Your Alabama HFMA Leadership Team has been working hard to put together an event packed with timely and relevant information that is certain to provide ideas and solutions for the challenges you face today. Our CPE-loaded Fall Institute, which will be held November 17-18 at the Wynfrey Hotel in Birmingham, is punctuated by keynote speakers, Dr. John and Jane Covey of FranklinCovey. We are so fortunate to bring this calibre headliner to our Membership. The Coveys will share tips for creating a harmonious environment at work and at home. They will offer insights and practical strategies including outlining the four imperatives for great leaders:

- Inspiring Trust
- Clarifying Purpose
- Aligning Systems, and
- Unleashing talent

For more on the Covey’s see the Speaker Feature in this newsletter.

In addition to our General Sessions, we are bringing more than a dozen thought-leaders on the topics that matter to you most. Choose from one of the PFS, Compliance or CFO tracks we’ve put together for you or pick those sessions that will help you achieve harmony with your team.

For a complete agenda with presentation descriptions and speaker biographies, or to sign up today, visit our website at www.alabamahfma.org.
Dear Chapter Members,

Every year, National HFMA conducts a Member Satisfaction Survey. The results are reported back to the local Chapter so Chapter leaders can celebrate and share those positive things that Membership tells us, while also addressing specific needs identified for improvement within the Chapter.

As President of HFMA-Alabama Chapter, I can tell you the Board, Officers and all chapter leaders understand this survey is our report card on service to our membership. Over the next month or so, you should receive the 2011 Chapter Membership Satisfaction Survey from HFMA requesting your feedback. We ask you to please take the few minutes and respond.

This year’s activities are driven by many factors, but none more so than last year’s survey results. We hope we have responded through expanding and improving programs and other enhancements. Last year’s survey results indicated two key needed improvements:

**Educational Topics at Chapter Programs** – our planning teams worked on the 2011-2012 Chapter year to bring to you the latest educational subject matter in healthcare today. The fruits of this labor will be showcased at the upcoming Fall Institute in Birmingham. Our primary goal is to ensure that we are responsive to your survey feedback. Accordingly, we have structured events with topics that make a difference to all Chapter Members, regardless of provider, vendor or payer status.

**Speakers at Chapter Programs** – A primary goal of the leadership at the outset of the 2011-2012 Chapter year was to elevate the level of speaker’s at all of our educational program events. Truth be told, finding speakers is difficult, particularly provider based speakers. Using your feedback more thought and energy has been put into speaker selection, including Keynote speakers as well as session leaders.

While these above two items were identified as high priorities by our Members, Chapter leadership is also committed to bring about many other improvements, including but not limited to:

**Communications** – hopefully we have been more mindful of your ‘inbox’ and not taken advantage of your email address by bombarding you with multitude or possibly redundant notices. We are also leveraging social networking as an option through Facebook, Twitter and LinkedIn.

**Good Stewards of your Budget** – Budgeted educational dollars remain top of mind for leadership. We all know education dollars are at a premium in today’s environment and we are working hard to maintain the cost you pay to attend educational events at the lowest possible levels without compromising the content. We hope by doing this we can combine the right education with the right price point to maximize your experience.

I trust this information is useful to you in understanding the efforts being made by your HFMA-Alabama Chapter leadership to continue to enhance the value of you being a Chapter Member. I encourage you to complete the upcoming Survey.

To all the Members of the HFMA-Alabama, from Sponsors to Vendors to Provider Members and others, we all thank you in advance for your input and participation.

Sincerely Yours,

Vincent Bonetti
2011-2012 Chapter President

Vince Bonetti is currently Executive Director – PFS for Huntsville Hospital System. He has over 20 years of AR Management. He has worked in for-profit and not-for-profit enterprise, stand alone and multi-hospital systems. He has held local, regional and nationally responsible positions across the U.S.

Vince and his wife, Lucy, live in Huntsville, Alabama.

Visit our website at www.alabamahfma.org
An HFMA meeting on a cruise ship? Yes, it IS true, and it’s been a custom and practice for many years with HFMA Region V (FL, AL, GA, TN and SC) Presidents and Presidents-Elect, along with Region V Leadership and National HFMA representation. This year’s “Fall Presidents’ Meeting” and cruise took place on Princess Cruise Lines “Caribbean Princess”, September 24th – October 1st, 2011. The itinerary started in New York, and visited Boston, Rhode Island, Maine, Halifax -Nova Scotia, Canada, and St. John, New Brunswick, Canada, with a final day at sea before returning to New York. All Region V Chapters were well represented by their Presidents and Presidents-Elect. These are as follows:

- Alabama – Vince Bonetti, President and Craig Tolbert, President Elect
- Florida – Joanna Acquilina, President and Mimi Taylor, President Elect
- Georgia – Karen Newton, President and Cynamin Kinard, President Elect
- South Carolina – Ronnie Hyatt, President and Diane Story, President Elect
- Tennessee – Lynn Miller, President and Marc Carter, President Elect

Additional attendees from Region V and/or National HFMA were Dwight Tillman, Regional Executive; Jay Rickman, Regional Executive – Elect; Susan Brenkus, VP, Chapter Relations, National HFMA; and Kiran Batheja, Board Member, National HFMA. Karen Fry, a Past President from Florida, also attended, as did family members of some Chapter leaders, and other guests.

The week provided ample time for each person to share ideas, offer “best practice” processes, and to hear from National and Region V as to current events, policy changes or clarifications, and other important matters. Of course, there was some fun time allotted, too, and the attendees visited interesting sites in each port of call, such as visiting mansions in Rhode Island, indulging in lobster fests in Maine, touring a Titanic graveyard in Halifax, Nova Scotia, and of course other scenic tours, and shopping!

On the Region V and Chapters’ business matters, Dwight Tillman and the National HFMA representatives led discussions in Region-specific “best practices”, such as Regional Webinars, Certification and Membership. Other Agenda items reported out and discussed included, but were not limited to, the following:

- Chapter Balanced Scorecard (CBSC)
- Succession Planning
- Social Networking
- Individual Chapter’s “Best Practices”
- Days Cash on Hand metrics and recommendations

Overall, the 2011 HFMA-Region V Fall Presidents’ Meeting was a great success, and a tribute to the hard work of each Chapter’s leadership, of Dwight Tillman as Regional Executive, and Jay Rickman as Regional Executive-Elect, and the full support and guidance of Susan Brenkus, VP, Chapter Relations, National HFMA and Kiran Batheja, Board Member, National HFMA. Everyone should be proud of the fellowship among the attendees and guests during the week, the accomplishments and “take-aways” from the meetings, and a positive conclusion to another great Fall Presidents’ Meeting!
Welcome New Members

Please join us in welcoming our newest Chapter Members! For those of you who have not renewed...now is the time! Annual dues for those who start in November are $174 and in December are $155. Don't forget our referral program!

Tina Lewis, Controller
St. Vincent’s Health System

Danielle N. Taylor, Medical Records Director/Privacy Officer
Helen Keller Hospital
Sponsor: Marie Barney

William H. Smith, Jr., Chief Financial Officer
Crestwood Medical Center

Karen Thompson, Business Development
Carr, Riggins, & Ingram, LLP

Joseph E. Smith, Attorney at Law
Maynard, Cooper & Gale, P.C.

Leigh Janson, Senior Financial Analyst
Medical Properties Trust

Diana L. Bolden, Senior Budget Analyst
St. Vincent’s Health System

Nick Sanford, Finance Supervisor

Jeffrey M. Fields, Assurance Senior Manager
PricewaterhouseCoopers, LLP
Sponsor: Craig W. Tolbert

Candace B. Bridges, Patient Billing & Insurance Supervisor
Capital City Gastroenterology

Michael Mason

We encourage all new Members to consider volunteering in the Chapter.

$25 Gift Card
when you recruit a new member

$50 Gift Card
when you recruit a Sr. Financial Executive

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Megan Randolph, Chair
Warren, Averett, Kimbrough & Marino, Chair

Chris Allen, Co-Chair
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Annette Baker
Blue Cross/Blue Shield

Ryan Schultz
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2011-2012 LEADERSHIP

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Past Chapter President
Stephanie Martin

VP Fall Institute
Jeff Burkhardt
UAB

VP Sponsorship
Jill Burton
AIM Health

VP Annual Meeting 2012
Craig Tolbert
Dixon Hughes Goodman

VP Membership
Megan Randolph
Warren, Averett, Kimbrough & Marino

VP One Day Program-Mid State
Donald Payne
Holloway Credit

VP One Day Program-North/South
Karen Dillard
Adreima

CHAPTER BOARD OF DIRECTORS

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Immediate Past President

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Vicky Parks
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Donald Payne
Holloway Credit

Mitzi Winters, FHFMA, CHAM
First Source

Lonnie Younger, CPA, FHFMA
Huntsville Hospital
Former Big 4 clients lean on Dixon Hughes Goodman CPAs and advisors for deep industry and subject-matter experience, plus a hands-on style that beats service expectations.

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Introducing an exciting and innovative HFMA educational opportunity that has been brought back by popular demand. The third HFMA Virtual Healthcare Finance Conference begins with live sessions on December 13-14 (earn up to 6 CPEs), offers all new content, and is FREE to Members. Your participation in this event also presents our Chapter with an outstanding opportunity to increase our DCMS educational program hours.

When? December 13-14, 2011

What? Access your choice of 6 CPE-eligible live education programs presented by industry leaders – from the convenience of your home or office. View the live conference agenda.

Why? If you attend the Live Event, you can earn up to 6 NASBA-certified CPE credits. During these timely, online sessions, you’ll learn how to adapt to healthcare reform and adjust to the trends impacting your own organization.

How Much? It’s FREE for HFMA members!

Free online content and no associated travel expenses are a great combination when all organizational budgets are tight.

Non-member registration is only $155, which also includes membership for those new to HFMA. Help them take advantage of this educational opportunity.

Where? Visit www.hfma.org/virtualconference to watch a demo – hosted by HFMA’s CEO, Dick Clarke – and REGISTER for this FREE educational event.

Please forward this information to colleagues and/or staff in your organization today!

For more information, visit www.hfma.org/virtualconference. If you have questions, HFMA’s Member Services Center will be happy to assist you at (800) 252-4362, ext. 2.

Controller
Riverview Regional Medical Center – Gadsden, AL

You will provide leadership, direction and administration of the hospital’s financial affairs, particularly directing and supervising the functions and activities of BUSINESS, ACCOUNTING and PAYROLL offices. Your operational interaction will include Health Information, Material Management, Information Systems and Utilization Review/Case Management. This is a training position in the Chief Financial Officer (CFO) Development Program. Successful completion of the program will lead to promotion to CFO after 12 to 24 months.

A Bachelor’s degree in Accounting, Finance or Business Administration required. Must have experience in business administration or finance. A Master’s degree, supervisory and hospital administration experience preferred.

We are pleased to offer you an opportunity to join our company and enjoy an experience-based competitive salary with a full spectrum of benefits.

Health Management Associates, Inc., a Forbes Platinum 400 Best Big Companies in America, is the premier operator of acute care hospitals in non-urban America and made Fortune Magazine’s List of World’s Most Admired Companies four out of the past 5 years.

To apply for the above position or to learn more about additional job opportunities available at HMA, please visit www.hma.jobs.

An Equal Opportunity/Drug-Free Workplace
At Firstsource, that’s exactly what we do.

From capital constraints and margin pressures, to administrative and staffing challenges, Firstsource understands the complex demands impacting healthcare providers’ business offices. The Premier Partnership Program (P³) offers a total business process outsourcing solution designed to maximize profitability and streamline operations. As a strategic partner, Firstsource provides the scalability and efficiency required to manage all business functions so healthcare providers can focus on what really matters – delivering superior patient care.

To learn more about how we can provide a customized business process outsourcing solution, so you can focus on patients, please call 888-897-0951 or visit www.firstsource.com.

P³ Benefits Include:

- Increased capital
- Reduced expenditures
- Guaranteed cost-savings
- Increased commercial flexibility
- Additional capacity utilization
- Advantageous risk/reward pricing structure based on benchmarking
Like dancing partners, John and Jane Covey work together on all presentations and speaking engagements. John Covey is the founder and director of FranklinCovey’s marriage, home, and family practice. In this role he and Jane have worked together to develop FranklinCovey’s curriculum, train facilitators, and have also found time to author books and CDs. They have presented the marriage and family curriculum all over the world in both keynotes and one to three day seminars where they are consistently rated among FranklinCovey’s best consultants.

Among their many clients are the Jacksonville Network Conference on Families, the Mayo Clinic, the Denver Conference on Families, Hersey Company, Educational Conferences, and most branches of the US Military where they have attended 16 conferences and trained chaplains and assistant chaplains in the military Strong Bonds initiative. They recently toured 10 cities in Australia and New Zealand at the request of Rotary Clubs International speaking on the topic of balancing work and family.

John began his career as a professor of Organizational Behavior before moving into Leadership and Development with various international organizations. He joined FranklinCovey in 1983 and served as the chairman of the writing committee for The 7 Habits of Highly Effective People by his brother Stephen R. Covey.

**Accomplishments**

- 7 year Utah State Board of Education member
- 2003 Father of the Year award, State of Utah
- Rock of the Marne award, 2005, US Third Infantry Division, Europe
- B.S., University of Utah, MBA, Harvard University

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**“As physicians, we have so many unknowns coming our way...”**

**One thing I am certain about is my malpractice protection.”**

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What we do control as physicians: our choice of a liability partner.

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Ochsner Health System is southeast Louisiana’s largest non-profit, academic, multi-specialty, healthcare delivery system with eight hospitals and over 38 health centers in Louisiana. Ochsner has been named the Consumer Choice for Healthcare in New Orleans for 15 consecutive years and is the only Louisiana hospital recognized by U.S. News and World Report as a “Best Hospital” across seven specialty categories. Ochsner employs more than 12,500 employees, over 850 physicians in over 90 medical specialties and subspecialties and conducts over 300 clinical research trials annually.

Katherine Saulsbury
Outreach Specialist Recruiter
Human Resources

(phone) 504-842-9953
(fax) 504-842-9965
ksaulsbury@ochsner.org

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**NOW HIRING!**

Director of System Reimbursement responsible for the following:

- Manage the preparation and submission of Medicare/Medicaid cost reports and other related filings while ensuring compliance with governmental agencies;
- Manage Medicare/Medicaid cost report audits/appeals/re-openings; research applicable Medicare laws and regulations;
- Perform other recurring and non-recurring financial analysis and special projects.
- Keep abreast of new and proposed health care laws and regulations.

**Requirements:** BS degree in Accounting with 5+ years of progressively increasing responsibility as a health care auditor/consultant or comparable experience in a hospital environment; this experience must include at least 3 years of supervisory/management experience with project related, multi-task responsibilities over a professional staff. Graduate Medical Education and Transplant experience preferred.

Ochsner Health System is southeast Louisiana’s largest non-profit, academic, multi-specialty, healthcare delivery system with eight hospitals and over 38 health centers in Louisiana. Ochsner has been named the Consumer Choice for Healthcare in New Orleans for 15 consecutive years and is the only Louisiana hospital recognized by U.S. News and World Report as a “Best Hospital” across seven specialty categories. Ochsner employs more than 12,500 employees, over 850 physicians in over 90 medical specialties and subspecialties and conducts over 300 clinical research trials annually.
2011 TEST AND COACHING DATES

SOUTHEAST ALABAMA MEDICAL CENTER
Erika Chancey
emchancey@samc.org
Ross Clark Circle
Dothan, AL 36301
Phone: 334-793-8873

Coaching Dates & Location:
7th Floor Conference Room
• Monday, November 1st (5:30PM – 8:00 PM)
• Thursday, November 3rd (5:30 PM – 8:00 PM)

Testing Dates and Location:
5th Floor Training and Development Classroom
Limited to 30 People
• Thursday, November 17th 5:30 p.m.

BAPTIST HEALTH MONTGOMERY
Wanda James
wjames1@baptistfirst.org
334-273-4505
Corporate Administration Building
301 Brown Springs Road,
Montgomery AL 36117

Coaching Dates:
• Thursday, December 1st (9:00 AM  - 11:00 AM)
• Thursday, December 1st. (4:00 PM – 6:00 PM)

Test Dates:
Limited to 30 People
• Thursday, December 8th (9:00 AM  - 11:00 AM)
• Thursday, December 8th (4:00 PM – 6:00 PM)

TRINITY MEDICAL CENTER
Tavie Bender
Tavie_Bender@CHS.net
205-281-4704
800 Montclair Road
Birmingham, Alabama 35213

Coaching Date and Location:
Harris Auditorium – School of Nursing Building
• Tuesday, November 8th (5:00 PM  - 8:00 PM)

Test Date and Location:
Virginia College, Birmingham, Alabama Campus
• Saturday, November 12th (8:30 AM - 12:00 PM)

For additional information and to register online, please visit our website at www.alabamahfma.org

Visit our website at www.alabamahfma.org
HFMA’s newly improved CRCR program is now live. Formerly a credentialed program, the CRCR program is now a full certification program “Certified Revenue Cycle Representative.”

In an effort to ensure HFMA meets the needs of revenue cycle professionals or those considering the revenue cycle designation, and through research findings, HFMA has restructured the CRCR program to a full certification program.

Effective September 1, 2011, the new CRCR program changes are as follows:

- Formerly a credentialed program, the CRCR program will change to “Certified Revenue Cycle Representative.”
- HFMA members and non members who have earned the Certified Revenue Cycle Representative (CRCR) designation must recertify every 2 years
- The CRCR Exam will be proctored electronically and monitored by HFMA.
- We are certain that these changes will provide enhanced revenue cycle knowledge and skills at the professional level elevating their path to certification. For more information download the FAQ document and visit CRCR online for more updates as they become available.

Interested in becoming certified?
For more information about the Certified Revenue Cycle Representative (CRCR) program and its requirements, please contact Chris Burke by e-mail or phone (800) 252-4362 ext. 392.

Getting actual revenue from your Workers’ Comp receivables can be like finding a needle in a haystack. EnableComp helps get the reimbursements you deserve, even on zero-balanced accounts.

At EnableComp we do one thing, and we do it better than anyone else. We ensure fair, accurate and timely reimbursement for the services you provide injured workers. Using our proprietary software, our experienced team identifies proper payment on even the most complicated claims, then works with payers to recover what was underpaid. And because we’re respected as a major player in the field, we get better results, faster. The difference can mean significant cash to you. When it comes to maximizing Workers’ Comp reimbursement, we get it.
We are pleased and grateful to announce our 2011-2012 Chapter Sponsors

FOR INFORMATION ON SPONSORING OUR CHAPTER, PLEASE CONTACT JILL BURTON AT 256.457.8216 OR EMAIL AT JBURTON@AIMHEALTH.COM