, exceeded the sponsorship goal; Maron Boohaker, the Compliance Forum Chair, hosted two audio conferences and the Health Law Conference with Cumberland School of Law; and Stephanie Martin, VP-Summer Institute, provided an education-packed seminar with lots of fun and entertainment. Look for upcoming PFS, Compliance and CFO Forum workshops.

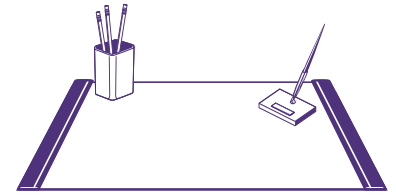
If you are interested in volunteering your time, expertise, energy and/or speaking at an upcoming institute or workshop, please contact one of the Vice Presidents, Forum Chairs, or me.

See you at the next event. Until then, go about the Business of Caring as you fulfill your purpose!

Yolanda Rich



# FROM THE EDITOR'S DESK




by Jennifer Kingry, CPA  
Publications Committee Chairperson

Hello, everyone! I work for Eastern Health System, Inc. as the Financial Services Manager (budget and cash management) and I have the pleasure of serving our chapter as the new Bama Chatter editor for 2005/2006. I am excited about the upcoming year and look forward to providing interesting articles that pertain to YOU. Future newsletters will include such topics as: Charity Care Strategies, Electronic Payment Initiatives, and 100% Quality Assurance.

At the last HFMA Leadership Conference, a speaker brought up a good point: how many of us are contributing to the local chapter because someone asked us to do something versus having volunteered. I am serving as your editor because someone went out of their way to ask me. Now I am asking YOU to get involved.

There are many ways to contribute to HFMA: write technical articles for the quarterly publications, deliver workshop presentations, or volunteer on a committee. All of these items earn you Founders points and are a good way to network with other members. Your feedback regarding the workshops, newsletters, committees is another way of serving the chapter. Let us know what you think and what interests you, by completing the member survey on our website ([alabamahfma.org](http://alabamahfma.org)), or send me information for the newsletter calendar to let the members know of upcoming events. Just email me ([jlkingry@ehs-inc.com](mailto:jlkingry@ehs-inc.com)) – article, comment, suggestion, dates – no matter how big or small. We want to hear from YOU!

*Trivia question:* What was the original name of IBM before its name change in 1924? You can find the answer at the bottom of page 6.

 Jennifer

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## HFMA Officers & Board of Directors 2005-2006

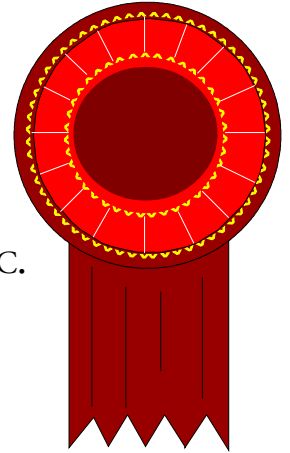


At the annual institute in Sandestin, FL, the officers and Board were installed for 2005/2006. Pictured left to right are: Phil Cusa, Derrel Curry, Jon Kimsey, Yolanda Rich, Dawn Walton, Kim Shrewsbury, Vicki Parks, Mitzi Winters, and Paul Graham. (Kathy Nelson - not pictured)

For complete listing of officers, board members, and committee chairpersons, please see page two in this issue of *Bama Chatter*, or go online to [www.alabamahfma.org](http://www.alabamahfma.org).

# ALABAMA CHAPTER AWARD WINNERS

## 2004-2005 Robert M. Coats Outstanding Member Award



The Alabama Chapter is proud to be honoring two recipients of the Outstanding Member Award for the 2004-2005 year. Linda Maddox, with MedAssist, Incorporated and J.C. Rouse with Warren, Averett, Kimbrough, and Marino, LLC.

### *About the Robert M. Coats Award*

The Alabama Chapter's Outstanding Member Award was named after Robert M. Coats because of his dedication to his profession, his firm and his industry. Bob was the only person not affiliated with a hospital at the first meeting of the Alabama Chapter-American Association of Hospital Accountants, now known as HFMA. He was a pioneer in providing accounting and consulting expertise to the healthcare industry, as well as, helping make many careers in healthcare. He served HFMA as chairman of the Uniform Accounting and Cost Reporting in connection with Third Party Cost Reimbursement Formulas project in 1962. The results of this project produced a cost reporting system that was a forerunner of the current cost reports and cost studies. He was awarded the Follmer Award in 1969 and the Reeves Award in 1974 in recognition of his active role in HFMA. He also earned the Muncie Gold Award in 1986—only eight other Alabama Chapter members had ever received it. In 1986 the Alabama Chapter voted to name the Outstanding Member Award in his honor. Although he never received this award himself, nearly every recipient was influenced by Mr. Coats. Many recipients worked for him at Ernst & Whinney. Although he easily could have positioned himself to be the outstanding member, he preferred to encourage and support others. That was the kind of man he was and why this award will be known as the Robert M. Coats Outstanding Member Award.

### *Linda Maddox*

Congratulations to Linda Maddox, co-winner of the 2004-05 Outstanding Member Award. Linda is with MedAssist Incorporated, and has 25 years of management experience — 17 in the healthcare field. She served as director of a consolidated business office for 9 years. Linda was both the recipient of the PFS award and Recruiter of the year for 2003. She has been a major part of the PFS process since joining HFMA in 1992. She serves on the CPAR committee and has since its inception. She has been the PFS chairperson for five years and is instrumental in bringing the forum educational sessions. Linda also serves as the chairperson for the State of Alabama UB committee and recently rolled off the SSI Executive Advisory Board after 10 years of service.

### *J.C. Rouse*

Congratulations to J. C. Rouse, co-winner of the 2004-05 Outstanding Member Award. J.C. is with Warren, Averett, Kimbrough, and Marino, LLC where he coordinates the provision of accounting services to the firm's healthcare clients, with his emphasis primarily in the tax area. J.C. specializes in tax issues affecting nonprofit organizations, healthcare providers, physicians, and executives. J.C. is a frequent speaker at HFMA tax education courses. According to J.C., having known "Dr." Coats makes receiving this award even more special!



# ANI 2004-2005

## Summary of National Chapter Awards

by Jon Kimsey, FHFMA, CPA  
Past President

The Alabama Chapter of HFMA was honored at the Healthcare Financial Management Association's 2005 Annual National Institute (ANI) in Las Vegas, Nevada on June 27, 2005 for its outstanding accomplishments during the year.

The Chapter received the **John M. Stagl Silver Award for Excellence for Education** for its efforts related to the 19 Chapter educational events held during the year totaling 11,155 total registrant hours which equates to 17.90 registrant hours per Alabama Chapter member. These events included institutes, forums, and workshops organized to educate members on various issues affecting the healthcare industry.

The Chapter also received the **Bronze Award for Excellence for Certification**. This award is in recognition for outstanding performance in certification. The Alabama Chapter ended the year with seven passed certification exams.

In addition, the Chapter received a total of six **Helen M. Yerger Special Recognition Awards**. These awards recognize chapters who have achieved outstanding performance in programs, services, and administration. The Alabama Chapter received these awards in the following areas:

Improvement	Improved Member Communication through Use of Email and Website
Improvement	Alabama Chapter Improvement on Education Programs
Improvement	Alabama Chapter Forums 2004-2005
Innovation	The 2005 Accounting and Auditing Road Show
Multi-Chapter Education	HFMA Region 5 Dixie Institute (Alabama, Florida, Georgia, South Carolina and Tennessee)
Multi-Chapter Collaboration	Video Trailer for 50 <sup>th</sup> Anniversary Video for the Georgia Chapter (Alabama and Georgia)

Congratulations to all the Chapter officers, Board Members, Vice-Presidents and Committee Chairs for their outstanding achievements during the previous year.



Alabama Chapter  
HFMA  
Web Site  
Corner

[www.alabamahfma.org](http://www.alabamahfma.org)

## Web Update

by Mitzi Winters, IT Chairperson

Please remember to **CHECK THE WEBSITE OFTEN FOR UPDATES!**

Also, use the website for all your Institute Registrations, whether you are paying online or not. By entering your own registration information it really helps with the administrative costs of processing paper as well as with the accuracy of the information. Of course, feel free to use credit cards for payments - we now accept American Express and the Discovery Card as well as Visa and Mastercard.

### Members In Action!

Check out the Institute Photo Galleries section of the web site. You can see for yourself all the fun HFMA members had at the Annual (Sandestin) and the Summer (Huntsville) Institutes! Some of these photos are PRICELESS! Click on the drop down window and select the event you'd like to see pictures from, then click "GO". The new pictures will then browse in your upper right-hand corner as you stay on the website.

### Leadership

HFMA Leadership Information - available online. Now available at your fingertips are the Officer Directory, Biographies, and Organizational Chart. Access updated information on your Chapter Leadership quickly and easily. Key Contacts are available to you so you can contact the appropriate person FAST! Want to get involved? Just click on a name in the area that you are most interested in.

### Don't Miss Our Webblasts

Please make sure your email information (as well as other pertinent information) is accurate in National HFMA's database. This is the source we use to alert you regarding upcoming HFMA events and news and it's recommended that you check their information periodically and update it as necessary. Go to [www.hfma.org](http://www.hfma.org) to verify the accuracy of your data.

### Job Bank

HFMA's Job Bank is on the bottom of our homepage. Guidelines to post an ad are on the website. We have a new job posting in this issue of *Bama Chatter* and on the web page that you should check out.

### Tell Us What You Think...

Please feel free to send me your comments, suggestions or other feedback concerning our website. You can reach me via email at [mwinters@medassistgroup.com](mailto:mwinters@medassistgroup.com).





# SECTION 1011

## *What services are covered?*

Eligible services are defined in Section 1011 as “health care services required by the application of section 1867 (EMTALA) ...and related hospital inpatient and outpatient services, physician and ambulance services.” CMS has adopted the position that coverage begins when the hospital’s EMTALA obligation begins and continues until the individual is stabilized.

## *How do providers enroll in the program?*

Any hospital enrolled in the Medicare program and seeking payment must first submit an enrollment application to participate in the Section 1011 program. An additional web-based enrollment process will be established in the near future, and all Medicare providers will be notified.

## *What are the requirements related to third party payers?*

Section 1011 is a payer of last resort, therefore, providers are expected to seek reimbursement from all available funding sources, including the patient, before filing a claim. If the individual is eligible for Emergency Medicaid, a Section 1011 claim should not be filed.

## *What is the eligibility determination process?*

CMS has created a sample form to determine eligibility for Section 1011, the

Provider Payment Determination form. Providers are also permitted to modify an existing information collection instrument or screening tool to incorporate the Section 1011 eligibility questions. Providers are required to collect and maintain eligibility information, but will not submit the information as part of the claims process. CMS has emphasized that providers should treat all similarly situated individuals in the same manner, and should not single out those who look or sound foreign for closer scrutiny.

## *What is the reimbursement process?*

Claims will be filed electronically in accordance with CMS’ Medicare processing instructions with a single national carrier, or fiscal intermediary, to be selected shortly. Claims must have a date of service on or after May 10, 2005 to be considered. Providers must file claims within 180 days of the end of the federal fiscal quarter. Additional details on filing claims will be released following the selection of the national carrier.

Payments will be made to providers on a quarterly basis. Providers will receive a payment equal to the Medicare reimbursement rate, or, if provider payments exceed the state allotment, a proportional payment of the Medicare reimbursement rate. In other words, payment will be made for each claim, but the precise amount of the payment is uncertain.

## *Where can I go for more information?*

To download the Enrollment Application, Provider Payment Determination form, and other related documents, please visit: <http://www.cms.hhs.gov/providers/section1011>

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Source: CMS-10130 Final Policy Notice <http://www.cms.hhs.gov/providers/section1011/cms10130.pdf>



# Alabama Chapter HFMA 2005 Fall Institute

*Look For Registration Information Coming Soon*

**November 17-18, 2005**

**The Winfrey Hotel in Birmingham**

*Registration Deadline:* November 16, 2005

*Hotel Registration Deadline:* October 19, 2005

*Keynote Speaker:* Mr. Michael Hoffman is a Certified Speaking Professional and an employee of Igniting Performance, a Dallas-based consulting firm. In addition to being a father of four teenagers, he brings many past careers to the table - waiter, disc jockey, human resources generalist and national sales trainer. Michael's focus is "The Corporate Tornado: Staying Productive While in the Middle of Stress and Change". Through humor and insight, Michael will teach each of us better ways to behave in stress and how to handle change — both at home and work.

*Agenda:* Sessions will include many interesting and current related topics to your profession along with PFS, Compliance and CFO breakfast meetings that will team together for excellent educational opportunities. Another added feature this year will be the return of Casino Night for entertainment on Thursday night.



*Hotel arrangements are with:*

The Wynfrey Hotel – Riverchase Galleria in Birmingham

1000 Galleria Towers, Birmingham, AL, 35244

Ph: 205-987-1600 or 1-800-996-3739

Mention HFMA to get special rate of \$138 per night plus tax.

Room discount cut-off is October 19, 2005.

Room rates will increase to \$189-\$249 per night.

*Questions:* Please contact Craig Tolbert at 205-241-3758 or [craig.w.tolbert@us.pwc.com](mailto:craig.w.tolbert@us.pwc.com).



# ALABAMA HFMA

## Summer Institute Recap

by Stephanie Martin

Vice President, Summer Institute

As the Program Chair of the Alabama Chapter Summer Institute, it was my pleasure to welcome everyone to the 2005 Summer Institute. The Summer Institute was once again held at the Huntsville Marriott. Our goal was to provide educational opportunities, motivational speakers to increase our enthusiasm and communication skills, and networking among our members.

The Institute began with Jeff Conley, keynote speaker and noted author. Jeff has written, *Habits of the Heart*, *Changeless Leadership for Changing Times*, *Developing the Difference Maker in You*, and co-authored the best selling *Profiles of Success*. As a speaker, Jeff has addressed industry leaders in over 400 of the Fortune 500 companies. Speaking.com has named Jeff, “One of the World’s Top 10 Motivational Speakers.”

Jeff Conley was a very powerful speaker who delivered a cutting-edge message that was

totally enveloped with a great use of humor, high energy and high enthusiasm. He understands that he first must entertain before he educates. He delivered a wealth of information regarding motivation, leadership ethics, stress management, team building concepts, accelerating change, customer service, and people skill development. Jeff was sincere and expressed a genuine desire to make a difference in our lives and organizations.

Additionally, Janet Rush, “How to Enjoy Failure, Be Amused by Rejection & Thrive on Stress,” gave a humorous, high impact presentation designed to

help us focus on our individual efforts so we can endure unpleasant whacks on the head. To succeed in life, we need to constantly shift our perspectives:

you must think, believe, and act differently in order to achieve results. Janet’s presentation was energetic, enjoyable, and funny.

The presentation “Beyond Motivation,” by Vincent Bonetti (PFS Director with Huntsville Hospital) reviewed A/R Management Starts with Registration. Dr. Steve Grice provided our CPAs with much needed A&A hours. I believe Dr. Grice struggled with keeping the brain power in control for four strenuous hours. Linda Maddox of MedAssist and Diane Moore with St. Vincent’s Hospital provided an informative session on Loan Programs. Kyle Davis, Coordinator of SHIPS, shared updates on Medicare D.

Laura Gilmour of Efileshare along with Juanita Williams and Debbie Thompson with Baptist Princeton gave us “You Can Have It All”



Lunch time

## Summer Institute Recap, continued

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Patient Satisfaction, Improved Collections and Physician Satisfaction. Maron Boohaker with HealthSouth provided us with compliance information: Benchmarking Our Way to Success. Jose Valencia, President of The Valencia Group, presented to the CFO Forum Breakfast, “Is Your Cash at Risk”. Ben Zarzaur, Attorney with Zarzaur & Schwartz P.C., presented at the PFS Breakfast on “Hospital Lawsuits & Judgment Liens in Alabama. Rob Geer of Accelerated Receivables Management provided new information on Emergency Treatment for Undocumented Aliens. Tony Grove with UAB gave us beneficial information dealing with insurance payers and contracts. The Healthcare Triangle: The Patient, The Provider & The Payer.

The poolside reception on Thursday evening allowed everyone to let go and have fun! It was very entertaining. We all enjoyed listening to the sounds of The Midnighter’s while some expressed their

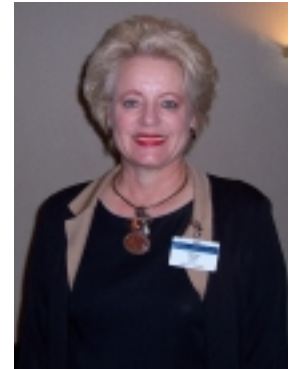


*Dr. Steve Grice*

creative talents by cutting it loose on the dance floor. I was surprised and impressed by some of our member’s moves such as J.C., Libby, Karen, Pollyanna, Cindi and Jerry. They all really have some moves! We have some incriminating photos available on the website.

I cannot conclude without saying a very Special Thanks to our sponsors . Without your support, we would not be able to experience such fine speakers, as well as network with our peers.

I look forward to seeing everyone at the upcoming Institutes.



*Janet Rush*



# ALABAMA HFMA *Free Audio Conferences*

## Best Practices in Implementing the Supplemental Compliance Guidance for Hospitals (Part II of II)

### Audio Webcast



This free Audioconference is Monday, September 12, 2005 from 2:00-3:45 pm CST at Children's Harbor Building, Bradley Center 4th floor. (Check monitor for Room Assignment--1600 6th Avenue South Birmingham). There are space limitations, so please RSVP soon with Maron J. Boohaker, Compliance Forum Chair (maron.boohaker@healthsouth.com). Free parking will be provided in the Children's Hospital 5th Avenue parking deck, at the corner of 5th Avenue and 16th Street.

### Learn

- The latest updates from the OIG in regards to the Stark Law, including physician recruitment, non-monetary compensation, joint ventures and physician compensation.
- How your peers in HFMA's Compliance Forum are currently addressing each of these risk areas.

### Audio Webcast Summary

This Audio Webcast is the second in a two-part series and will include a discussion on Stark-related risk areas presented in the Supplemental Compliance Program Guidance for Hospitals. These are areas that the OIG identifies as being particularly relevant to the hospital industry and are currently of concern to the enforcement community. Additionally, members of the The Healthcare Compliance Forum Peer Leader Council will be facilitating a discussion between peers about the elements of the Action Item Grid.

### Program Guidance for Hospitals

Join your fellow HFMA participants for an opportunity to share techniques and real-world successes in healthcare compliance.

Key areas to be explored are:

- Physician recruitment
- Recent criminal trial in California
- Non-monetary compensation
- \$300 limit
- Golf outings, birthday gifts, tracking, training
- Joint ventures
- Designated health services
- Physician compensation
- Personal services
- Determine fair market value

The intended audience for this session are compliance officers, controllers, CEOs, COOs and CFOs. Speakers include Max Reynolds of McDermott Will & Emery and William A. Sarraille, of Sidley Austin Brown & Wood LLP.

HFMA Education Foundation is registered with the

NASBA as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Participants will receive a certificate of attendance at the completion of each program reflecting the number of instructional hours earned. CPE requirements may differ by jurisdiction, therefore, participants should consult their reporting jurisdiction. All HFMA education programs earn points toward HFMA Certification maintenance requirements.

*Audio Webcasts are stand alone learning opportunities. Unless otherwise stated, there are no prerequisites required. 2 CPE Credits for each Audio WebcastAlabama*

## Developments & Trends in Health Care Law 2005

*Sponsored by:*

Cumberland School of Law and the Alabama HFMA Chapter

Friday, September 9, 2005

8:00-8:30 Registration • Conference - 8:30 - 4:15

Advance Registration: \$255 • At the Door: \$275

*Location:*

HealthSouth Conference Center

One HealthSouth Pkwy. U.S. Hwy. 280, Birmingham

For more information, call the CLE office at 205-726-2391 in Birmingham or 1-800-888-7454  
6.3 CLE hours awarded.

For Registration form & information, go to [alabamahfma.org](http://alabamahfma.org).



# CPAR Update

The next CPAR testing date is scheduled for November 5, 2005. Please refer to the website ([alabamahfma.org](http://alabamahfma.org)) for updates on registration, coaching sessions, and testing sites.

Also, the committee is looking for volunteers and participants to assist in developing study guides, test questions, and hosts for the testing sites. If you would like to lend your expertise and assist fellow members in HFMA in obtaining their CPAR certification, please contact:

Robert Frohlich, Administrative Director, Patient Financial Services

UAB Health System

(205)934-5126

[rfrohlich@uabmc.edu](mailto:rfrohlich@uabmc.edu)



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## ALABAMA HFMA *Job Bank*

### DIRECTOR OF COST REIMBURSEMENT

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Job No: ITRU25930141

<<http://www.dlmc.com>>

Job Type: Accounting

Group Name: DLMC

Job Length: Full time

Travel Req: 25%

Telecommute: No

Pay Rate: TBD

Company: DiPiazza, LaRocca, McDowell & Co., P. C. (DLMC)

URL: <http://www.dlmc.com>

Location: Birmingham, AL

Contact Email: [av@dlmc.com](mailto:av@dlmc.com) <<mailto:av@dlmc.com>> or [carolyn@dlmc.com](mailto:carolyn@dlmc.com)

**Skills:** Candidates should have extensive experience in preparing and reviewing Medicare and Medicaid cost reports; healthcare consulting expertise; comfortable with seeking business development opportunities and cross-selling other accounting and tax services; CPA; demonstrated supervisory skills; healthcare experience with a big four or equivalent; excellent communication skills; and proven track record showing dedication, accomplishments and hunger for career opportunities.

**Job Description:** The director of cost reimbursement will manage and grow a \$250k healthcare practice serving long term health facilities and hospitals.

**Responsibilities include:** preparation and/or review of Medicare and Medicaid (several states) cost reports; develop and implement consulting opportunities to existing and prospective clients; cross sell other accounting and tax services. This is an excellent career opportunity to become partner with a large local CPA firm and to rapidly grow client base to over \$500k. Salary is negotiable based on projected revenues.



# THE ALABAMA CHAPTER HFMA

## 2005-2006 Recruitment Campaign

### "Get Groovy & Recruit"

A lright 'CHICKS' AND 'CATS!' This year's campaign is such a 'gas.' We have already recruited a total of 13 new members for the Alabama Chapter.

### 'RIGHTEOUS!'

As promised to those recruited the most new members during each quarter, we have some 'primo prizes.' This quarter, Linda Maddox has won at \$50 gift certificate to Ticketmaster. She recruited two new members. Linda can have a 'ball' at the concert or event of her choice.

Let's get 'jazzed' about our Chapter and keep recruiting. Let everyone know how 'far out' our Chapter is. We have some more 'outta sight' prizes to give to those recruiting, so don't be a 'drag' . . .



### Recruit!!!

Keep on truckin,

*Pollyanna*

Pollyanna Brannan, Membership Chairman



All members including student members qualify if recruitment chair is notified of sponsorship. To request applications for new members or any information, please call (800) 264-2700 ext. 213. If I am unavailable, please leave your name, company name, phone number, address, email address and/or fax number on my voicemail. You can also email me at: [pbrannan@hollowaycredit.com](mailto:pbrannan@hollowaycredit.com). This will give me the opportunity to send your application to you ASAP! Or click on the link to download an application.



For New Member Applications, go to [www.alabamahfma.org](http://www.alabamahfma.org)

### Welcome New Members

Kristina L. Davis  
sponsored by Dennis R. Haines

Brenda Moody  
sponsored by Gary B. Tate

Deborah Cochran  
sponsored by Linda J. Maddox

Sara G. Ultz  
sponsored by Linda J. Maddox

Chasity N. Stephens  
sponsored by Sheila G. Hamby

Holley McGraw  
sponsored by Michael S. Ruggles

Abubakar Oladimeji Dabiri\*  
Rodney F. Gaw\*  
Amy Gibson\*  
Wayne White\*  
Janice J. Winters\*  
Michael H. Johnson\*  
Patrick M. Williams\*

\*Please call us with your sponsor's name.

### Campaign Totals

SPONSOR	# RECRUITED
Dennis R. Haines	1
Gary B. Tate	1
Linda J. Maddox	2
Sheila G. Hamby	1
Michael S. Ruggles	1
No Sponsor Listed	7
<b>TOTAL NEW MEMBERS-2005/2006</b>	<b>13</b>

# HFMA Membership Reinstatement Form

Retain a photocopy for your records and return with payment.

## Personal Information

Mr.  Mrs.  Ms.  Miss  Other

## Membership Registration

Begin my membership the month of

Dues through 5/31/06 \$

Forum Subscription (optional) \$

- Healthcare Compliance
- Chief Financial Officer
- Managed Care
- Patient Financial Services

TOTAL (add all lines above) \$

## Sponsor Information

You do not need a sponsor to become a member. I am joining HFMA on the recommendation of the following member:

Sponsoring Member Name and ID #

## Payment Method

Check Enclosed

Credit Card:

Visa  Mastercard  AMEX  Discover

Card Number

Expiration Date

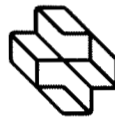
Cardholder Name

Cardholder's Signature

## Affirmation

I affirm that the information I have given is true to the best of my knowledge, and I agree to abide by the HFMA Code of Ethics and the Constitution and Bylaws of the Association.

Signature \_\_\_\_\_ Date \_\_\_\_\_



**hfma**  
healthcare financial management association

## Organization

Select one code that best describes your work setting.

## Provider Payer Settings

- 0001 Hospital or Medical Center
- 0010 Health System Headquarters/Corporate Offices
- 0002 Ambulatory-Care Clinic
- 0038 CPO or Purchasing Alliance
- 0022 HMO, Health Plan, or Insurance Company
- 0003 Home Health Agency
- 0006 Medical Group or Specialty Practice
- 0043 Physician Practice Management Firm
- 0005 Skilled Nursing, Rehab, or Other Subacute Facility
- 0039 Third Party Administration
- 0004 Other Provider or Clinical Service (Lab, Imaging Center...)

## Other Settings

- 0031 Accounting Firm
- 0032 Collection and A/R Recovery Service
- 0034 Consulting Firm
- 0036 Law Firm
- 0040 Professional or Trade Association or Publisher

## Position Level

Select one code that indicates your level of responsibility.

- A President, CEO, Executive Director, Administrator
- F CFO/Controller
- G Other Chief Officer NOT CFO or CEO (COO, CMO, CIO...)
- H Vice President
- J Assistant/Associate VP or Assistant/Associate Administrator (NOT CFO)
- K Director/Manager/Supervisor
- N Staff Specialist or Professional (Analyst, Accountant, Consultant)
- C Partner, Principal, or Owner
- L Clinical
- R Attorney
- Q Other Level

## Function

Select one major functional area most relevant to your position.

- AA Accounting
- BF Administration or Operations
- AE Audit/Internal Audit
- AL Budget
- AN Business Development or Marketing
- AP Compliance
- AS Decision Support/Information Technology
- AB Finance
- AH Health Information (Medical Records)
- AU Managed Care
- AC Patient Access (Admitting, Registration...)
- AF PFS, Patient Billing and Collections
- BA Physician Practice Management
- AJ Reimbursement-Government (Medicare/Medicaid)
- AI Reimbursement-Commercial (Managed Care)
- AK Reimbursement-General (Government and Commercial)
- AX Sales or Customer Service
- BE Utilization Review or Case Management
- JZ Other Responsibility

## Membership Dues

Month Joined	Dues
June	\$230
July	\$213
August	\$195
September	\$179
October	\$160
November	\$143
December	\$109
January	\$89
February	\$75
March	\$56
April	\$39
May	\$39

## HFMA Forums Subscriptions (Optional)

Month Joined	Healthcare Compliance	CFO	Managed Care	PFS
June	\$80	\$85	\$70	\$75
July	\$74	\$79	\$65	\$70
August	\$68	\$73	\$60	\$64
September	\$62	\$67	\$55	\$59
October	\$56	\$61	\$50	\$53
November	\$50	\$55	\$45	\$48
December	\$44	\$49	\$40	\$43
January	\$38	\$43	\$35	\$37
February	\$32	\$37	\$30	\$33
March	\$25	\$25	\$25	\$25
April	\$20	\$20	\$20	\$20
May	\$15	\$15	\$15	\$15

## Return this Form:

By Mail: HFMA, Dept. 77-5195, Chicago, IL 60678-5195  
Online: [www.hfma.org/join](http://www.hfma.org/join)

By Phone: (800) 252-4362, extension 2  
By Fax: (708) 531-0665, Attn: MSC  
(Credit card registration only for phone or fax registration)

**THANK YOU TO OUR**  
*2005-2006 Annual Sponsors*

Thanks to our Corporate Sponsors. Without their generous financial support, HFMA would be unable to provide quality programs and speakers.

*Diamond Sponsors*

**Alabama Hospital Association**  
**Blue Cross/Blue Shield of Alabama**  
**Draffin & Tucker, LLP**  
**Franklin Collection Services, Inc.**  
**Holloway Credit Solutions, LLC**  
**MedAssist, Incorporated**  
**Medco Services**  
**Medical Properties Trust**  
**PricewaterhouseCoopers LLP**  
**Receivables Management Bureau, Inc.**  
**Warren, Averett, Kimbrough & Marino, LLC**  
**Zarzur & Schwartz P.C.**

*Gold Sponsors*

**AmSher Receivables Management**  
**Siemens Medical Solutions**  
**The SSI Group, Inc.**

*Silver Sponsors*

<b>Allied Collection &amp; Credit Bureau</b>	<b>Ernst &amp; Young, LLP</b>
<b>Barfield, Murphy, Shank &amp; Smith, P.C.</b>	<b>J. Smith Lanier</b>
<b>Bradley, Arant, Rose &amp; White</b>	<b>Kaufman Hall</b>
<b>Chamberlin Edmonds &amp; Associates</b>	<b>MEDCLR</b>
<b>Data Equipment / Healthcare</b>	<b>Morgan Keegan &amp; Company, Inc.</b>
<b>East Alabama Medical Center</b>	<b>Noland Health Services</b>
	<b>Welch Hornsby &amp; Welch, Inc.</b>

*Bronze Sponsors*

<b>AIM Healthcare Services</b>	<b>Eastern Health System, Inc.</b>
<b>Armstrong &amp; Associates/Care Professionals</b>	<b>Express Bill</b>
<b>Callahan Eye Foundation Hospital</b>	<b>NCO Financial Systems, Inc.</b>
<b>Cash Retriever Systems, Inc.</b>	<b>Passport Health Communications</b>
<b>Computer Credit, Inc.</b>	<b>The Robins &amp; Morton Group</b>
<b>Children's Hospital of Alabama</b>	<b>Thomas Hospital</b>
<b>Cullman Regional Medical Center</b>	<b>UAB Health System</b>

*Mark Your Calendars &  
Make Plans To Attend These Events*

# Quarterly

## PROGRAM CALENDAR

### September 2005 - January 2006

September 9, 2005	<b>WORKSHOP HEALTHCARE LAW</b>	HealthSouth Conference Center Birmingham, Alabama
September 12, 2005 2:00 - 3:45 PM	<b>AUDIO WEBCAST</b>	Best Practices in Implementing the Supplemental Compliance Guidance for Hospitals (part 2 of 2)
September 14, 2005 and October 26, 2005 8:30 AM	<b>HFMA CERTIFICATION EXAM</b>	Medical Center East Birmingham, Alabama Bryan Karson
November 17-18, 2005	<b>FALL INSTITUTE</b>	Wynfrey Hotel Birmingham, Alabama Craig Tolbert, VP
December 9, 2005 8:30 AM	<b>HFMA CERTIFICATION EXAM</b>	Medical Center East Birmingham, Alabama Bryan Karson
January 19-20, 2006	<b>WINTER INSTITUTE</b>	Embassy Suites Birmingham, Alabama Jenny Wakeford, VP

for details & to register for upcoming meetings, go to [alabamahfma.org](http://alabamahfma.org)

**Please take advantage of ONLINE REGISTRATION for Institutes,  
regardless of METHOD OF PAYMENT.**