

Electronic Communications Committee

Board Meeting Report for September 17, 2009

Sponsorship information was updated on the chapter's website; no other significant changes were made to the site.

There are currently seven (7) ads included in the Employment Board, up considerably from the all-time low of two (2) reported at the last board meeting. The number of attempted postings of inappropriate, non-healthcare employment related ads has fallen off considerably (knock on wood).

Email announcements were sent to the membership on a variety of topics, including the upcoming membership survey, a certification testing opportunity at the September program, and a solicitation of advertising for the Resource Directory within the next edition of the chapter's membership directory.

The chapter is researching options to provide a social networking opportunity for the membership, a "legacy goal" identified by Carmen Wolf at the last board meeting. Aaron Biebert and Elizabeth Wild are leading this effort. More information to follow...

Respectfully submitted,

Scott Wallner and DuWayne Severson
Co-Chairpersons

**WI Chapter of HFMA
Major Program Locations
2010 thru 2012**

Time Period	Resort Name	Location	Status
Mega Conference 1/20/10 thru 1/22/10	Kalahari Resort	Wisconsin Dells	Confirmed
5/26/10 thru 5/28/10 Jim Nelson's Installation	Holiday Inn	Stevens Point	Confirmed
Fall Meeting 9/22/10 thru 9/24/10	Bridgewood Resort & Convention Ctr.	Neenah, WI	Confirmed
Winter Meeting January, 2011	Holiday Inn & Suites of Madison???	Madison	TBD
5/25/11 thru 5/27/11 Art Mertig's Installation	Stoney Creek Inn	Wausau	Confirmed
Fall Meeting September, 2011		Eau Claire????	TBD
Mega Conference January, 2012	Kalahari Resort	Wisconsin Dells	TBD
5/23/12 thru 5/25/12 Bruce Lorenz's Installation	Blue Harbor Resort	Sheboygan	TBD

<u>Level</u>	<u>2008-2009 Sponsor</u>	<u>Dues Paid - 08/09</u>	<u>2009-2010 Sponsor - 09/10</u>	<u>Dues Paid</u>
Platinum	The MMIC Group	\$5,000	The MMIC Group	\$5,000
	ProAssurance Wisconsin Insurance Group (formerly PIC)	\$5,000	ProAssurance Wisconsin Insurance Group (formerly PIC)	\$5,000
	WHA Financial Solutions	\$5,000	moved to Bronze	
	BlickenWolf, LLC	\$5,000		
Gold	WI Health and Educational Facilities Authority	\$3,500	WI Health and Educational Facilities Authority	\$3,500
	Hall, Render, Killian, Heath & Lyman	\$3,500	Hall, Render, Killian, Heath & Lyman	\$3,500
	RSM McGladrey	\$3,500	RSM McGladrey	\$3,500
	Medical Protective	\$3,500	Medical Protective	\$3,500
			Harris & Harris (moved from Bronze)	\$3,500
		BlickenWolf (committed but no payment yet)		
NEW			Rycan Technologies, Inc.	\$3,500
Silver	Von Briesen & Roper, S.C.	\$2,000	Von Briesen & Roper, S.C.	\$2,000
	Eide Bailly, LLP	\$2,000		
	KPMG, LLP	\$2,000	KPMG, LLP (committed, waiting for check)	
	WIPFLi LLP	\$2,000	WIPFLi LLP	\$2,000
	LarsonAllen LLP	\$2,000	LarsonAllen LLP	\$2,000
	HRS/Erase, Inc.	\$2,000	HRS/Erase, Inc.	\$2,000
	Jefferson Wells	\$2,000	NOT RENEWING	

NEW	Amphion Medical Solutions	\$2,000 (should be prorated - will apply to '09-'10 fees)	Amphion Medical Solutions	\$1,000
	Gustafson & Associates, Inc.	\$1,000	Moved from Bronze	\$2,000
Bronze			Kolb+Co, SC	\$2,000
	The SSI Group, Inc.	\$1,000	NOT RENEWING	
	Tri-State Adjustments, Inc.	\$1,000	Tri-State Adjustments, Inc.	\$1,000
	Gustafson & Associates, Inc.	\$1,000	Moved to Bronze	
	Healthcare Financial Resources	\$1,000		
	FinCor Solutions	\$1,000	FinCor Solutions	\$1,000
	State Collection Service	\$1,000	State Collection Service	\$1,000
	Medical Recovery Specialists, Inc.	\$1,000		
	Harris & Harris Ltd	\$1,000	Moved to Gold Level	see above
	CareMedic Systems, Inc	\$1,000		
	ARC Group Associates	\$1,000	ARC Group Associates	\$1,000
	Marsh USA, Inc.	\$1,000	Marsh USA Inc	\$1,000
	Ziegler	\$1,000		
	MedAssist, Inc.	\$1,000		
			WHA Financial Solutions	\$1,000

NEW
NEW
TOTAL

\$63,000

Outreach Services

\$1,000

Stratford Advisory Group, Inc.

\$1,000

\$52,000



HFMA Sponsor List (2009-2010)

hfma[™]

healthcare financial management association

Platinum

ProAssurance Wisconsin Insurance Group
The MMIC Group

Gold

BlickenWolf, LLC
Hall, Render, Killian, Heath & Lyman, P.C.
Harris & Harris, LTD
Medical Protective
RSM McGladrey
Rycan Technologies, Inc.
Wisconsin Health and Educational Facilities Authority (WHEFA)

Silver

Amphion Medical Solutions
Gustafson & Associates, Inc.
HRS/Erase, Inc.
Kolb+Co. SC
KPMG, LLP
LarsonAllen LLP
von Briesen & Roper, S.C.
WIPFLi

Bronze

ARC Group Associates
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Outreach Services
State Collection Service, Inc.
Stratford Advisory Group, Inc.
Tri-State Adjustments, Inc.
WHA Financial Solutions

HFMA WISCONSIN CHAPTER BOARD OF DIRECTORS MEETING
WHA Report (submitted by Brian Potter)
September 17, 2009

**WHA Focuses on Improving Wage Index and Occupational Mix Reporting –
Millions in Higher Payments Realized**

WHA this year is again working with RC Healthcare on our wage index improvement project. This is a major WHA commitment aimed at helping hospitals accurately report data in their cost reports which is used to calculate the hospital wage index, a key component of Medicare payment for PPS hospitals. We have been partnering with RC Healthcare for the past several years and have achieved excellent results.

The results of on-site and remote wage index reviews performed by RC Healthcare on data used in determining the 2010 wage index will *benefit Wisconsin hospitals by several million dollars.*

Among RC Healthcare's findings – outlined below – are revisions to initial filings consistent with what they have been reviewing in the WHA annual wage index seminars:

- Several hospitals reported 27 payroll periods in the fiscal year, understating their average hourly wage increases.
- RC Healthcare identified millions of dollars in unreported or understated home office expense, and hundreds of thousands of hours for removal due to reconciliations, error corrections, on-call, and PTO buyback.
- RC documented Contract Part A physician expense in a number of hospitals and added wage related costs through G/L review and FTE allocation of physician departments.
- RC worked with hospitals to defend and support fiscal intermediary (FI) audits and worked with hospitals to draft an appeal to CMS following a denial by the Fiscal Intermediary.

With WHA staff oversight, RC Healthcare also helps hospitals prepare the occupational mix survey which is another adjustment factor used to modify Medicare PPS rates. Through several rounds of occupational mix survey submissions, RC Healthcare shared experiences among hospitals interpreting the survey and worked to increase hospitals' average hourly wages through recommending the reclassification of Nurse's Aides from "All Other" for appropriate categories. Similarly, they reviewed hospital's detailed survey documentation to identify RN's whom could be classified to "All Other" based upon the survey instructions to report only RN's in specific cost centers.

WHA will be offering a wage index education session on October 6 at 10:00 am. Members can attend in person or call in to participate. RC Healthcare is spending much more time doing hospital visits and making individual phone calls to facilities working on wage index reporting issues. Therefore, the education session will be more directed towards those who have not participated in the education sessions before, or would like a refresher on the S-3 worksheet and how it impacts the wage index. More information was sent to PPS hospital CFOs this week.

If you have questions about WHA's Wage Index Improvement Project, please contact Brian Potter at WHA.

Behavioral Health Task Force Reviews Best Practices

The WHA Behavioral Health Task Force, chaired by George Kerwin, CEO of Bellin Health, held its third meeting on August 31, focusing on best practices in addressing behavioral health emergency needs. WHA Vice President Bill Bazan described efforts underway in Milwaukee County to improve the current

system. He said the first step was to involve all stakeholders—hospitals, the County, behavioral health staff, law enforcement, and members of the public. That group is evaluating the current system and will be recommending changes to reduce fragmentation, enhance access, and maximize funding.

Gary Bezucha, CEO, and Toni Simonson, director of Behavioral Services of North Central Health Care (NCHC), Wausau, gave an overview of NCHC's Crisis Services, which includes their Mobile Crisis unit. The unit performs an initial evaluation, and designates the appropriate service, including inpatient, outpatient, crisis stabilization and community services. NCHC is a consortium of Marathon, Lincoln, and Langlade Counties, providing a comprehensive range of behavioral health services.

Dr. Jerry Halverson, Inpatient Psychiatrist at Meriter Hospital, summarized a recently-completed planning effort of the Dane County Mental Health Crisis Stabilization Task Force, which included members from the County, area hospitals, law enforcement, and behavioral health providers. The Task Force is recommending improvements in intake, 24-hour screening, inpatient diversion resources, and collaboration.

The Task Force will wrap up its work at its next meeting in late October or early November. For more information on the Task Force, contact George Quinn at WHA at gquinn@wha.org or 608-274-1820.

WHA Task Force on Critical Access Hospital Payment Reform Meets *"We must preserve these important services"*

The WHA Task Force on Critical Access Hospital (CAH) Payment Reform, chaired by Ed Harding, president and CEO Columbus Community Hospital, met September 1 in Madison to begin developing options for addressing the \$18 million that the Wisconsin Department of Health Services (DHS) intends to save in Medicaid rates paid to CAHs. In addition to developing options for Medicaid savings, the charge to the Task Force from the WHA Board includes understanding the current Medicaid payment system and developing potential options for CAH Medicaid payment reform.

WHA Senior Vice President George Quinn provided an overview of the State's Medicaid budget for state fiscal years 2010 and 2011. Quinn noted that the budget relies on over \$600 million in savings from the Medicaid program over the biennium, including the \$18 million from the CAHs. The Task Force members, discussing various savings options and payment reforms, agreed that retaining 100 percent of cost-based payment is an important priority.

"Critical access hospitals are a key component of Wisconsin's lauded health care system, providing access to oftentimes remote and otherwise underserved communities. We cannot lose sight of that fact during this process. Our goal must be to preserve these important services for our patients," emphasized Harding.

The group also agreed that settling cost reports is long overdue and must be part of the plan.

WHA staff will analyze the options discussed by the Task Force and will present those findings to the Task Force early next month. The Task Force intends to finalize the recommendations it will make to the WHA Board in early October. For additional information concerning DHS's proposed Medicaid savings plan, see the PowerPoint presentation released by DHS on September 3 available on the WHA Web site at www.wha.org/DHSrateReform9-3-09.ppt.

WI Health Care Financial Management Association

Scholarship Update

September 17, 2009

1. The second scholarship recipient submitted verification of enrollment. Request for payment was submitted.
2. The seven winners of the 2009 scholarship were sent certificates to use when registering for WI HFMA events.
3. Information about the scholarship for the web site will be updated soon.

Question: Any suggestions for changes to the information provided on the web site?

Recommendations from the 2009 Scholarship Committee were:

- Delete the reference to the HFMA mailbox in the application materials, since this is not a monitored mailbox.
- Change eligibility criteria to state: "Course curriculum is such that the student will graduate with an accounting, business, economics, public health, public policy, or related degree. ***The scholarship is not for clinical providers of health care services.***"

Mary Koenig

September 17, 2009



Directory Committee

Chair Report:

1. Printer

We have been looking at new printing vendors this year due to issues in the past with our previous printer. Here is a breakdown of the 2 we have selected. We need to make a decision to move forward with our directory and we ask the board for assistance in this decision.

Apex Printing:

Contact – Phil Ross – (608) 240-9488

- Waiting on call back

Copyco Solutions, Inc:

Contact - Ethan Danstrom - 847.824.4400 x3312

- Able to pull all national information and put into the directory
- Able to save us \$1000 based on last years publication and no outliers
- Currently working with 26 other local organizations
- Able to receive all forms of documentation from local and apply it do their printing (no re-keying)
- Contacted OK HFMA and past president gives them a good reference (says they meet personally with Copyco to go over directory every year)

2. Membership Accuracy Request

A final request will need to be sent out to all WI members to view their information listed with HFMA National for accuracy. In the past we have had complaints with our member listing and since we receive this information from national we will be asking all members to do a check by 10/15 so we do not have this issue. We will ask Scott Wallner for assistance with an e-mail blast to the members.

3. Resource Directory

We have started to receive listings for the resource directory other than our sponsors. We sent out a request for anyone who would like a listing in the resource directory and asked

for \$200. This will be generating additional revenue for our organization and opportunities for our business partners to advertise to our members. The cut off for listings is 10/01. Thank you Bud for the direction on this.

Roger Rego
Chair – Directory Committee
WI HFMA

Wisconsin Chapter HFMA
Certification Committee
September 2009

Members: Leslie Claas, Co-Chair
Bob DiFelice, Co-Chair

Update

1. We have had quite a lot of response to the Chapter E-mail regarding certification. 17 people have expressed interest in becoming certified and most have reviewed, or are in the process of reviewing, the Chapter's copies of the Core and Specialty Study Guides. Some are still on a 'waiting list' to check out the materials. I will follow up with these members on a regular basis to see what I can do to assist them with the certification process.
2. To date, we have had one member take an exam this fiscal year. Our CBSC shows a goal of 5. I spoke with National and confirmed that we had 3 members take exams last year. We are not 'notified' when a member takes an exam, but rather the 'actual' number on the CBSC will be updated quarterly.
3. I am proctoring one exam on Thursday, September 17th at Froedtert Hospital.
4. It doesn't appear we have lost any certified members based on National's list. I have brought to their attention, however, that there are members still listed with 'Good Thru' dates of 5/31/2009. One member has a 'Good Thru' date of 5/31/2006. National will be getting back to me with a date when I can expect to see the report updated.

Respectfully submitted,

Leslie Claas

BOARD REPORT FOR THE WISCONSIN CHAPTER OF THE HFMA
MEMBERSHIP & MARKETING COMMITTEE
SEPTEMBER 17, 2009

- I. Membership count through August 31, 2009 stands at 587. This is a net gain of 23, including new and reinstated members as of the beginning of this fiscal year. The starting point was 564 with the loss of members not renewing their membership by April 30th, totaling 139. (Our largest drop in recent memory).
- II. Membership Update. The Good News! With a flurry of activity recently, and with the close of a slow summer registration sign up behind us, we have brought back 13 renewing and 30 new members since, with the anticipation of non-renewers signing back up. National will do a telemarketing campaign this month into October. We will follow that up locally to identify others that we can win back from the list compiled by National to keep up our member retention numbers.
- III. There is a National Member-Get-A-Member (MGAM) campaign that kicked off this month. We will also piggyback a local MGAM program for our chapter as we did last year to assist in a membership drive with contest winnings for those sponsoring other new members.
- IV. New Member Breakfast is on the agenda for this Friday. Early to tell, but possibly 12-15 members may be in attendance. I encourage all Board members, Officers, and Committee members, to seek them out and help make them feel welcome. We will try and identify them with some special badge designation to make it easier to spot them.
- V. I will have an area at the registration table with the attached Member Participation Survey to assist new and current members interested in becoming more involved to sign up for any Committee, along with the Chairs name and number to reach.

Respectfully submitted,
Tom Tanel, Chair

**HFMA Wisconsin Chapter
2009-2010
Member Participation Survey**

Check Those of Interest	Committee/Chairman	Committee Objective
_____	Certification Leslie Claas/Bob DiFelice (414)777-5906/(608)364-5102	Promote the advancement of members to the level of fellowship (FHFMA) and Certified Healthcare Financial Professional (CHFP). Organizes coaching course and maintains library of study materials.
_____	Compliance Kirsten Wild (262) 836-8366	Educate Chapter members with latest developments in corporate compliance activities throughout Wisconsin and the nation through newsletter articles and educational sessions.
_____	Founders Awards Kathy Berger (608) 758-7723	Assist collection and verification of member points related to chapter participation.
_____	Advisory Dave Snow (414) 721-0447	Reviews Chapter operations, procedures and bylaws/constitution and recommends changes to the Board of Directors which would encourage more efficient operations of the Chapter.
_____	Medicare Issues Lori Wink (414) 721-0442	Resource to members on Federal government regulations and Medicare reimbursement. Provides education through newsletter articles and education sessions
_____	Program Carmen Wolf (414)801-8474	Plan and coordinate 3 Chapter programs and one day educational sessions.
		Please indicate preference:
Fall	Bonnie Lee (262)632-8455	
Winter	Phil Rohs (608)240-9488	_____ September Prog _____ January Program
Spring	Alan Mendeloff(414)517-5173	_____ May Program _____ One day education sessions var. dates
_____	Electronic Communication Scott Wallner (414) 570-5406 DuWayne Severson (608)-741-5626	Serves to facilitate communications, activities and various functions among and between members of the Chapter using electronic communications and the internet. Specifically it acts as a statewide clearinghouse for applicants seeking healthcare financial positions and institutions that have healthcare openings; provides electronic filing of committee and board reports; provides a calendar of chapter events; provides links to healthcare information resources and a nationwide directory of HFMA members; and
_____	Directory Roger Rego (920)-623-9840	Publishes the annual directory of Wisconsin HFMA members.
_____	Membership Marketing Tom Tanel (262)375-0556	Develops and implements plans to recruit and retain members. Conducts annual member-get-a-member campaign, welcomes new members, contacts non-renewing members.
_____	Newsletter Philip Rohs (608)240-9488	Publish six Chapter newsletters during the year on healthcare financial issues and other matters of importance to our members.

Check Those of Interest	Committee/Chairman	Committee Objective
_____	Placement Scott Wallner (414) 570-5406	Serve as a statewide clearinghouse for applicants seeking healthcare financial positions and institutions that have healthcare job openings.
_____	Sponsorship Jim Brick, Mark Herder (262) 542-6508, (414)359-3166	Promote and recruit companies to financially support Chapter activities through the Sponsorship Program. Coordinates solicitation of vendors for sponsorship program, prepares brochure of benefits.
_____	Financial Review Korey Boelter (612)376-4549	Reviews the books and financial records maintained by the Chapter Treasurer at the close of the fiscal year and recommends any procedural changes or record keeping improvements to the Board of Directors.
_____	Nominating Dave Snow (414) 721-0447	Submits a slate of nominees for Officers and Directors and conducts the election in accordance with Chapter Bylaws.
_____	Social Robert Gulig (920) 628-9305	Plans and coordinates social functions for HFMA programs and meetings. Facilitates networking among Chapter members.
_____	Wherever I am needed most.	
_____	Consideration for future director position	Oversees the operation of our Chapter. Approves budgets, policies, strategic plan.
_____	Consideration for future officer position	Rotates through V.P. - Programs (optional), Treasurer, Secretary, President-Elect, and President positions.

Submitted by:

Name _____
 Address _____
 City, State, Zip _____
 Telephone _____
 E-mail _____

Please mail this form to:
Heather Weberpal
8122 Dannenberg Drive
Milton, WI 53563



hfma[™]

healthcare financial management association

Monthly Membership Activity Statistics Report as of : 8/31/2009

002 - Wisconsin Chapter

Starting Count Current Membership 564

Additions

New Members 14

Reinstated Members 8

Transferred In 2

Subtractions

Dropped Members 0

Transferred Out 1

Deceased 0

Total Member Count 587

Chapter Year 2009-10 Start Count 681

Awards of Excellence for Membership Growth and Retention 2009-2010

(Award levels for 2009-10 will be communicated to chapter leaders by June 30, 2009.)

Current Net Membership Growth: -13.80% *

*Note: This figure may fluctuate throughout the year.

Chapter Member Retention 2009-10

Member Retention Report as of 8/31/2009:

Total Chapter Mbrs as of 4/30/09: 681

Total Chapter Members Retained as of 8/31/2009: 555

Member Retention Rate: 81.5% *

*Note: This figure may fluctuate throughout the year.