



**hfma**™ alabama chapter  
healthcare financial management association

**Annual Institute  
June 1 - 4, 2009  
The Hilton Sandestin Beach & Golf Resort**

Come join us in celebrating our 50th Anniversary at the Annual Meeting in San Destin, Florida, June 1st through June 4th. Take a stroll down memory lane with us as we reminisce our past to the present. I promise our 50th Anniversary will be very entertaining and memorable, so join us as we create new memories for our future.

**REGISTRATION**

You can register via website and view the full agenda of speakers along with their topic description. Please register as soon possible and join the fun activities we have planned.

Make sure if there are any events you plan on participating in to mark the event as you register or notify Sherri Harper via email: [sherri.harper@na.firstsource.com](mailto:sherri.harper@na.firstsource.com) your intention if you have already registered.

**ROOMS**

Rooms are going fast, please call today to ensure you're on site with us!! You can reach the hotel directly at 850-267-9500. The group code is HFM.

**GOLF**

Cam Pearl is the coordinator for this event. To make your reservation **MARK** this on the registration form

in the designated area. Cam needs a minimum of 40 participants. So sign up early and don't miss out on the great opportunity to relax while sipping on a few cold ones. Email: [cpearl@agilisllc.com](mailto:cpearl@agilisllc.com)

**KIDS NIGHT OUT**

**BACK BY POPULAR DEMAND** - Kids Night Out will be Monday from 5:30 to 9:30 pm. This will be a fun time for children to get away from their parents while the adults are at the opening reception. There will be t-shirts for each child, games, dinner, ice-cream, and a lot of fun entertainment for all.

The event is being sponsored for the 2nd year so there is no additional cost, it's free! This will be 4 hours of fun-filled entertainment for children between 4 - 12 years of age. We need a minimum of 10 children in order for the function to take place. Contact Stephanie Martin via email: [stmartin@helenkeller.com](mailto:stmartin@helenkeller.com) if you plan your child/children participating.

If you have children under 4, you will need to make arrangements with the hotel facility for that service.

**BEACH FESTIVITIES**

Sandcastle Building Contest - come play in the sand and see who can

**continued on page 4**

**Save The Date**  
**June 1-4, 2009**

Alabama HFMA's - 2009 Annual Institute  
Hilton Sandestin Beach & Golf Resort  
Destin, FL

**CELEBRATING 50 YEARS**

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

## 2008-2009 Leadership

### Officers:

#### President

Vicki H. Parks, CPA, FHFMA  
St. Vincent's Health System

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Medassist, Inc.

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Stephanie Martin  
Helen Keller Hospital

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Eric Jeffries  
Baptist Health System, Inc.

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St. Vincent's Health System

#### VP - Fall Institute

Jason M. Frey, CPA  
Children's Hospital of Alabama

#### VP - Annual Institute

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John Kimsey, CPA, FHFMA  
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BC/BS of Alabama

Greg Johnston  
Baptist Health System

Jerry C. Smith, Jr.  
St. Vincent's Health System

Dawn H. Walton, CPA, FHFMA  
Children's Hospital of Alabama



When my year as President first began, our Board established several goals that we wanted to accomplish for this year. The first was to earn a Bronze award from National for Excellence in Certification. During the 2007/2008 year we had no exams taken and no exams passed. I am pleased to tell you that during the 2008/2009 year we had 12 exams taken and 6 exams passed. In order to be awarded a Bronze medal for Excellence in Certification we needed to pass 6 exams. I am extremely proud of this accomplishment. This is my passion for one of the ways to improve our chapter, so I have accepted the position of Chair for the Excellence in Certification Committee for next year. Be on the look out for new incentives to motivate you to take and pass this exam. Money talks!! Bronze this year, but look out Silver.

The second goal was to see more involvement from our membership. Our members were challenged to take the "Making Connections" theme to heart. The members of the Alabama Chapter achieved more than the Board felt was even possible for a 12 month period. We were able to have a chair and co-chair for most committees and even had 2 or 3 committee members on each. I am proud of the active role played by our membership during the past year. I hope you will continue to be involved for years to come. The more you put into your commitment to HFMA, the more you will get back in return.



**Vicki Parks, CPA, FHFMA  
President**

Our Chapter also turned 50 during this past year. We have numerous members working on collecting information and pictures from all 50 years. We will have a grand celebration at our Annual meeting the first week in June. I hope you will be able to join us. We had one of the most successful Dixie meetings that I can ever remember attending. The location was excellent, the meeting cost was low and the educational content was superb. Kudos to the entire Dixie Committee for one awesome job! South Carolina will have their work cut out for them to host a better meeting than this one.

We were privileged to participate in a charity drive this past year that eventually took on a life of its own. What started as a small idea to help just a few local Children's charities became something much more than that. We had participation from many of our members who helped collect and eventually sort and deliver items, as well as, participation from more than 10 Alabama hospitals and more local businesses than I could keep up with. While this was an extremely time consuming project, it was one of the most rewarding. I was completely overwhelmed

## 2008-2009 Leadership

### DCMS Contact

Stephanie Martin  
Helen Keller Hospital

### Founders Contact

Stephanie Martin  
Helen Keller Hospital

### Newsletter Chair

Jeffrey Burkhardt, Ph.D., FHFMA  
Univ. of Alabama at Birmingham

### Member Directory Contact

Richard M. Byerly, Jr. CHFP  
East Alabama Medical Center

### Technology Chair

Mitzi C. Winters, FHFMA  
Medassist, Inc.

### Certification Chair

Brian S. Romine, CHFP, CPA  
Warren, Averett, Kimbrough &  
Marino LLC

### Quality Chair

Laura McRea  
Cullman Regional Medical Center

### 50th Anniversary Chair

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

### Forum Chairs:

#### PFS

Tavie H. Bender  
Trinity Medical Center

#### CFO

Kimberly Shrewsbury, CPA  
St. Vincent's Health System

#### Compliance

Kim Bullock  
Children's Hospital of Alabama

Leigh Aufdemorte  
Univ. of Alabama at Birmingham

## PRESIDENT'S MESSAGE

by the response of our membership.

I have to tell you I can't believe that my year as President is almost over. I have watched our Chapter grow in many areas during this past year and that has been exciting. I am sad to be rotating off as your President but I take comfort in the fact that I am leaving you in very good hands with Linda Maddox. I would ask that you offer her your support in every

possible way just as you have done for me during this past year. If you do that, the Alabama Chapter will continue to be on of the premier Chapters of HFMA. Thank you for allowing me to serve you this past year. It has truly been an honor.

*Vicki Parks*

### Alabama Chapter Members,

I received the most beautiful indoor bulb garden from my HFMA family. Thank you so much for the lovely gesture in memory of my sister Patricia. I will love and nurture it forever. The love, support, food, phone calls, cards and visits from my HFMA Family has truly been amazing. You all are a wonderful group of people and I will forever have a place in my heart for each and everyone of you.

I feel as if God placed me there in all of your hands on the evening I got the news because he knew I would be safe and taken care of. It comforts me deeply to know I have friends like all of you. The Alabama Chapter is truly a family.

Again, thank you from the bottom of my heart and I love you all.

**Cindi Barksdale**  
**Franklin Collection Services**

making  
connections

# Annual Institute 2009

build the grandest sandcastle or sand-animal! Sand buckets, shovels, fun and prizes will be awarded.

Beach Volleyball - tournament style, lots of fun and some "not-so-friendly competition.

Water Balloon Toss - teams of two, how far can you throw while tossing between your legs and over your heads backwards. The last team with a balloon not popped wins prizes.

## 50TH CELEBRATION DINNER / ENTERTAINMENT

Get ready for a great evening social event with well known music from a blast of our past to the present, hosted line dancing and a chance to show your stuff....prizes will be awarded. Following dinner, stretch your toes on the beach and join us by the Bonfire to roast marshmallows and make S'mores as we gaze into the sky and enjoy a Fireworks Celebration.

## EXHIBITS

Booth registration is now open to EVERYONE and we currently have a few spaces available. Contact Jeff Burkhardt via email: [jb Burkhar@uab.edu](mailto:jb Burkhar@uab.edu) for more information on exhibiting.

## SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are open to anyone that would like to contribute. Contact Stephanie Martin via email: [stmartin@helenkeller.com](mailto:stmartin@helenkeller.com)

## CONFERENCE BAGS

If you are a vendor or a hospital and you have marketing items that you would like to contribute to the conference bag, please contact Stephanie Martin via email: [stmartin@helenkeller.com](mailto:stmartin@helenkeller.com) for mailing instructions. Deadline for receipt of items will be May 20.

I encourage each member to come Celebrate our 50th Anniversary. The Alabama Chapter has accomplished so much due to our member's dedication and commitment to excellence. We have a lot to be proud of. Our chapter was created by healthcare professionals such as; yourself with a vision and commitment to succeed and to overcome challenges. Together we can all make a difference in our professional and personal life through networking as we create new friendships within our HFMA organization. I personally have many new friends and consider myself truly blessed to be apart of the Alabama HFMA family. Many of us socialize together on the weekends during Bama football season I wouldn't have had the opportunity to meet such fantastic people. Come be apart as we celebrate our 50th Anniversary and create your own memories and meet new friends! This conference has always been a special time for us to network and to be with family and friends.

I want to thank all of those who are participating this year: our speakers who provide a wealth of information; our sponsors, vendors and exhibitors, without whose continued support it would be impossible for us to meet; our volunteers, who spend countless hours when they could be relaxing or working on other projects; and our members, new and old, who make our organization the success that is today. Thank you for your continued support! I look forward to seeing each of you there!!!

- **Stephanie Martin**  
Secretary  
[stmartin@helenkeller.com](mailto:stmartin@helenkeller.com)

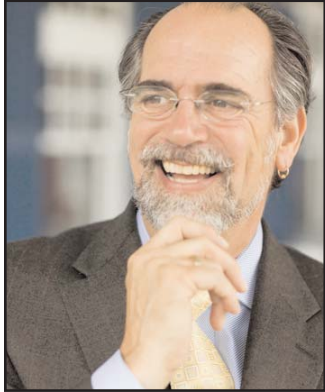


## Annual Institute 2009 Keynote Speakers

# Annual Institute 2009



Joe Flower is a Healthcare Economist and principal of What if... He has been writing, speaking, and consulting about change and the future for nearly two decades.



**Joe Flower**

Flower is principal author of the recent forecast, "Technological Advances and the Next 50 Years of Cardiology," Journal of the American College of Cardiology (vol. 35, no. 4, 2000). As well as being the author of three major healthcare compendia and several hundred articles, Flower is a contributing

editor at Health Forum Journal and Physician Executive. His recent clients include DNA.com, the Global Business Network, the World Health Organization, and the Department of Defense. A founding member of the International Health Futures Network, Flower holds a masters degree from San Francisco State University, with postgraduate work in education at UC Berkeley, as well as the rank of shodan (black belt) in Aikido.

For 12 years, Marcia Wieder owned and operated her own marketing business based in the National Press Building in Washington, DC, growing it to a \$3 million company with 14 employees.

Her business efforts earned her numerous awards including the SBA's Women in Business Advocate of the Year and the Chivas Regal Entrepreneur of the Year Award. As America's Dream Coach, she's been researching and speaking solely on this topic



**Marcia Wieder**

for close to twenty years. She is also the renowned author of several books dedicated to achieving your



dreams and has certified hundreds of coaches worldwide to teach her methodology. Wieder has been featured several times on Oprah, the Today Show, as a "Hot Author," and on PBS-TV in her own nationally syndicated show Making Your Dreams Come True. As president of the National Association of Women Business Owners, she was often in the White House where her ideas and opinions were heard by Presidents Jimmy Carter, Ronald Reagan, and George Bush, Sr.

❖ **Conference will also feature 4 hours of  
Accounting & Auditing  
Pricewaterhouse Coopers, LLP**

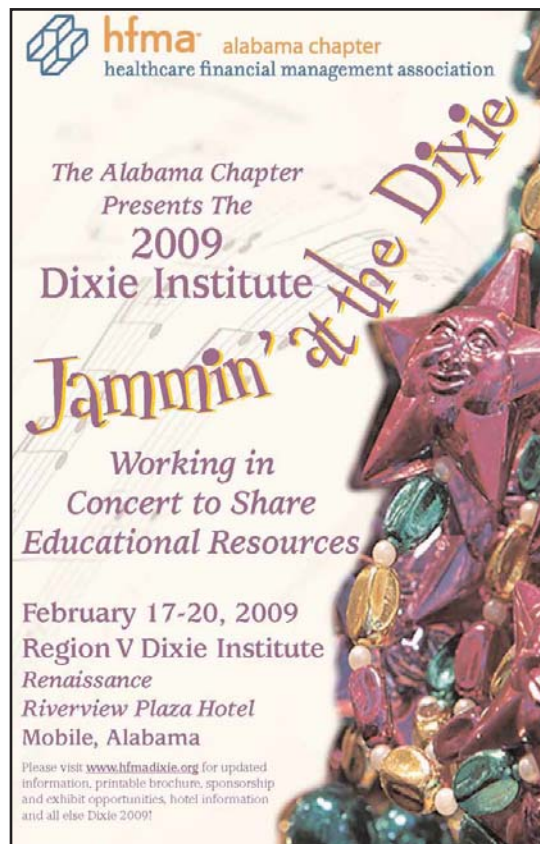


# Overview of Dixie 2009

Five years sure go by FAST. It seems like just yesterday that Alabama was hosting the 2004 Dixie which was our first time in the beautiful city of Mobile and a total gamble for us as a Chapter to try something totally new! Well, it was such a success and we received such positive feedback we decided to DO IT AGAIN and WOW did you support our efforts!

We had a total of 72 Booths (we originally started out with 64 and at the request of many companies we expanded so that more could participate). Our sponsor participation was phenomenal. We had 8 Silver Sponsors, 6 Bronze Sponsors and 6 Special Sponsors. All of this combined make it possible for us to keep the registration costs down and to allow us to offer great meals and entertainment during the Institute. Special thanks to each person and company that supported these efforts. We had a total of 403 attendees over the 4 day conference, representing 28 states. I do have to specifically thank Jeff Burkhardt, Ashlye Hix, Karen Dillard and Alan Aycock for the time and efforts they put into the sponsors and exhibits. They worked so hard to keep everyone involved and busy in the exhibit halls - from bingo - beads and finally to the MONEY TANK - everyone seemed to enjoy the FUN.

Educationally: we had (3) three consecutive tracks running on Thursday: Access, PFS and CFO



focused. We received wonderful accolades on the Access track and the attendee number was equal to and in some cases surpassed the other tracks. Special thanks to Betty McCulley with Baptist Health in Birmingham. Betty, a Region Executive with the National Association of Healthcare Access Management (NAHAM), pulled the speakers together for this track and coordinated it from start to finish. This was a great addition to our educational efforts. The PFS track, led by Linda Maddox, and the CFO track, led by Vicki Parks, also received rave reviews and the speakers were flawless in their presentations. In total 15 different sessions in one day!

The feedback we received on our speakers was excellent. It's hard to single our specifics without wanting to mention every session but I have to say that Vonetta Flowers, our Keynote speaker, received outstanding comments and touched the hearts of many in attendance. It was great to support a local celebrity and I have to thank Bob Frolich with UAB for convincing me that she was the perfect speaker for us! The CEO Panel on Friday morning was a great way to start the day and end a conference, and the insights shared with us were not only informative but also entertaining. The panel members went out of

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their way to meet our needs and to share information that was vital to each person in the room. Special thanks to Greg Johnston from Baptist Health in Birmingham and kudos for harnessing so much energy and talent from the individuals represented on the panel.

No one can imagine, unless you've worked on an event this size, the amount of volunteer hours that goes into it. We had volunteers from across the 5 states (providers and companies) that started over 18 months prior to the conference working together. Over 1600 hours of volunteer time went into pulling this institute together. I wish I could say that everything went perfectly as planned - but that's just impossible (and I try to remind myself of that as I read the surveys). But, all things considered, it went very smoothly and was a success in the Educational value it brought to a lot of hospitals and individuals, and there's nothing wrong with having a little fun mixed in. The networking and sharing of knowledge that I saw each day as I walked the halls and sessions simply can't be measured in tangible terms - but certainly they are what keeps us sharp and successful. We will do our best to look constructively at the comments and emails received from you to continue to improve on the Dixie Institute so thank you for the comments.

Finally, I want to thank the people that kept the meeting going: the registration group. Just like our access departments in hospitals - they start the show off and are the ones that we all go to if we need anything: Sherri Harper, Donna Ezell, Ashley Winters and Jamie Wiley - they always had smiles on their faces (even though their feet hurt).

So here's to another successful Dixie in a long line of successful Dixie Institutes - see you in South Carolina for Dixie 2010!

**- Mitzi Winters, CHAM FHFMA  
2009 Dixie Institute Chair  
Division President, Medassist Incorporated  
Mitzi.winters@na.firstsource.com**



## Dixie Moments Caught on Film



### Director, Patient Financial Services

Incredible opportunity to lead Patient Financial Services in 200-bed, award-winning healthcare system in picturesque, mountain community in the Southeast. Located in one of the fastest growing areas in the State, the System is less than 10 miles from a metro area and approximately 90 miles from the State Capital.

BS degree with 5 years' management experience in PFS of mid-sized hospital is required. The ideal candidate is creative and forward-thinking and has a demonstrated knowledge of admissions, patient accounting and collections. Strong management, communication and organization skills required.

Contact: Linda Garrett, Garrett Associates Inc.; 404-364-0001; [Garrett@GAISearch.com](mailto:Garrett@GAISearch.com)

### Interested in Advertising in the *Bama Chatter*?

The *Bama Chatter* is a quarterly, printed, four-color publication mailed to our entire membership roster.

The newsletter is also archived on our website for our membership and outside interested parties to access the information.

#### PRICE PER ISSUE:

Full Page Ad - \$800  
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Quarter Page Ad - \$300

(discounts available for placing in multiple issues)

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Please refer questions to our editor:

[bamachatter@gmail.com](mailto:bamachatter@gmail.com)

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# 50th Anniversary Celebration

## Alabama Chapter of HFMA

### 50 Years of Exchange of Information: Excellent Service and Education

In 1959, while Disney was releasing Sleeping Beauty, Mattel debuting Barbie, Alaska and Hawaii becoming states, Fidel Castro taking over Cuba and NASA selecting the first U.S. astronauts, the American Association of Hospital Accountants (AAHA) held its first Alabama meeting. Hugh Brown, the Executive Director of AAHA met with seventy-three interested persons at the Redmont Hotel in downtown Birmingham. The meeting, held on April 22, 1959, was "to consider the desirability of forming an Alabama Chapter of the American Association of Hospital Accountants".

The concerns of hospital accountants haven't changed much since that first meeting, as can be seen by a few interesting quotes from the minutes of that meeting:

"Dr. Ira L. Myers, Administrative Officer, State Department of Public Health, Montgomery, Ala, said that "his Department was a proponent of a uniform accounting system for hospitals for this was the best method of making hospital records more useful in dealing with state and federal governments .....The losses on indigent patient care were estimated to be as high as 3-1/2 million dollars and that problems are more difficult for hospitals not having proper accounting systems. He felt that the AAHA would provide "an exchange of information" between hospitals that would

be of mutual benefit and would help to educate the public as to why hospital costs have increased. It was his feeling that hospital care should be purchased at Basic Per Diem Cost".

Mr. Sam W. Grubbs, Examiner, from the State Department of Examiners of Public Accounts, stated, "The AAHA has a great deal of merit and hospitals should be a part of it so that they can work out problems for the benefit of all concerned and his Department would cooperate."

The original objectives of the AAHA were:

- To bring about closer cooperation among hospital accountants in order to promote uniformity and efficiency in hospital accounting
- To cooperate with hospitals and allied associations in matters pertaining to hospital accounting and statistics
- To encourage and assist members to increase their knowledge of hospital accounting and their skill in making accounting and statistical data more helpful to hospital administration
- To provide a medium for the interchange of ideas and dissemination of material relative to hospital accounting and statistics
- To encourage and assist in the holding of meetings and conferences on hospital accounting, statistics and business office procedures

#### Fifty Years Later

Fifty years later, the movie Sleeping Beauty has been colorized, Barbie, the doll, won a major lawsuit for \$100 million in damages; Sarah Palin, governor of Alaska, was the first Republican female to run for Vice President of the United States, Fidel Castro turned over the powers of Cuba to his brother due to health reasons, the economy is a mess and Americans elected the nation's first African American President. What a difference 50 years make!

Today HFMA and the Alabama Chapter's objectives haven't strayed far from the 1950's AAHA objectives. They are:

1. To foster and increase knowledge of and proficiency in financial management;
2. To conduct and participate in educational programs and activities concerning financial management;
3. To provide media for the interchange of ideas and dissemination of material relative to financial management;
4. To bring about closer cooperation among individuals of varying disciplines in financial management;
5. To develop curricula and supporting material for use by educational institutions relative to areas of financial management;



# 50th Anniversary Celebration

6. To cooperate with hospitals and allied patient care institutions and agencies, and their related associations, governmental agencies, and other interested groups in matters pertaining to financial management;
7. To establish and promulgate principles relative to financial management;
8. To establish standards of performance for individuals and institutions in the various areas of financial management;
9. To do research in areas of financial management to help achieve these objectives.

The Alabama Chapter's membership is now over 500. Healthcare today reflects an evolution of the healthcare payment system, and promises to continue to change. The ongoing economic challenges are the foundation of the Alabama Chapter's commitment to education, exchange of information, and service to its members. To send an email or pick up the phone and call a member regarding a new regulation, a billing inquiry or compliance matter and receive meaningful dialogue in return, is one of the many benefits of being an HFMA Alabama Chapter member.

## Future of the Chapter

As we celebrate the past fifty years, we also look to the future of the Alabama Chapter. The continuing success of the chapter will be driven by not only the current members and leadership, but also by the next

generation of members to come. Current leaders of the chapter will ensure the vitality of the chapter by growing the membership and then educating the new members.

As Johnathan Bedell, 50th Anniversary Committee member and new HFMA member, envisions, "the more experienced generation of leaders should take an interest in mentoring the incoming generation to help the Chapter grow and prosper. Meanwhile, the incoming generation should take the torch of success and continue to blaze the trail to new heights."

Come join the celebration of 50 Years of Exchange of Information: Excellent Service and Education at the Alabama's Chapter Annual Institute, June 1 - 4, 2009, at the Hilton San Destin, Florida. Register today at [www.alabamahfma.org](http://www.alabamahfma.org). See you there!

Author: Yolanda Rich, MBA, CHC, FHFMA, Corporate Responsibility Officer St. Vincent's Health System

### Co Authors:

Linda Maddox, President-Elect, Client Service Manager, Medassist  
 Johnathan Bedell, 50th Anniversary Committee Member, Supervisor Patient Access, St. Vincent's Health System

Kelly Geiger, 50th Anniversary Committee Member,

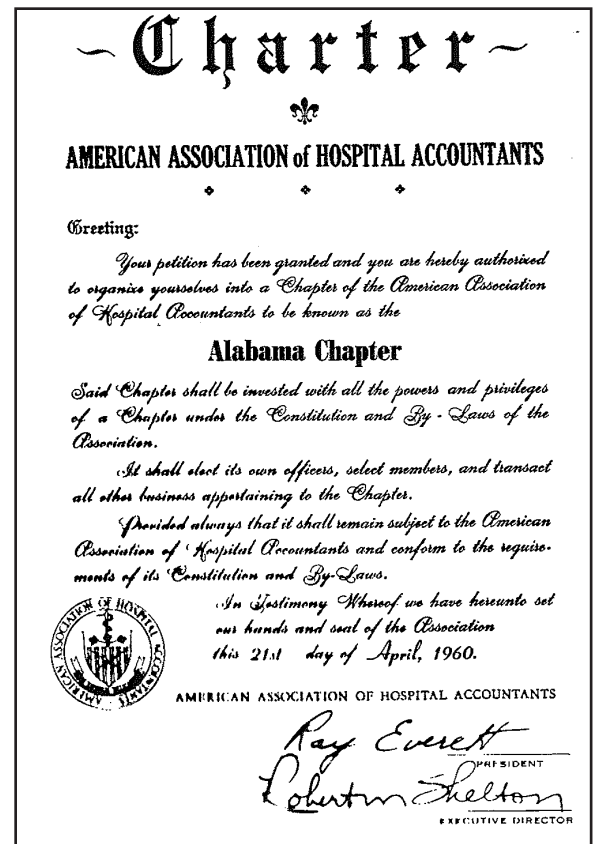
Compliance Manager, St. Vincent's Health System

Bill Roden, Jr., 50th Anniversary Committee Member, Controller, Johnson Development

### Sources/Reference:

[www.hfma.org](http://www.hfma.org)  
[www.alabamahfma.org](http://www.alabamahfma.org)  
[www.wikipedia.com](http://www.wikipedia.com)

From Acorn to Oak and Beyond: An Update to the History of the Healthcare Financial Management Association 1991-2006



# MAD Membership Chatter



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## Membership Committee

**Libby Bailey**, Callahan Eye Foundation Hospital  
**Carol Slivka**, Huntsville Hospital  
**Phyllis Boone**, UAB Health System  
**Annette Baker**, Blue Cross/Blue Shield  
**Lonnie Younger**, Huntsville Hospital

## Our NEW "Connections" (Aug - March)

Dwight Lacy, Director or Treasury  
AltaPointe Health Systems  
Sponsor: Kevin Markham

Amanda Walker, Accounting Manager  
St. Vincent's Hospital - Sponsor: Jennifer Kingry

Jennifer Bartlett, Manager, Insurance Services  
Mobile infirmary Medical Center

Kyle Cole, Sales Rep  
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Joan Ragsdale, COO  
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Ashleigh Thompson, Manager Regulatory Affairs  
Jenny Markhum, Senior Staff Accountant  
Megan Thompson, Staff Accountant  
East Alabama Medical Center

Adele Chassignac, Healthcare Consultant  
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Aubrey Hooper, Director of Business Operations  
Apollo Information Services, Inc.  
Sponsor: Michael Gardyko, Sr.

Drew Deaton, Director, Operations  
Cardinal Health

Leigh Stinnett, Assistant CFO  
Athens-Limestone Hospital - Sponsor: James R. Comer

Kelly Geiger, Compliance Manager  
St. Vincent's Health System - Sponsor: Yolanda Rich

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Sponsor: Phillip Grice  
Megan Elliott, Sr. Accountant, Audit  
Lauren Keet, Supervisor, Audit  
Marlene McCain, Member, Audit  
Chris Newman, Supervisor, Audit  
Paul Perry, Sr. Accountant, Audit  
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Children's Health System - Sponsor: Jason Frey

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Sonya Bedsole, Accounting Manager  
Medical Center Barbour

Donna Henderson, Patient Access System Manager  
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Angela Burnett, Assistant Dir. Fin. Services  
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Marshall Medical Centers

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Judy Spidle, Manager Network Support  
BC/BS of Alabama

Dave Keyes, Director  
Expense Reduction Analyst

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Joe Clark, Chief Development Officer  
Surgical Care Affiliates

Mordechai Frimer

Jared Kling, Sr. Associate  
PriceWaterhouseCoopers, LLP - Sponsor: Dana Altieri

Rick McClain, Reimbursement/Decision Support Mgr.  
Jackson Hospital & Clinic

Wayne Phillips, Regional Director  
Healthcare Fiscal Management, Inc.

Rita Kelly, PFS Director  
Monroe County Hospital

John Garrett, Director of Hospital Fiscal Services  
Cooper Green Mercy Hospital

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Peggy Dunlap, Project Manager  
Allied Management Systems - Sponsor: Linda Maddox

Debbie Rubio, Manager of Regulatory Affairs  
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David Au, Student - Sponsor: Jeff Burkhardt  
Tracie Blizard, Student  
Jim Byrd, Student  
Katie Carpenter, Student  
Barrett Fisher, Student  
Bryan Francis, Student  
Meng Ying He, Student  
D'Anna Holmes, Student  
Danielle Jupiter, Student  
Tommy Middleton, Student  
Hollie Nolan, Student  
Jessica Pearce, Student  
Julie Rew, Student

Jadwiga Wartak, Student  
Christopher Westbrook, Student  
Aaron Williams, Student  
Cody Butts, Student  
Nathan Clark, Student  
Michael Conrad, Student  
Carlie Gotlieb, Student  
Chase Hall, Student  
Matthew Hamilton, Student  
Erik Henninger, Student  
Steven Hodgen, Student  
Jessica Hunter, Student  
Matthew Lyden, Student  
Rhonda Magee, Student  
Daniel McKinney, Student  
Abby Munton, Student  
Travis Pinnix, Student  
William Sisson, Student  
Joshua Snow, Student  
Matthew West, Student  
University of Alabama/Birmingham



Peggy Weiland, Manager, Medical Review  
Children's Health System of Alabama  
Sponsor: Dana Blackman

Karen Davis, Consultant  
ONV

Kendall Holman, Executive Vice President  
Protective Securities - Sponsor: Libby Bailey

Cindy Rogers, Internal Audit  
Children's Hospital of Alabama - Sponsor: Tricia Seale

Cindy Elder  
David Lee, Manager, Revenue Control  
Baptist Health System

We are very proud to have all of our new members and hope they can join us for a meeting soon (the Beach meeting would be a good place to start)

New members - don't forget - wanna be involved - let me know ebailey@uabmc.edu. We need volunteers - pay isn't much, but the benefits are "priceless".

- BUT you "experienced" members - look how many Walmart cards you left laying on the table!!!! Recruit a Sr. Financial Exec - it's \$50 spending spree for you - all others \$25 "half spending spree" for you: This offer ends - May 30, so HURRRRRYYYYYYYYYYYY

**-Libby Bailey, CPA  
VP Membership  
ebailey@uabmc.edu**

## HEALTHCARE REFORM IS COMING - ANI 2008

At HFMA's 2009 Annual National Institute (ANI)-to be held this year at the Washington State Convention and Trade Center from June 14-17-you'll get the ideas and tools you need to achieve outstanding results in your career and organization.

ANI is the premiere education and networking event for healthcare financial professionals! ANI offers you:

### **ANI Inspiring Keynotes**

Monday, June 15: The Five Temptations of a Leader, presented by Patrick Lencioni

Tuesday, June 16: Thinking Green: Economic Strategy for the 21st Century, presented by the Honorable Al Gore

Wednesday, June 17: Moving Toward a High Performance Health System, presented by Karen Davis, joined by Leading Hospital Executives

### **Breakout Sessions**

There are 84 Breakout Sessions offered at ANI that address topics in the areas of financial management, patient financial services/revenue cycle, payment/reimbursement/managed care, compliance/legislative and the new Peer Review® Showcase track. You'll walk away from these Breakout Sessions with ideas and tools you can use throughout your organization. Attendees also receive access to every handout and tool from all four topic areas - that's complete information from all 84 sessions!

### **Preconference Programs**

Gain access to more ideas and tools when you sign up for Preconference Workshops or a Preconference Seminar. All Preconference Programs will be held Sunday, June 14.

- Preconference Workshops are half-day programs led by facilitators that are designed to give you hands-on experience with tools and solutions that relate to a topic. Choose to attend one workshop in either the morning or afternoon or maximize your opportunity by attending both morning and afternoon workshops.

- Preconference Seminars are full-day programs led by speakers that include lunch and are held from 8:00 a.m. to 5:00 p.m. Seminars are taught in a classroom setting with techniques and approaches incorporated into the lecture.

### **Sunday Opening Reception**

Kick off ANI by greeting old friends and making new ones at this year's Opening Reception.

### **Idea Exchange Exhibit**

Get up to speed with the latest ideas and newest solutions during the ANI Idea Exchange Exhibit! During Monday's and Tuesday's lunch and evening receptions, you'll get a chance to meet and mingle with more than 400 healthcare financial management suppliers, as well as your fellow attendees.

### **Annual Chairman's Reception and Banquet**

The Annual Chairman's Reception and Banquet is always one of the most memorable times at ANI. Enjoy dining and dancing and be a part of the installation of HFMA's new Board of Directors and the presentation of the Frederick C. Morgan Individual Achievement Award, the Association's highest honor for career-long contributions to healthcare financial management and HFMA.

And this is just a sample of what's going on at ANI! There's also a Forums Networking Breakfast, the Saturday Golf Outing and the Sunday post-welcome reception at Tap House Grill...the list goes on and on. For complete information on ANI and to register, visit [www.hfma.org/ani](http://www.hfma.org/ani) or call (800) 252-4362, extension 2.

s t r e n g t h

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<sub>our</sub>  
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# 2009 Federal Healthcare Legislation

President Barrack Obama signed two pieces of federal legislation in February, 2009 that have provisions intended to improve access to healthcare for millions of American adults and children.

- February 4 - Children's Health Insurance Program (CHIP) formerly known as SCHIP. The Administration's reauthorization of the Children's Health Insurance Program (CHIP) extended the program through 2013, reportedly providing coverage to seven million currently insured and an additional four million uninsured children.
- February 17 - The American Recovery and Reinvestment Act (ARRA); also know as the Stimulus Package. ARRA makes investments in reinforcing federal assistance to states through the Medicaid program; extending COBRA coverage; continuing health care coverage and services for low-income individuals; computerizing America's health records; developing and disseminating information on the most effective medical interventions; prevention and wellness interventions; and strengthening the health work force.

Implementation of CHIP and ARRA will require a cooperative effort between the federal government and state governments. Most states are currently working to compensate for FY08 revenue shortfalls and develop financially sound budgets for the new fiscal year beginning July 1, 2009. State governors and legislators are determining which of the many CHIP and ARRA dollar options they will adopt. Some ARRA provisions do not require legislative action by the states.

## Highlights from each piece of legislation include:

### Children's Health Insurance Program (CHIP)

- Dollar bonus initiatives to enroll the lowest-income children - i.e. move Medicaid children to CHIP
- Option to cover legal immigrant children and pregnant women by waiving the current 5 year waiting period
- Option to cover pregnant women
- Option to cover children in households above the 300% FPL without penalty

### American Recovery and Reinvestment Act (ARRA)

- Temporary increase in the federal matching percentage (FMAP) for Medicaid from 10/1/2008-12/31/2010
- Temporary increase in DSH Allotments - 2009 increase of 2.5%; 2010 increase of 2.5% over 2009 levels
- COBRA Provisions - 65% subsidy for COBRA premiums for up to 9 months for workers involuntarily terminated between 9/1/2008-12/31/2009

CHIP funds become available April 1, 2009; receipt of the federal funds by a state requires an approved plan of administration. ARRA funds vary in availability dates; state specific information is available at [www.recovery.gov](http://www.recovery.gov) following the link entitled "State Progress and Resources".

# Annual Summer Institute - Exhibit Space

June 1-4, 2009 - Hilton Sandestin Beach and Golf Resort

**Applications are considered binding and eligible only after both the application and payment are received.**

Please type or print

Company name: \_\_\_\_\_

Contact person: \_\_\_\_\_ Phone: \_\_\_\_\_

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City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

### NOTE THAT SPACE IS LIMITED DUE TO HOTEL SPACE ALLOCATION

Space will be made available to Alabama Chapter Corporate Sponsors before being made available to other exhibitors. Selection of booth will be based on the order in which applications are received. All vendor representatives are required to register and pay for the meeting attendance. These are single booths (10X8), and each vendor will be provided a table and 2 chairs in addition to the space.

Alabama Chapter of HFMA Diamond Sponsor - No Charge \$ \_\_\_\_\_

Alabama Chapter of HFMA Gold Sponsor - \$500 \$ \_\_\_\_\_

All Other Vendors - \$ 1000 \$ \_\_\_\_\_

Event Sponsorship \_\_\_\_\_ \$ \_\_\_\_\_

(indicate desired event sponsorship here, please see page 8 for choices)

**TOTAL PAID** \$ \_\_\_\_\_

Cancellations before April 15 are subject to a \$200 fee. No refunds after April 15, 2009.



Credit Card Type - VISA      Mastercard      American Express      (please circle one)

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

V-Code (3 or 4 digit number on back of card) \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

### Make checks payable to Alabama Chapter HFMA

Mail with completed, signed application to: Stephanie Martin  
Vice President, ALHFMA  
Business Office Director  
Helen Keller Hospital  
1300 S Montgomery Ave P. O. Box 610  
Sheffield, AL 35660-0610  
Phone: (256) 386-4011 ~ Email: stmartin@helenkeller.com

# Annual Summer Institute - Sponsorship Opportunities

HFMA appreciates the monetary assistance provided by exhibitors and members who sponsor conference events. Your sponsorship allows HFMA to provide a range of professional development activities for its members.

A variety of events are available for sponsorship at the Annual Summer Institute. Sponsorship allows you to highlight your company while demonstrating your support of HFMA. **Special consideration of booth placement is given to those companies who sponsor our conference.**

\_\_\_\_\_ **Program Binder:** Sponsorship is \$1400

\_\_\_\_\_ **Conference Bag:**

\_\_\_\_\_ **Afternoon Break:** Sponsorship is \$800

\_\_\_\_\_ **Dinner Cocktails:** Exclusive Sponsorship is \$1500, Co-sponsorship is \$750

\_\_\_\_\_ **Dinner/Reception:** Exclusive Sponsorship is \$2000, Co-sponsorship is \$1000

\_\_\_\_\_ **Kids Night Out:** Sponsorship is \$500

\_\_\_\_\_ **Sand Castle Building Contest:** **Sponsorship committee by Draffin & Tucker, LLP**

\_\_\_\_\_ **Breakfast (2 available):** Sponsorship is \$1000 each

\_\_\_\_\_ **Morning Break (2 available):** Sponsorship is \$750 each

\_\_\_\_\_ **Sailboating:** Sponsorship is \$1500

\_\_\_\_\_ **Fishing Trip:** Sponsorship is \$1500

\_\_\_\_\_ **Tennis Tournament:** Sponsorship is \$1000

\_\_\_\_\_ **Golf Tournament:** Sponsorship is \$1500 -

\_\_\_\_\_ **Golf Tournament Drink Tickets:**  
Sponsorship is \$500

\_\_\_\_\_ **Beach Party/Dessert Reception/Fireworks:**  
Be one of our sponsors for \$1500

\_\_\_\_\_ **Smoothie Bar:** Sponsorship is \$750

\_\_\_\_\_ **Education Sponsorship:**

\$500 \_\_\_\_\_ Gold Education Sponsor

\$1000 \_\_\_\_\_ Diamond Education Sponsor



**Hilton Sandestin Beach & Golf Resort  
Destin, FL**



**Jeff Burkhardt,  
Ph.D., FHFMA**

## Letter from the Editor

In addition to my responsibilities as newsletter editor, I have also had the opportunity to help coordinate with the exhibitors at the past two Annual Meetings in Destin, and at the Dixie Institute in Mobile. Being neither a provider nor an exhibitor, I want to take this opportunity to address all HFMA members, both vendors and providers, that

make HFMA the great organization it is. At these events, HFMA provides us all with the chance to learn something new through the many opportunities to exchange ideas and gain knowledge. I would like to share an observation that I have made over the last three years through my involvement with both exhibitors and providers.

An unprecedented economic downturn, unlike anything that most of us have ever experienced, threatens to change our industry. Most of us have already been to a number of conferences this year, and there is a different feel in almost every instance. It isn't that attendance is down, because we had a great turnout at Dixie, but there is an increasing reluctance on the part of many providers to visit the exhibitors' booths. I noticed at Dixie that we struggled more than we have in the past to get providers



to visit booths. In spite of innovative activities, breaks, and lunches, providers aren't taking the opportunities to meet with vendors. This absence is creating a problem that could be harmful to our HFMA educational opportunities. Exhibitors cannot continue to subsidize these educational opportunities if providers do not visit their booths. These exhibitors provide a substantial amount of the resources that help assure the best opportunities to share ideas at these meetings. Conferences are expensive and HFMA needs all the financial support it can get. Most exhibitors will not stop supporting our meetings, but it does make their evaluation of which HFMA event to support more important. The funds that are budgeted for conferences each year are shrinking, and it can be worrisome when considering everyone's budget constraints. As you attend conferences, keep in mind the importance of maintaining that partnership between exhibitors and providers. Every vendor has something for someone, and the only way to find that out is by visiting each booth and looking for something to take away.

From the other perspective, the economic downturn is also having a severe impact on the availability of travel money for providers to attend these meetings. For many, the goal is to take advantage of the educational opportunities, not to be smothered by exhibitors. Make it possible for providers to visit with exhibitors and find out what they have to offer, without feeling pressure to commit 20 minutes of time and thousands of dollars because they stopped to talk. The purpose of the event is to establish contacts, not to finalize sales contracts.

Perhaps at one of these events I could suggest a round table where exhibitors and providers could share their views on how these issues could be improved upon. It is certainly worth the time and effort to try and discover what possible changes could be made to make things better. HFMA thrives as result of relationships between exhibitors and providers, and on occasion every good relationship needs a thorough review.

- Jeff Burkhardt, Ph.D., FHFMA

### Editorial Mission

The Bama Chatter supports the mission of the Alabama Chapter by serving as a key resource for individuals involved or interested in the financial management of health care.

### Editorial Policy

Opinions expressed in articles or features are those of the author and do not necessarily reflect the view of the Alabama 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 correspondence is assumed to be a release for publication unless otherwise indicated.

### Publication Objective

The Bama Chatter is the official publication of the Alabama Chapter of HFMA and is written and edited principally to provide members with information regarding Chapter and national activities, current and useful news of both national and local significance, information about seminars and conferences and networking with colleagues, and to serve as a forum for the exchange of ideas and information.

### Article Submission

The Bama Chatter encourages submission of material for publication. Articles should be typewritten and submitted electronically to the Editor. The Editor reserves the right to edit, accept or reject materials whether solicited or not. HFMA Founder Points are granted for any articles published in the Bama Chatter.



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