



PRESIDENTS LETTER

Here's what's going on in your chapter...

**Membership survey** - National will be sending out a survey to all Show-Me Chapter members on October 28th. We would just like to remind everyone the survey results are very important and really do impact our chapter.

National has set one of our chapter goals as achieving high scores on the member satisfaction survey. Our chapter leaders also review the results of the survey and use the feedback for strategic planning and to make changes that continually improve our chapter.



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## **President's Message**

### **Region 8 Connection**

It's hard to believe that we're already in the fifth month of the 2010-2011 HFMA year! A lot of exciting (and stressful) things are going on in healthcare but membership in HFMA gives each of us a wonderful opportunity to keep up to date and educated on all of the changes affecting us.

Fall President's Meeting 2010 is behind us and what a great meeting it was. I say it often, but Region 8 is the strongest region in HFMA and we each shared many best practices while dodging tropical storms in the Caribbean.

In addition to sharing best practices the group elected Mike Dewerff, Past President of the Iowa chapter, as the 2012-2013 Regional Executive. Mike will train over the next 18 months with Teri Reger, Region 8 REE and will succeed her in the position of RE in June of 2012. Congratulations Mike!

Many of your chapter leaders expressed concerns about meeting chapter education goals for 2010-2011 so I'd like to share some great ways to offer low cost education to your staff and support your chapters at the same time.

The Region 8 webinars are held the second Tuesday of each month from Noon-1:30pm central time. I encourage you to join me in the 'brown bag challenge'. Sign up for the nominal fee of not more than \$50 per connection, reserve your conference rooms and invite staff to attend with their lunches. I have been doing this and have been surprised at the great response I've gotten from my staff. Mary Jonscher, of Heart of America, has even gone as far as fixing lunch for her staff!

Another great no cost educational opportunity is HFMA's virtual conference. The virtual conference will be held December 1 and 2 and you can register on the HFMA website. The conference is free to HFMA members.

*I want to share with each of you what a great group of chapter leaders you each have representing you this year! They personify this year's HFMA chairman's theme, "Step up and make it happen." Please be sure to thank them for their dedication and hard work.*



You'll find hundreds of products and services in the virtual Exhibit Hall! While you're there, win prizes that will be raffled off daily!

This live virtual event has the look and feel of a traditional conference.

From the convenience of your office, access your choice of 8 CPE-eligible live education programs and 10 on-demand sessions from industry leaders. The on demand sessions will be available through the National website until February 28, 2011 making this a great way to get education and increase chapter education hours.

I want to share with each of you what a great group of chapter leaders you each have representing you this year! They personify this year's HFMA chairman's theme, "Step up and make it happen." Please be sure to thank them for their dedication and hard work.

If I haven't already made it to one of your chapter events I hope to between now and next May. See you then!

**Vicki L. Mills, Region 8 Regional Executive**



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- Original industry research and analysis
- Caring about clients even when they're not sick

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## *HFMA's MAP: The Path to Revenue Cycle Excellence*

Every day, healthcare professionals improve lives. As healthcare finance professionals, we may not be able to provide direct patient care to relieve pain and improve health, but we can ensure that the organizations we serve have the resources they need to carry out the mission of improving lives. And key to providing those resources is the cash produced by a high-performing revenue cycle.

Until recently, healthcare finance professionals have lacked the process-improvement tools they need to achieve a high-performing revenue cycle. There have been no generally agreed upon measures of excellence, and no way to compare performance with others. More challenging, there has been no consensus about the successful practices that produce measurably high performance.

*A new HFMA initiative called MAP  
puts reliable performance improvement of the revenue cycle in your grasp.*

**MAP stands for:**

Measure

Apply

Perform

**The core components of performance improvement.**

**Measure:** MAP provides industry-standard indicators for consistent measurement and reliable comparisons with peers.

**Apply:** MAP provides demonstrated best practices linked to the performance indicators.

**Perform:** MAP helps you achieve revenue cycle excellence and recognizes high performance.

**Created by and for healthcare leaders, HFMA's MAP will provide industry-driven measures of revenue cycle excellence, tools to apply those measures across the industry, and successful practices**

## *The components of the MAP are:*

**MAP Keys:** Indicators of revenue cycle excellence

**MAP App:** The essential tool to track performance and recommend improvement

**MAP Award:** A recognition of high-performing hospitals

**MAP Event:** A live exchange of demonstrated successful practices

### MAP Keys

MAP Keys are indicators of revenue cycle excellence. Developed by industry leaders led by HFMA, MAP Keys define the essentials of revenue cycle performance in clear, unbiased terms and set the standards for the healthcare industry. MAP Keys eliminate the confusion of varying metrics and dubious comparisons. They ensure consistent revenue cycle reporting across institutions and allow peer-to-peer comparisons that make sense. Using MAP Keys, healthcare finance professionals can improve business intelligence, strengthen revenue cycle management, and decide where to focus for improvement. To date, HFMA has released 19 MAP Keys, and we will produce new ones to reflect the changing industry and the continuing need for standards for revenue cycle excellence.

More information is available at [www.hfma.org/mapkeys](http://www.hfma.org/mapkeys)

### MAP App

The next feature of HFMA's MAP is a customized web-based tool to track performance and recommend improvements. This tool is called the MAP App.

The MAP App will track a hospital's performance throughout the revenue cycle and compare that performance with the performance of other organizations. You will be able to compare performance against the industry as a whole and against a customized peer group. The MAP App also will offer successful practices and includes a community discussion forum for airing common concerns and sharing ideas and strategies. A pilot of this tool was unveiled at this year's ANI. We plan to roll out the tool for general use within several months.

Look for more information at [www.hfma.org/mapapp](http://www.hfma.org/mapapp)

### MAP Award

Being able to measure revenue cycle performance means that we can recognize high performers. To honor hospitals that achieve revenue cycle excellence, we have created the MAP Award for High Performance in Revenue Cycle. MAP Award winners excel in meeting the benchmarks established in the MAP Keys and *PATIENT FRIENDLY BILLING*<sup>®</sup> practices. The MAP Award is sponsored by 3M Health Information Systems.

The award was established in 2009, and the 2010 winners were announced in June at ANI. Their successful practices will be shared in the MAP App, HFMA publications, and live education, including the MAP Event.

Additional information about the award and this year's winners is at [www.hfma.org/mapaward](http://www.hfma.org/mapaward)

## MAP Event

At the MAP Event, high-performing organizations share their cutting-edge strategies. The MAP Event brings together the best ideas in today's healthcare industry for improving revenue cycle performance, strengthening cash position, and ultimately generating the resources to support the mission of care.

This year's MAP Event takes place November 7-9 in San Diego at the Coronado Island Marriott Resort & Spa. The MAP Award-winning organizations who will present are Baylor Health System, Danbury Hospital, Princeton Baptist Medical Center, Carolinas HealthCare System, Hospital of the University of Pennsylvania, Touchette Regional Hospital, and Sharp Grossmont.

### *At the MAP Event, you'll learn these organizations' methods to:*

- Identify efficiency improvements to decrease Net Days in A/R
- Reduce denials and ultimately decrease Aged A/R
- Educate consumers on payment expectations to increase POS Cash Collections
- Develop a comprehensive financial counseling process to identify payment sources and reduce Bad Debt
- Improve operational performance and reduce Cost to Collect
- Use technology to increase Front-End Efficiencies, including Insurance Verification and Pre-Authorization
- Simplify charity care policies to ensure consistent application and compliance

**And you'll learn how your organization can win a MAP Award next year.**

*A keynote address by Quint Studer provides you with the motivation and the tools for "Straight-A Leadership: Alignment, Action and Accountability."*

**Be part of the community of high-performers.**

**To register for the MAP Event, call 800-252-4362, ext. 2**

**or**

**visit [www.hfma.org/mapevent](http://www.hfma.org/mapevent)**

# Educational Events

November 9,  
2010

## Pitfalls of Compliance with the Fair Labor Standards Act in the Health Care Industry

Audio Webcast

*Allison Lewis*

Time

Sr. Reimbursement Analyst  
St. John's Regional Medical Center  
Phone: 417-659-6402  
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**See Page 10 for  
HFMA's National  
Member-Get-A-Member Program  
2010—2011**

# Searching for Employees?

The Show-Me of Missouri Chapter offers a job bank in which employers can advertise their open positions.

To place a Job Bank Listing or for more information contact:

*Deana Thomas  
Lake Regional Health System  
54 Hospital Drive  
Osage Beach, MO 65065  
dthomas@lakeregional.com*

## Decision Support Analyst Lake Regional Health System Osage Beach, MO

### Position Summary

This position is responsible for financial analysis, managerial and statistical reporting, cost accounting system development, reporting to regulatory agencies, special project/team support and budget and audit assistance.

### Requirements

Must have a Bachelor's degree in accounting or business with at least three years of experience with data analysis. Previous hospital accounting experience is highly preferred. This applicant must be a detailed oriented, multi-tasked individual with a very strong work ethic. This applicant must also have strong skills in Excel and relational databases.

For additional information or to apply on-line, please view our website at [www.lakeregional.com](http://www.lakeregional.com) or e-mail resume to [bkenney@lakeregional.com](mailto:bkenney@lakeregional.com)

# Become CHFP Certified

The CHFP Certification Program is Online January 2011

HFMA's CHFP (Certified Healthcare Financial Professional) certification is intended for mid-level healthcare professionals with a minimum of 3-5 years experience. Becoming certified distinguishes you a leader as well as a role model in the healthcare finance community. Earning the CHFP credential enhances your credibility, supports your professional development, demonstrates a high level of commitment to the field, and validates your skills and knowledge.

We've made the process of certification more convenient. Beginning January 2011 the requirements to becoming CHFP certified are:

- Active regular or advanced HFMA membership\*
- The title Manager and above or equivalent
- The successful completion of one comprehensive certification exam

Also new for 2011, CHFP preparation and study materials will now be available online.

To learn more about becoming certified, visit [www.hfma.org/certification](http://www.hfma.org/certification).

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## MEMBER-GET-A-MEMBER PROGRAM 2010-2011

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**DEBBIE TESSDALE**  
Member, Texas Gulf Coast Chapter



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- Professional designations
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- And much more!



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### How the program works

#### RECRUIT ONE OR TWO MEMBERS (NEW\* OR FORMER\*\*) AND RECEIVE YOUR CHOICE OF:

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- \$25 Fuel Visa Prepaid Card.\*\*\*



#### RECRUIT THREE OR FOUR MEMBERS (NEW\* OR FORMER\*\*) AND RECEIVE:

- A \$100 Visa prepaid card good anywhere Visa debit cards are accepted worldwide.
- An entry into a drawing (among those recruiting three or four members) to receive a \$1,000 cash prize.

#### RECRUIT FIVE OR MORE MEMBERS (NEW\* OR FORMER\*\*) AND RECEIVE:

- A \$150 Visa prepaid card.
- An entry into a drawing (among those recruiting five or more members) to receive a \$2,500 cash prize.

#### NEW! MEMBER IPAD DRAWING

For every new or former member you recruit, you will receive one entry into a drawing for a brand new iPad! There are three chances to win! Drawings will be held in October, January and March.\*\*\*\*You will be contacted if you win, and your name will be announced in the following month's Membership Marketing Brief!



#### MEMBER MAKE A DIFFERENCE GRAND PRIZE

For every new or former member you recruit, you will receive one entry into the drawing for the Member-Get-A-Member Make a Difference Grand Prize worth \$5,000. You will receive \$3,000 in cash for yourself and a \$2,000 donation in your name to the charity of your choice.

The more members you sponsor, the greater your chance to win!

### More resources to assist you

- You can download applications at [www.hfma.org/applications](http://www.hfma.org/applications). Make sure your name and ID number appears in the "sponsor" area of their application in order to receive proper credit.
- Prospective recruits can join online at [www.hfma.org/join](http://www.hfma.org/join)
- If you need assistance in answering a recruit's question or inquiry, call the HFMA Member Services Center at (800) 252-4362, extension 2, or e-mail [memberservices@hfma.org](mailto:memberservices@hfma.org)