



hfma™

healthcare financial management association

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gulf coast lines




February 15 Program Two Extra CPE Credits!

Morning Session (9 am) *The Why's and How's of Physician Practice Valuations* Reed Tinsley, CPA, CVA, CFP

Join us at the February luncheon for an opportunity to earn two extra CPE credits at a special morning session with Reed Tinsley.

This presentation will provide an overview of when a physician practice valuation is needed, industry factors influencing practice value, and an overview of current valuation methodologies.



Mr. Tinsley is a Houston based CPA, nationally recognized speaker, author and consultant who works closely with healthcare entities throughout the country, including individual physicians, medical groups and hospitals. For over 20 years, Mr. Tinsley has assisted providers with issues pertaining to managed care contracting, operations, strategic planning and consults in strategies for growth. 

Monthly Luncheon
Programs now
available on
Webcast


registration details to
follow via e-mail

Luncheon Program (11:30 am) *Alternatives to Free Standing Facilities*

Stuart Miller, Attorney at Law, Strasburger & Price, LLP

The February luncheon program will feature Stuart Miller, who will discuss alternatives to free-standing facilities. Mr. Miller is an Associate in the Houston law firm of Strasburger & Price, LLP, where he maintains a general corporate practice with a particular emphasis on the healthcare industry. Stuart also serves as an adjunct professor at the University of Houston Clear Lake where he teaches a graduate level course on Legal Aspects of Healthcare Administration

Stuart's experience includes advising healthcare clients regarding compliance with the Federal Anti-Kickback Act, the Stark Act, and the Health Insurance Portability and Accountability Act of 1996. He has also represented healthcare providers in preparing and negotiating various agreements including physician employment agreements and management agreements.

Stuart earned a Juris Doctorate degree in 1998 from The University of Texas School of Law and a Bachelors degree from Columbia University in 1995. Stuart was also Associate Editor of *Texas Review of Law and Politics*. 



Meeting Location

Methodist Hospital
6565 Fannin
Houston, TX
Dunn Rio Grande
Conference Room

Valet Parking at
Methodist can no longer
be validated

Click [HERE](#) for detailed
parking information.

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Message from the President

By Nancy Brock, Chief Financial Officer
Memorial Hermann Sugar Land Campus



Nancy Brock is Chief Financial Officer for Memorial Hermann Sugar Land. She also serves as the 2007-2008 President for the HFMA Texas Gulf Coast Chapter.

I hope that everyone had a really great Holiday season. We went to visit my family in Tennessee and although there wasn't snow this year, our annual trip to the Smokey Mountains was great! The mountains were beautiful as always, and with the weather clear and not too cold we were able to wander about some of the trails and streams.


Did you make any New Years resolutions? I did and basically they are a repeat of last year's: get in shape, lose weight, and take better care of myself. Now, I don't know about you, but so far, this is how I am doing: I was talking to the manager of the fitness center where I belong and he asked me how my workouts were coming along. Unfortunately, I had to admit that while I was up-to-date on paying dues, I wasn't doing too well with working out. It was the getting there issue. I haven't been leaving work in time to make my workout. (Have you heard that excuse before?) In reality, no one at work is stopping me; in fact, the opposite is true.

My issue is probably the same as most. I have the right intentions but lack the commitment to make it happen. Once there, I really enjoy the workout. It is just getting there and I know that when the going (leaving the office in time) becomes habit, working out becomes an important part of my life. I think that is systematic of many issues in our lives. Getting involved is difficult in the startup stage, in the beginning. Once you are involved, it becomes a part of your life and something that you really would miss.

**MAKE A
DIFFERENCE**

I share with you some of my personal resolutions, but we also have our professional resolutions such as keeping up with continuing education, taking the time to network with others, and becoming active in a professional organization. Let's challenge ourselves this year to take the initial difficult steps to make the commitment to succeed with our resolutions and to get more involved.

As always, I want to hear from you with suggestions as to how we can make the Chapter more meaningful for you. Please feel free to contact me.

Nancy Brock
Chapter President 2007 – 2008
281.725.5213
nancy.brock@memorialhermann.org 

Has Your Contact Info Changed?

If you are relocating, changing jobs, changing e-mail addresses or phone numbers, don't forget to update your information on the National HFMA website at www.hfma.org, or e-mail your new contact info to memberservices@hfma.org

Also, please notify the Chapter office of your changes at 713.776.1314 or info@htmatxgc.org

Save the Date Calendar of Events

February 15
Committee Mtgs 10:30a
New Member
Orientation &
Physician Practice

Morning Session
9a - 11a (2 CPE's)
Reed Tinsley
*The Why's and How's of
Physician Practice
Valuations*

Monthly Luncheon
11:30a-1p
Stewart Miller
*Alternatives to Free
Standing Facilities*

March 28
(4th FRIDAY)
Monthly Luncheon
Extended Session
11:30a-1:30p
Robin Bradbury
*Ten Questions Leadership
Should be Asking About
Their Revenue Cycle*

March 31 - April 1
HFMA Texas State
Conference
*Building the Bridge...to
healthcare finance
solutions*
Driskill Hotel, Austin, TX
[http://
www.hfmatxgc.org/
TexasHFMA1.php](http://www.hfmatxgc.org/TexasHFMA1.php)

Compliance

April 18
Committee Mtg 11a
Physician Practice

Monthly Luncheon
Extended Session
11:30a-1:30p
Frank Sheeder
Medicaid Enforcement

continued next page

**NOTE DATE CHANGE (4th Friday)
Extended Session 11:50a - 1:30p
One Extra CPE Credit!**

March 28 Program

***Ten Questions Leadership
Should be Asking about Their
Revenue Cycle***

Robin Bradberry, Founder & CEO, re|solution




CFOs and CEOs of hospitals have tremendous workloads, directly overseeing many aspects of the hospital. With so many responsibilities, these executives often find it difficult to closely and effectively monitor the department that has the most direct impact on the organization's fiscal health: the business office.

Robin Bradbury, an expert in revenue cycle optimization, counsels hospital CEOs and CFOs on a regular basis about this issue of effective management of the hospital business office and has developed a list of questions that CFOs and CEOs should be asking their business office manager in order to ensure the fiscal health of the organization. These questions provide CFOs and CEOs a clear, succinct roadmap for managing the business office that includes guidance about best practices and process improvement in key areas that will have the maximum positive impact on revenue cycle management.

1. What are our total gross days in A/R (GDRO)? And how does that compare to other facilities in our peer group (by region/bed size)?
2. What are our write-offs as a percentage of gross revenue?
3. What is our cost to collect a dollar?
4. How many open accounts per FTE do we have in the business office?
5. Do we have expectations and performance standards for admitters, billers, collectors and cash posters? And do we monitor performance and provide incentives for excellence?
6. What are our days from discharge to bill?
7. Do business office, medical records and admissions regularly engage in clearing open items and process improvement meetings?
8. What is our reimbursement percentage by payor?
9. Do we have an unpaid claims tracking mechanism?
10. Has an APC utilization, assessment and Chargemaster review been performed recently?

In this presentation, Bradbury will elaborate on these questions and discuss how they can be used by CFOs and/or CEOs to collaborate with their Business Office Manager to create action plans that correct underperforming areas and establish processes that ensure continuous improvement and superior performance.

Robin Bradbury is the founder/CEO of **re|solution** (www.ereso.com), a Broomfield, Colorado based revenue cycle optimization organization providing solutions for the business challenges faced by health care providers. A graduate of Brigham Young University (BS) and the University of Utah (MBA), he began his career and spent eight years as a Certified Public Accountant with Deloitte Touche in Colorado. Bradbury is an accomplished speaker, author, entrepreneur and thought leader having presented at several VHA regional and national conferences and many HFMA chapter conferences. In addition, Bradbury has shared his expertise in publications such as: *hfm Magazine*, *HFMA's Revenue Cycle Strategist*, the *ADVANCE* publications, and the *Denver Post*. 

**Calendar of
Events**

continued from page 2

**May 15-16
HFMA Texas Gulf Coast
Annual Conference**
The Future of Healthcare
Edwin Hornberger
Conference Center

**June 20
Committee Mtg 11a
Physician Practice**

Monthly Luncheon
11:30a-1p
*Accounting and Financial
Reporting*

Luncheon meetings are generally held on the 3rd Friday of each month at 11:30 am. However, please confirm dates/times in advance.

Our regular meeting location is:
Methodist Hospital
6565 Fannin
Dunn Rio Grande
Conference Room

Topics and Speakers subject to change.
Credit Cards accepted.

Community Services Corner

by Lisa Dixon, Cardon Healthcare Network, Inc. and Community Service Committee Chair



Lisa Dixon is a Client Services Director for Cardon Healthcare Network. She also serves as the 2005-2006 Chairperson for our Chapter's Community Service Committee

Lighthouse for the Blind

On January 18 at our HFMA luncheon, we kicked off our final community service project for the 2007-2008 year. Deborah Ramos of Lighthouse for the Blind, in Houston, was our guest speaker.

Lighthouse for the Blind in Houston was founded in 1936 and is a private non-profit rehabilitation center dedicated to helping blind and visually impaired people live independently. They serve about 7,000 people each year.

The Lighthouse provides a three-week Summer Camp that takes place annually in July for blind and visually impaired youth, ages 6-13. More than half of the children that attend summer camp have other disabilities in addition to their vision loss.

This year the Lighthouse is in need of some equipment for their swimming pool activities including a storage rack for equipment, rescue tubes and Fun Noodles. The rescue tubes and Fun Noodles have to be purchased from a specific company that designs these items for the blind and visually impaired. We are asking for monetary donations in January and February so that we may purchase these items. Our community service committee will be ordering the needed items on Monday, February 18, after our February 15th luncheon meeting, so that we may deliver our order to them by the end of February.

The community service committee thanks you in advance for your support. 

New Chapter Members

Anup Bodhe

Daymon Couvillon
Assured Receivables

James Fuja
Johnson Controls, Inc

Diana Gonzales
Scott & White Memorial Hospital

Tim Hudson
Caremedic Systems

Davis Kathy
Brazosport Regional Health System

Sandra Leyva
St. Lukes Baptist Hospital

Annette Minix
Memorial Hermann

Patrick Nudo

Meredith Rolan

Todd Tilghman
Medical Data Services

Page Vogelsang
Lockton Companies, LLC

Save the Date May 15 - 16, 2008

HFMA Texas Gulf Coast Chapter 2008 Annual Meeting & Conference *The Future of Healthcare*

The Edwin Hornberger Conference Center

Keynote speaker: Dan Wolterman, President and CEO of Memorial Hermann Healthcare System and Past Chairman of Texas Hospital Association

Industry-Rekknowned Revenue Cycle Trainer: Bobette Gustafson, President, Gustafson & Associates, Inc.

Revenue Cycle Topics:

securing prompt accurate reimbursement • self-pay recoveries
transforming the revenue cycle model

Legislative Update • Implementation of Legal EHR • and much more!

Special Guest: Dr. Clifford Dacso, The "Blue Box Project"

Watch the Chapter's website and your email for registration information.

HFMA Texas State Conference 2008

March 30 - April 1, 2008
The Driskill Hotel in Austin

Topics include:

- **CFO Bootcamp** - with Bill Phillips. Limited to 30 attendees.
- **The Future of Healthcare** - with Dr. Kenneth Shine, Executive Vice Chancellor for Health Affairs - University of Texas System
- **HFMA Core Certification Coaching Course**
- **International Healthcare Panel Discussion**
- **Unions & the Healthcare Industry**
- **Six Sigma: In-quality Staffing**
- **National Issues Update**
- **UPL**
- **Preventing Fraud & Abuse in Your Healthcare System**
- **Pay-for-Performance Metrics**
- **MSDRG**
- **and much more...**



Mark your calendars now for the second annual Joint Conference of the three Texas HFMA Chapters.

Up to 18 Hours CPE Credit Available

Are you skilled in casting "Pods"? The Programs Committee Needs You!

The Programs Committee wants to offer a new medium for members to receive educational hours through podcasts. We would like to begin this service for select programs beginning some time in 2008.

If you know what a podcast is, AND you have the skill set necessary to make this dream a reality, please contact us before we bronze bean pods and call it a day.

Laura Comer lcomer@uhsys.net Tel: 281.768.6015

and

Carolyn Gay cgay@houstonlaw.com Tel: 713.942.7900 

HFMA's
Healthcare
Finance Outlook
2008-2013

[http://www.hfma.org/
library/management/
strategicplanning/
400588.htm](http://www.hfma.org/library/management/strategicplanning/400588.htm)

Members on the Move

By Carolyn A. Gay, Administrator for the law firm of Hollaway & Gumbert



Carolyn Gay is administrator for the law firm of Hollaway & Gumbert. She also serves as a Director on the Board for the HFMA Texas Gulf Coast Chapter and as the Program Committee Co-Chair in 2007-2008.


Lita Abreu recently accepted a position at University of Texas Health Science Center at Houston, as an Administrative Services Officer for the Cardiology section in the Department of Internal Medicine. **Lita** is looking forward to new challenges and opportunities associated with her new position, as she works with leadership with the UT Cardiovascular Medicine whose internationally recognized Cardiologists are dedicated to providing patients with the best standard of cardiovascular care, including access to latest advances of cardiovascular research. **Lita** has worked in the healthcare industry for 15 years, with experience primarily in the fields of finance, personnel and patient care. She joined the Texas Gulf Coast Chapter of HFMA in 2006.

Jeff Helton recently accepted a position at Mir Fox & Rodriguez, P.C. **Jeff** directs the operations of the firm's Healthcare Advisory Services Practice. He provides hands-on direction to the provision of services to the firm's clientele including completion of service agreements. **Jeff** has over twenty years of diverse healthcare finance, internal audit, and operations experience. He joined the Texas Gulf Coast Chapter of HFMA in 2004 with committee service that includes the newsletter committee.

Anthony Hoang recently accepted a position with Harris County Hospital District as Program Director for Perioperative Services. **Anthony's** responsibilities at Harris County Hospital District include directing the operations and financial functions of multiple departments within Operative Services. With over 20 years in healthcare finance, we're sure **Anthony** will be a valuable asset to Harris County Hospital District. **Anthony** joined the Texas Gulf Coast Chapter of HFMA in 1995.

Natasha Baria Mehta announced that she has accepted a position with Deloitte Consulting as Manager of Business Process Management Services. **Natasha** is excited about the challenges associated with her new role at Deloitte Consulting. She also appreciates the experience gained through her 11 years of employment at St. Luke's Episcopal Hospital that prepared her for these new challenges. **Natasha** has been a member of our Texas Gulf Coast Chapter of HFMA since 1996 and earned her CHFP certification in 2007. **Natasha** has been an invaluable asset to our Chapter, with committee service including programs and community service.

Cindy Price, our Chapter's President-Elect, recently completed the FULL Houston Marathon. She set a new personal record, cutting 9 minutes off of her time for last year's Marathon. Go, **Cindy**, Go!

Nancy Richardson recently accepted a position at Apex Hospital as its Chief Financial Officer. She reports that she is looking forward to new challenges as she joins leadership's efforts to enhance the financial services achievements for Apex Hospital. **Nancy** has served on the Board of Directors of the Texas Gulf Coast Chapter of HFMA for a number of years and has made many invaluable contributions to the Chapter. 

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To find out more, go to www.hfma.org and select "Education & Events" from the left-hand toolbar. Then select "E-Learning Courses".

HFMA Job Bank

HFMA Texas Gulf Coast Chapter Job Bank

Contact Dianne Love, PhD at love@cl.uh.edu to post job opportunities and/or to be added to the HFMA e-mail distribution group for future job opportunities.

HFMA National Job Bank

http://www.hfma.org/careers/job_bank_new.cfm

Certification News:

Have You Entered Your Maintenance Hours?

Did you know that you must self report all continuing education activities to maintain your certification status as a CHFP or FHFMA?

Continuing Education Requirement

The Board of Examiners (BoE) has specified the following maintenance requirements:

90 contact hours total in eligible programs over the three-year reporting period

- Minimum of 20 contact hours per maintenance reporting year (6/1 through 5/31 for the three years prior to the "Good thru" date)
- Minimum of 50% of the total contact hours (45 hours) must be in healthcare finance. The remaining contact hours may be from attending eligible programs and professional activities that contribute to the development of business and/or technical skills.

For example, each time you go to a monthly HFMA meeting or another qualified activity, you need to enter the hours, program title, date, etc. in an on-line reporting tool that is available on the National HFMA website. A list of **education activities eligible for certification maintenance** can also be found there. For the HFMA on-line education tool and complete instructions, go to...<http://www.hfma.org/certification/certmaintenance/>

Please keep a copy of the agenda and/or CPE certificate from each continuing education activity attended, in case you are asked to provide proof of your attendance. Also, sign the CPE sign-in sheet that is usually provided near the registration desk at HFMA Chapter meetings.

Failure to complete the above requirements will result in removal of the certification designation by September 1 of the year the maintenance was required, i.e. your "Good thru" date. Once a designation has been removed, the member must complete the entire certification process again, including re-taking the certification examinations and submitting a conforming CHFP and/or FHFMA application with all appropriate fees, to HFMA National.

2008 Certification Exam Schedule

Texas Gulf Coast Chapter is pleased to offer the following certification exam dates :

- Friday, March 14** (proctor: Victoria Nikitin)
- Friday, June 13** (proctor: Mary Ann Missman)
- Friday, September 12** (proctor: Laura Comer)
- Friday, December 12** (proctor: Donald Sands)

The testing will take place in the downtown offices of:

Deloitte & Touche LLP
Three Allen Center
333 Clay Suite 2300
Houston, TX 77002

For an exam application please visit https://www.hfma.org/site/certification/exam_application.cfm (requires login). Be sure to include the proctor name on your application. Please contact Victoria Nikitin at 713.566.4342 or e-mail at Victoria.Nikitin@hchd.tmc.edu if you are interested in additional exam information. Also, please check out National's website at www.hfma.org to get familiar with the application requirements. 

Congratulations!

Congratulations to the following individuals who have recently been certified with the designation of FHFMA:

Gerard J. Colman,
FHFMA

Pam Potter, FHFMA

If you have recently achieved certification or fellowship in HFMA, please send Tim Eng an e-mail so we can highlight your achievement in the newsletter. You can reach Tim at tim.g.eng@gmail.com.

Give Blood one donation saves three lives

**Donate blood at The Methodist Hospital
HFMA Group Code 1050**

First floor Fondren/Brown building behind the elevators or
**any Gulf Coast Regional Blood Center
HFMA Group Code 0462**

Maps & locations at <http://www.giveblood.org>

Thanks from the Community Services Committee



Newsletter Deadlines (All Years)

<u>Editions</u>	<u>Submissions Deadline</u>
Apr/May	March 10
June/July	May 11
Aug/Sept	July 13
Oct/Nov	September 14
Dec/Jan	November 9
Feb/Mar	January 12

Submit articles (MS Word) or advertising (.jpg or .tif files) to the newsletter editor,
Tim Eng at tim.g.eng@gmail.com.

Gulf Coast Lines is published bi-monthly by the Texas Gulf Coast Chapter of the Healthcare Financial Management Association as a communication medium to Chapter members. Opinions expressed in articles are those of the authors and do not necessarily reflect the views of the Texas Gulf Coast Chapter or its members.

Members are encouraged to submit articles and report news of interest to the membership. Contact the editor to obtain dealines for submitting articles. The editor reserves the right to edit any submission for clarity and length, and to accept or reject any submission. Please send all submissions to:

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Becky Turner, Layout/Production • rturner@npscmgmt.com**



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