



Program Committee Report January 21, 2010

I. Webinars

- December 8, 2010 – 57 attendees. Best webinar attendance to date.
- 4th Webinar of the year planned for February 2nd
- First Email blast to go out January 20th.

Webinar: Cost reduction strategies for health care organizations

We invite you to join us on Tuesday, Feb. 2, for a complimentary webinar “Cost Reduction Strategies for Health Care Organizations,” which will focus on identifying areas of waste as well as areas of efficiency. [Register here](#).

The recent economic turmoil has had a significant impact on health care providers, especially from a cost containment standpoint. In many cases, collections have slowed, census has declined and margins are sinking. Investment performance – although gradually improving – has placed real pressures on key liquidity ratios while impacting the access to capital.

With limited access to capital for practice acquisition and integration, facility infrastructure, medical technology and EMR/IT systems, and relative uncertainty regarding future payments and health reform, it has never been more critical to review the expense side of the ledger for cost savings.

We hope you can join us for this valuable seminar.

CPE credit available

Event Details

Tuesday, Feb. 2, 2010
Noon – 1:30 p.m. CT
CPE credit: 1.5 hours

[Register now](#)

You will receive log-in information in a confirmation e-mail after you register.

Presenters

Jim Sink
Managing Director
Health Care Consulting
RSM McGladrey

Gerry Hodson
Director
Spend Management
RSM McGladrey

Questions?



Attendees may receive 1.5 CPE credits for attending this event. Please note you must be logged in to the webinar for a minimum of 80 minutes and answer 75 percent of the polling questions to receive credit.

Contact Marianne Weaver at marianne.weaver@rsmi.com or 816.751.1817.

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- **Regional Webinars -**
- II. **CFO Forum Subcommittee Protecting and Managing your Investment Portfolio.**
- Invitations went out January 4th, E-vite January 19, Second round of Invitations January 21st.
 - Space is limited to approximately 80 attendees in order to leave enough space at the Bucks game for Officers, Sponsors, Speakers
 - \$9000 in underwriting from the following organizations:
Hall Render, von Briesen & Roper, MMIC, MBO Cleary, Wipfli and Fincor Solutions

Wisconsin-HFMA
is Pleased to Present
the 2nd Annual CFO Forum:
**Protecting & Managing
the Not-For-Profit
Investment Portfolio and**



Long Term Liabilities

March 9, 2010

Milwaukee, Wisconsin

wisconsin chapter

Agenda (continued)

Sid Sczygelski – Aspirus, Inc.

Eric Jordahl – Kaufman Hall & Assoc., Inc.

Jay Stern – Goldman Sachs & Co.

1:30 p.m. – 2:00 p.m. Break/Networking

2:00 p.m. – 3:30 p.m. Current Issues Affecting Policy

Development & Management Strategies

For Tax-Exempt Health Care Provider's

Investment Assets

Expert Panel:

Warren Pierson – Baird Advisors

Brian Andrew – 1492 Financial Management

Maureen Oster – MBO Clearly Advisors

David Erickson – Ascension Health

3:30 p.m. – 4:00 p.m. Break/Networking

4:00 p.m. – 5:00 p.m. The Strategic CFO

Karen Watts - Corefino

5:30 p.m. Bus Transportation

6:00 p.m. – 7:00 p.m. Dinner

6:00 p.m. – 6:30 p.m. Pre-game Warm-Ups &

VIP Courtside Access

7:00 p.m. Basketball Game

wisconsin chapter

issues and factors affecting policy and liability management.

Through the use of a case study attendee take-aways will include:

1. Tips for Successful liability policy and management practices

2. Best Practices for developing capital structure policy

The second panel, moderated by Warren Pierson of Baird Advisors will provide a review of the most current macro-economic environment and the key issues facing healthcare provider's investment portfolios. The objectives of this session include:

1. Best practices regarding investment policy development including asset allocation, risk management

2. Tips for selecting an investment advisor

3. Key peer group comparison considerations

The third and final presentation of the day will be presented by

Karen Watts, CEO, Corefino. Karen developed the Triple C (Connect-Correct-Comply) innovation for Strategic CFO's seeking to radically cut costs by eliminating technology and people redundancies. Karen will discuss through the use of role play



the role of the evolving CFO including enhanced responsibilities and areas for improvement. Attendees will learn:

1. A best practice business process management framework
2. Changing opportunities for outsourcing
3. Understand the emergence of software as a service

Protecting & Managing the Not-For-Profit Investment Portfolio and Long Term Liabilities

11:15 a.m. – 12:00 p.m. Lunch in the Regency Ballroom
5th floor Hilton

12:00 p.m. – 12:15 p.m. Welcome in the Wright Ballroom
4th floor Hilton

12:15 p.m. – 1:30 p.m. **Current Issues Affecting Policy Development & Management Strategies For Long Term Liabilities & Net Assets**

Expert Panel:

Larry Nines – WI Health & Educational Facilities

CFO Forum: 11:15 a.m. to 5:00 p.m.

Location:

**Milwaukee Hilton City Center
509 W. Wisconsin Avenue
Milwaukee, WI 53203**

Reception, Dinner & Game:

6:00 p.m. to 10:00 p.m.

**Join us in the Midwest Club
of the Bradley Center for
cocktails, dinner and Bucks vs. Celtics**

Why Should You Attend?

This one-of-a-kind event is your opportunity to network with CFOs throughout the state of Wisconsin. HFMA has brought together expert panelists that will share knowledge, insights, and evolving best practices regarding policy and management strategies for your balance sheet and investment portfolio. Attendees will have access to national experts from Baird Advisors, Kaufman Hall, and Goldman Sachs, to name a few. This day has been designed to provide powerful insight into the evolving strategies and investment policy development every healthcare CFO needs while also providing excellent networking opportunities combined with a premier first-class social event.

Who Should Attend?

CFOs, CEOs, Controllers, Treasury Managers, Members of Healthcare Provider Boards of Directors, Finance Committee Chairs, anyone involved in making strategic financial decisions for a healthcare provider organization.



What We'll Discuss

In our First Session Larry Nines, Executive Director, WHEFA, will moderate a panel of experts that will discuss the current

Agenda

About the CFO Forum

Registration for HFMA CFO Forum

Cost: \$150.00/person (includes lunch, meeting, dinner and basketball game)

Bring a Board Member and save \$25; two attendees for \$275 when registered together.

Space is limited to 80 attendees; Register Early!

Rooms are available for March 8th or March 9th at the HFMA room rate of \$115.00

Hilton Milwaukee City Center telephone: 414.271.7250

Please include payment with this card, make checks payable to *Wisconsin HFMA*.

Name/Title/Organization

Yes , I plan to attend Yes, I am also bringing a Board member Sorry, I am not able to attend

Total Attendees (enter # here) Guest Name/Title

***** Important *****

Please indicate the day's events you plan to attend: Lunch Dinner & Basketball Game

Jaime Socci

Blickenwolf LLP

625 Persimmon Parkway

- Hebron, IN 46341

III. **May 2010 Annual Meeting** - Invitations will go out first week of March 1st.

IV. **60th Anniversary** - A site has been selected - Milwaukee Hilton City Center. Todd Nova has accepted invitation to be the Program Chair. First planning committee meeting January 20th. More details in the coming months.

Respectfully Submitted,

Carmen R. Wolf

VP of Programs

WI Health Care Financial Management Association

Scholarship Committee Report

January 14, 2010

Information to publicize the scholarship program was sent out to the WI HFMA membership in late December. The same information will be made available at the MEGA Conference in January.

I will be looking for volunteers to help screen applicants and select winners. The deadline for applications is May 1, so the group will meet shortly after that, probably via teleconference. I spoke with Bud about possible members to assist with this. I will be contacting the following people to see if they are interested in assisting in the process:

Bud Zeisberger

Jim Nelson

Carol May

Jean Voight (already accepted)

Katie Boelter (previous scholarship winner)

Wendy Canon (previous scholarship winner)

Mary Koenig, Chair

January 14, 2010

Electronic Communications Committee Minutes

Wednesday December 15, 2009

WHA office in Madison WI

Attendees: Carmen Wolf, Aaron Biebert, Scott Wallner, Brian Sullivan, Nick Wolf, DuWayne Severson

Minutes submitted by DuWayne Severson

Jan, 14, 2010

1. LinkedIn

- **Discussion on establishing an internal vs social media structure**
- **Currently we have 17 members using an established site**
- **Could be used for events, marketing of chapter, photos; desire to make the site more alive**
- **At May 2010 meeting we will have 25 minutes to promote the site**
- **Newsletter to have article to assist in the LinkedIn promotion**
- **Guidelines to sent out to members on how the site should be utilized in order to maintain quality of usage**
- **A LinkedIn site could help promote our Facebook exposure**
- **Aaron to provide promotional ideas for the LinkedIn site**
- **ISP has stats to track usage volume of site, could also use Google analytics, which is a free measurement tool**
- **All committee members have approval to join the site**

2. Website recognition for new members/milestones

- **Desire to send out updates on web/LinkedIn/twitter**
- **Heather Weberpal works on contacting new members, she could be a possible resource**
- **Carmen to work with Tom Tanel on contacting new members**

3. Website proofer/Link Tester

- **Needed just a few times per year**
- **Nick Wolf to take on the role—thanks Nick!!!!!!!!!!!!**

4. Electronic Version of the Newsletter

- **Desire to have a more interactive newsletter on line thru social networking**
- **Carmen to discuss with Dave and Phil about opportunities to explore this option**
- **Increased numbers of HFMA chapters ate moving to electronic newsletters, no paper editions**

5. Webmaster assistance

- **Needs are email communication, updating the website**
- **DuWayne to help on communications**
- **Nick will help on adding links to the website**

6. Frequency of committee meetings/conference calls

- **3 times per year**
- **Next meeting early April**
- **DuWayne to send planner**

7. Budget

- **Currently \$3000**
- **Carmen to present to board the request- should we increase budget for a major redesign of the website**

**HFMA – Wisconsin Chapter
Board of Directors' Meeting**

**Compliance Committee Report –
January 2010**

Chapter Compliance Committee

I am attempting to build a chapter Compliance Networking Committee. The goal of this group will be to assist in identifying compliance-related educational topics to the Program Committee and to provide analysis and guidance on health care compliance and regulatory issues as they as they relate to business finance. By utilizing the chapter roster, individuals were identified who might be interested in forming a compliance networking group. Information concerning the goals of the networking group and commitment was forwarded to those identified. Based upon the response received, we will move forward in developing the committee.

Regulatory Update

The Medicare/Medicaid Committee and the Compliance Committee submitted the regulatory summary information that used to be presented to the BOD to N&P. We will be submitting regular regulatory summaries.

Respectfully submitted,

Kirsten Wild
Chairperson Compliance Committee

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

Time Period	Resort Name	Location	Status
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	Hilton, Intercontinental or Hyatt	Milwaukee	TBD
5/25/11 thru 5/27/11 Art Mertig's Installation	Stoney Creek Inn	Wausau	Confirmed
Fall Meeting September, 2011	Metropolis Hotel	Eau Claire	In Process
Mega Conference January, 2012	Kalahari Resort	Wisconsin Dells	In Process
5/23/12 thru 5/25/12 Bruce Lorenz's Installation	Blue Harbor Resort	Sheboygan	Confirmed



*Directory Committee
January - 2010*

Chair Report:

1. Directory – Budget Savings

With added pages and additional copies printed, we still came in below budget by over than \$2000 from the previous year (08/09 Directory expense \$7472.79 – 09/10 Directory expense \$5164.18 = cost savings of \$2308.61). The directory committee must thank APEX printing for all their help in creating our directory and helping to cut costs.

2. Recommended Directory Changes

A recommendation from the directory committee for the 2010-2011 directory is to remove the yellow section (Membership Directory). This section is a challenge for accuracy for committee auditing purposes and creates multiple edits for our printer. This section is fed from a download from HFMA National based on how our members have entered/updated their information.

If we were to make this change our directory will still contain the Alphabetical Membership section. This section contains the member's name, organization affiliation, mailing address city, telephone number and e-mail address. The use of the alphabetical listing is what is most common with other chapters. Going to the one membership section would generate additional savings in printing by eliminating the current 59 pages of the Membership Directory section.

The directory committee would like to open this to discussion from the board. Please forward thoughts or recommendations to Roger Rego at roger.rego@forthc.com.

Roger Rego
Chair – Directory Committee
WI HFMA

HFMA WISCONSIN CHAPTER BOARD OF DIRECTORS MEETING
WHA Report (submitted by Brian Potter)
January 21, 2010

WHA Alerts Congressional Delegation to Health Care Reform Positions
Healthcare Quality Coalition position on value and geographic disparity outlined

This week Wisconsin Hospital Association President Steve Brenton outlined WHA's health care reform positions in a letter to each member of the Wisconsin Congressional Delegation.

"I am writing to offer WHA's positions on provisions contained within health care reform legislation," Brenton said in the letter. "WHA has actively participated in the process to date, particularly as it relates to provisions advocated by the Healthcare Quality Coalition, of which we are a founding member, and would like to offer these comments during important House-Senate negotiations."

First and foremost, the letter highlighted WHA's support for hard-fought provisions developed by the Healthcare Quality Coalition (Coalition). The Coalition—a multi-state coalition that includes many Wisconsin providers and organizations—aggressively worked to see important Medicare reforms on value and geographic disparity included in health care reform bills. In a letter delivered late last week, the Coalition itself urged Congress to meld elements of both the House and Senate language into the best possible provisions on value. The letter was signed by some 23 health care providers and organizations, including WHA. (See the Coalition letter at www.wha.org/governmentRelations/pdf/qualityCareCoalition1-7-10.pdf)

"WHA is grateful for the work of many Wisconsin Members of Congress in support of these provisions," said Brenton. "We fully support the position of the [Healthcare Quality] Coalition...that Medicare must pay for value over volume and address issues of geographic disparity in Medicare payments."

Among other provisions Brenton highlighted in WHA's letter are:

- Opposition to a **public plan option** (House bill) and support for a compromise position to create health care cooperatives (Senate bill),
- Support for a six-month extension of **temporary FMAP increases** (House bill),
- Concern with size of **Medicare cuts** unless coverage is increased accordingly (House/Senate),
- Opposition to an overly aggressive **hospital readmissions** policy (House/Senate),
- Support for a provision giving **low volume Medicare add-on payment** (Senate bill).

Read WHA's full letter at <http://www.wha.org/governmentRelations/pdf/kohlReformLetter1-14-10.pdf>.

WHA Provides Members RAC Update

This week the Wisconsin Hospital Association provided several updates to its Recovery Audit Contractor (RAC) hospital contacts. Those updates include:

- RAC operating agreements – RACs cannot begin work in a state unless the RAC has entered into a joint operating agreement with the state's Medicare claims processing contractor (ie: a MAC) or an interim agreement with the legacy carrier and/or FI. For Wisconsin, CGI is indicating operating agreements are in progress. However, there has been no word on whether the MAC appeal has been resolved.
- Medicaid Record Request Limits – Late last year, CMS worked to clarify its policy on RAC medical record request limits. Those policies continue to raise questions for hospitals, prompting the American Hospital Association (AHA) to request CMS clarify a variety of issues, including that RACs should

apply medical record requests proportionately across each hospital campus's claims mix; that CMS should provide the number and types of "high-volume" hospitals it expects will be subject to the 300 record cap; and that CMS articulate the maximum number of records per campus that the agency will approve in response to a hospital-specific request from a RAC. Review CMS' record limit policy online at: www.cms.hhs.gov/RAC/Downloads/DRGvalidationADRlimitforFY2010.pdf

- Remittance Advice – Additionally, the AHA is reporting that CMS' billing systems have not been able to properly use the N432 code and, as a result, the code is not appearing on remittance advices. CMS indicates that the necessary system corrections will be implemented through a two-stage process in April and July 2010. In the meantime, CMS and the RACs are developing interim solutions.

In a somewhat related note, many hospitals are inquiring about where Wisconsin's **Medicaid Integrity Program/Contractors (MIP/MIC)** are in the roll-out process. While Wisconsin does have a Review and Audit MIC, no activity has happened here to date. Find out more at:

Medicaid Integrity Program Fact Sheet:

www.cms.hhs.gov/ProviderAudits/Downloads/mipfactsheet.pdf

Medicaid Integrity Program/Contractor Overview:

www.cms.hhs.gov/ProviderAudits/Downloads/mipatoz.pdf

MIC Procurement Status:

www.cms.hhs.gov/ProviderAudits/Downloads/micprocureimplementtimeline.pdf

**Wisconsin Supreme Court Accepts Patient Compensation Fund Case
*Lawsuit challenges \$200 million transfer from Fund***

The Supreme Court of Wisconsin has accepted Wisconsin Medical Society and David M. Hoffmann, MD v. Michael L. Morgan, the Medical Society's case challenging the transfer of \$200 million from the Injured Patients and Family Compensation Fund to the Medical Assistance Trust Fund. Late last year, the Wisconsin Court of Appeal asked the Wisconsin Supreme Court to decide the case, bypassing the Court of Appeals. In its request, the Court of Appeals explained that it believes the Supreme Court is the proper forum for the case because of the broad statewide implications of a decision in the case, both as it applies to the Compensation Fund and health care generally and as it may apply to property interests in other State funds.

Watch *The Valued Voice* for additional developments in this case.

President's Column: The Hospital Assessment Worked

As clearly demonstrated in a report delivered to Wisconsin lawmakers and hospitals last week, the hospital assessment is working well. Consistent with the position taken by the WHA Board in late 2007, the assessment provided a net benefit to hospitals of almost \$250 million during its initial year—a time when hospitals saw a record increase in Medicaid patients and an explosion in bad debt and charity care brought about by the severe economic downturn.

In a letter to the co-chairs of the Joint Committee on Finance, DHS Secretary Karen Timberlake called the assessment "a success" and noted that the higher Medicaid payment rates helped ensure "access to vital health care services for (Medicaid) members and reduced cost shifting within the health care system." Timberlake's communication also noted that the assessment provided desperately needed revenues to sustain the larger Medicaid program while supporting the new BadgerCare Plus Core Plan for low income adults without dependent children. More than 63,000 previously uninsured residents have necessary coverage under the Core Plan...a fact that occurred only because of the hospital assessment.

It's important to note the essential and sustained cooperation between DHS staff and WHA staff that resulted in a relatively smooth implementation of a highly complex transaction. And the fact is that the

DHS spreadsheet from earlier this year predicting hospital-specific year end results were remarkably accurate for well over 90 percent of Wisconsin hospitals.

Looking ahead, the challenge is to preserve essential aspects of the assessment mechanics over time. The fact that the assessment worked well in 2009 is not necessarily an indicator of what may happen later in 2010—or more likely in 2011 when a severe Medicaid funding crisis is likely to occur. Additionally, the essential DHS cooperation we've experienced with the assessment's implementation must extend to other Medicaid issues, especially a variety of issues and concerns related to the base Medicaid program. WHA has a plan in place to ensure that hospitals are actively involved with future state plan amendments and base program policy decisions. Members should expect greater transparency than has been the case historically.

As it relates to 2009, we should be pleased that our advocacy message from two years ago that the assessment would be a “win win win” for hospitals, private payers and the State of Wisconsin played out well.

Steve Brenton
President

HFMA WI CHAPTER
MEMBERSHIP & MARKETING COMMITTEE
REPORT
JANUARY 15, 2010

The recent membership numbers for the chapter as of the December 31, 2009 report attached from National is 624. This puts us down 8.37% for the year so far through December, and the fiscal year is far from over. (That number is constantly changing upward as the months pass). With 4 new additions since the First of January, and 4 more unaccounted for from the scholarship committee, the most current figure would put us at 632, or now down just 7.19%. Looking at the other chapter numbers, we are in the middle tier, and not far from even the best numbers, as just about all are down so far. This will obviously change. And with the balanced scorecard adjustment, we are going to have a heavier emphasis placed on us this year vs. last (now 25 basis points, up from 20). So we have our work cut out for us, and can use everyone's help in recruiting any new or non-renewed members. And remember to have yourself identified as a sponsor on the application form so that you get credit, whether new or reinstated member to get entered in all the drawings.

As an assist, the National Member-Get-A-Member program is in full swing and is providing more contest winnings. And believe it or not, it works great! Just ask our own Carmen Wolf, who was the Grand prize winner in the year end National drawing for the \$5,000 prize. We had our own winner in Keith Degner in our local chapter contest. And back by popular demand, we will piggyback onto National's MGAM contest again with one of our own, to be highlighted in the next Newsletter. So there are a few more chances of winning something really nice. And to spice it up more, National is offering discounted rates to those joining up with a \$100 discount off membership dues.

We are exploring some alliances with a couple of Universities and Colleges to connect with faculty in making our presence with aspiring students into the Health Care field for special member rates for faculty and students alike.

We will continue one last push for non-renewer contacts by our Directors in whose Districts they reside to see if we can bring around some former members that just never got around to it, or were on the fence about re-joining. We may pick up a few more members there as well. We have already picked up a few over the past few months with some internal efforts. With a new year, new attitudes, and many new pending changes in Health Care, what better organization to be connected with than ours and be ahead of the curve and on the knowledge train.

And finally, we are also looking at various awards and methods of recognition for our long standing members so that we can roll out something meaningful by the years-end May Conference for presentation.

Respectfully submitted,

Tom Tanel
Chair

Wisconsin Chapter HFMA
Certification Committee
January, 2010

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

Update

1. At Bud's President's meeting, Region 7 discussed the possibility of a Regional Certification Effort. Bud provided my contact information on 10/14 for a future conference call. To date, I have not heard from anyone.
2. We have one member scheduled for an exam on Jan 21st at the Mega. I have 3 more who have committed to taking exams (thanks to Alan and Jim!) and a number of others who are interested. Provided these members take an exam by April 30th, we will meet our balanced scorecard goal.
3. All chapter study guides continue to make their rounds to interested members.
4. The Certification display board has been replaced and 50 Certification packets have been compiled for the Mega display table.

Respectfully submitted,

Leslie Claas