

hfma[™] minnesota chapter
healthcare financial management association

Vikingland Viewpoint

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Minnesota Chapter -- Healthcare Financial Management Association



*Kudos to outgoing
President Naomi Horsager
for Leading Us Through
a Terrific Year*

Look Inside!

"Happy New Year"
from the President

New collection ideas

How you can help out in
the third world

Our Newest Members

The Upcoming ANI

Who are your
chapter leaders?

New Founders
Point System

Let's Play Golf

Credits

Hey, there's really some great stuff in this issue of Vikingland Viewpoint. Naomi, gives us a lowdown on who our new chapter leaders are and what is coming up this next year. Then the editor gives you the lowdown on who some of your leaders really are. Shawn Schwartz gives us the latest from National on the Founders points that are a nice award available to us all for volunteering. Bob Cornish introduces us to a new way of thinking when it comes to our selfpay receivables. We have listed some of our newest members. There's a great idea on what to do with unused equipment and supplies. National invites us all to Nashville and what to do if you aren't getting your MNHFMA info.

NOTES FROM THE PRESIDENT



Naomi Horsager

Happy New Year!!

No, I'm not on the wrong page of the calendar – it really is a new year for Minnesota HFMA – a time to pause to celebrate the past year and to prepare for the next year.

Please join me in celebrating some of the successes of the past year:

- The introduction of “Month End Entries” to improve frequency and amount of member communications
- Growth in new members and retention of existing members
- Offering education to members through traditional institute formats as well as a new offering – a conference on facility planning, design and construction co-sponsored with the University of St. Thomas
- Increased use of HFMA e-learning resources
- The successful transition of the communications functions which had been led by Shawn Schwartz for many years to Ken Cornish
- Active committees like tax and regulatory that provide members an opportunity to share information on current events in a less formal setting

The People Behind the Scenes

Our chapter would not function without the efforts of many volunteer leaders who dedicate time to HFMA on top of their regular career, community and personal commitments. Members of the leadership team devote many hours to planning activities, administering programs, attending HFMA leadership training and participating in HFMA events. Please join me in recognizing these people for their service to the Minnesota chapter of HFMA:

President-elect	Shawn Schwartz
Secretary	Stephanie Gilman
Treasurer	Amy Tepp
Vice President	Ken Cornish
Communications	
Vice President Education	Mel Verly
Past President	Nancy Friesen

Directors:

Mike Busch
Tom Wang
Jeff Gendreau
Roger Balagot
Joe Schindler
Christine Hogan Newgren
Randy Benson

Greg Klugherz
Eric Lohn
Brent Schmidt
Brian Weinreis
Al Winquist
Patrick Justin
Carol Jewitt

Committee Chairs:

Networking
Regulatory

Bi-state Institute
Fall Institute
Winter Institute
Certification
Tax
Nominating
Golf
Sponsorship

History
Rural

Concordia
Membership
Website
Directory

Ray Costello
Mark Davis and
Candy Peterson
Jeff Johnson
Jeff Gendreau
Harold Parsons
Leroy Meyering
Tom Hogan
Nancy Friesen
Ray Costello
Kim Pederson and
Tom Gavinski
Steve Miller
Gregg Redfield and
Sue Ankeny
Tom Wang
Dan Zeien
Leah Holmquist
Merry Burns

Looking Ahead

On May 18, 2004, volunteer leaders of Minnesota HFMA gathered together for a day of planning for the coming year. Shawn Schwartz led planning activities to share information on HFMA national activities, consider member feedback, update the chapter strategic plan and to make specific plans for the coming year.

After the work session, leaders joined other members for an evening of good food, fun and fellowship. This event, formerly known as “Committee Day”, was a chance for members to get more involved in chapter activities and an opportunity for the chapter to thank all those who are already involved for their contributions to the chapter. The event was so well received it might become something of a tradition!! This “Spring Fling” is already scheduled for next year – May 5, 2005.

Welcome New Leaders

Our chapter relies on volunteers to create value for members on a local level. Shawn Schwartz will lead the chapter as President in the coming year. He is supported by an excellent leadership team:

President-elect	Amy Tepp
Secretary	Brian Weinreis
Treasurer	Stephanie Gilman
Vice President	Ken Cornish
Communications	
Vice President Education	Mel Verly

Directors:

Mike Busch	Greg Klugherz
Tom Wang	Eric Lohn
Jeff Gendreau	Al Winquist
Roger Balagot	Craig Boyer
Joe Schindler	John Bloom
Randy Benson	Candy Peterson
Patrick Justin	

Committee Chairs:

Networking	Ray Costello
Regulatory	Mark Davis and Lissa Benson
Bi-state Institute	Jeff Johnson
Fall Institute	Jeff Gendreau
Winter Institute	Harold Parsons
Certification	Leroy Meyering
Tax	Tom Hogan
Golf	Ray Costello
Sponsorship	Tom Gavinski
History	Steve Miller
Rural	Sue Ankeny and Keith Harvey
Concordia	Tom Wang and Brent Schmidt
Membership	Lloyd Froelich
Website	Leah Holmquist

I thank these people for volunteering their time to serve the chapter. Please support their efforts in any way you can. One of the best ways you can offer support is by participating in events – keep reading for the specifics!!

Mark Your Calendars



Dates have tentatively been set for various events so you can get them on your calendars early:

August 12 - 13, 2004 –
Bi-State Institute Holiday Inn, Duluth, MN

August 16, 2004 –
Chapter Golf Outing Bent Creek Golf Course,
Eden Prairie

October 14 - 15, 2004 –
Autumn Institute (Tentatively joint event with MHA
in St. Cloud)

January 27, 2005 –
Winter Institute

March 31 - April 1, 2005 –
Concordia Institute Ramada Plaza Suites, Fargo, ND

May 5, 2005 –
Mini Leadership Training Conference & Spring Fling

June 26 - 29, 2005 –
ANI 2005

September 2005 –
Golf Outing 2005

Please plan to meet your fellow HFMA members at one of these events!!

Thank you for your support and participation this year and Happy New Year!!

Naomi Horsager
952-918-3648
nhorsager@eidebailly.com



Don't Throw It Away

Those unused supplies or equipment can save lives

By Shirley Graf, RN

My first medical mission project was to West Africa in 1992 to be part of a team performing eye surgeries in Ghana. Most of the patients who had surgery were blind because of dense cataracts. The morning after surgery when the bandages were removed and the patients could see for the first time in years, their joy and gratitude was overwhelming. The doctor who invited me to participate on that project told me I would become addicted by the experience and he was right.

Each year since then I have traveled to new locations for a medical mission. I have been to Equator, Rwanda, Togo, Jamaica, and many different locations in Nigeria. On a project in Egbe, Nigeria in 1996, I met a local physician and professor in medical school who had a vision. He wanted to organize and deliver free medical care in rural villages in West Africa on an on-going basis. The problem was that he didn't have any of the supplies or medicines he needed.

From my work as a surgical nurse I knew that many supplies that end up in trash could be recycled and reused. I told him I would begin saving what I could. In the process, I found friends and strangers in many places who were happy to help.

Before I realized it, the collecting became a major undertaking. What began as a carton or two of medical supplies have now evolved into one or two containers, each with about 10 – 20 tons of supplies and medicines being shipped on an annual basis.

I was convinced to think big and make the transition from cartons to containers after a trip to the airport one day. I arrived with a volunteer and 28 cartons of medical supplies each weighing 70 pounds. As I was standing in line waiting to check everything, someone

behind me asked, "Who would be crazy enough to pack all of those boxes?" I tried to pretend I didn't know anything about them but I can tell you to this day that NWA ticket agent STILL recognizes me.

I am the U.S. coordinator for Pro-Health International, a non-profit organization that oversees two weeks of medical mission projects each month. Last year, we were able to care for more than 96,000 patients. For the past two years, I have been searching for a sterilizer or autoclave since it is difficult to get instruments and supplies re-processed between projects. I finally found a company in Pennsylvania that manufactures sterilizers for third world countries. Two days after I was notified of being the recipient of the Fairview Cares Award, which includes a \$10,000 charity donation, I received an email from the company with pricing. The autoclave unit cost \$8,960.000 plus shipping. I believe God knows just what our needs are and meets them every day.



Children in the villages in third world countries rarely have toys. Through the efforts of several people, each container I ship to Africa includes many stuffed toys. These items are given to the pediatric patients and often one toy is shared by several children in the family.

I encourage anyone interested in a life-changing endeavor to consider becoming a volunteer on a mission project. Also, let me know if you are aware of any resources of medical supplies, equipment, medications or other donations. Each time I participate on a project, I am reminded of the blessings I take for granted, including clean water, health care, safety and freedom. Truly it takes a team effort to fill these containers and as you well know...together Each of us Achieves More!

Shirley Graf, RN heads up the American office of Pro-Health International in Forest Lake, MN. She welcomes donations of supplies you may no longer need or unused equipment. She can be reached at 651.464.3633 or candsgraf@juno.com

Career Opportunity

Manager of Decision Support and Financial Planning for a major hospital in the Greater Milwaukee, Wisconsin area. The hot buttons or qualifications are: leadership, process improvement, cost accounting, forecasting, modeling, extensive systems knowledge, management experience and business planning. Position reports to a Director and could be promoted to an Assistant Director level within 2 years. Salary range is \$53-79K. Must have 5-10 years of hospital experience. Great benefits package. Email responses to: john@financial-recruiters.com. John Higgins. Phone: 920-474-3113

Plan to Attend HFMA's ANI

—find real solutions to your organization's financial challenges and get inspired!



HFMA's Annual National Institute (ANI) offers practical pragmatic solutions to help you and your organization succeed. The ANI is a proven, comprehensive educational event that will help you improve your organization's financial health and, consequently, the health of its patients. By bringing you and your colleagues together, ANI allows you to develop solutions by sharing ideas, building knowledge, and inspiring each other.

This year's ANI is being held at the Gaylord Opryland and Convention Center in Nashville, June 27 to July 1. Come for the education, networking, and inspiration. Leave with tools, ideas that work, and contacts that will help you and your organization excel.

Whether you are a seasoned leader or working your way up to a management position, ANI will provide you with tangible, current, in-depth resources to succeed. Come and learn about improving employee and customer satisfaction, measuring and enhancing your organization's performance, collaborating with a variety of stakeholders, and other competencies that will help your organization and your career thrive.

You can become a major factor in your organization's success with tools from ANI programs such as "Ten Performance Indicators for High Performing Hospitals," taught by Rudolph Braccili, Director, Global Services, for Siemens Medical Solutions Health Services Corporation. This program will teach you how to calculate each performance indicator and identify potential variations, and will provide you with practical suggestions for measuring and tracking key indicators at your own facility.

This year's conference also boasts another impressive lineup of keynote speakers. On Monday, Benjamin Zander, conductor of the Boston Philharmonic, will speak on "The Art of Possibility." Tuesday offers a panel discussion titled "Aligning Financial Incentives with Quality Health Care" with Karen Ignagni, President and CEO of AAHP-HIAA; Jack O. Bovender, Jr., Chairman and CEO of HCA; and Stuart Guterman, Director of the Office of Research, Development, and Information for CMS. Wednesday includes a high-energy address called "Life Would Be Easier If It Weren't for Other People" by Connie Podesta, President of Communicare.

The seminars aren't the only place you'll find solutions for improving your organization's financial picture. Your fellow attendees can also be valuable information resources. At ANI, you not only come in contact with presenters who are among the top experts in healthcare financial management; you also meet colleagues from across the country

and across the continuum of healthcare. Whether you work in a hospital, an insurance company, or a consulting firm, whether you're in a rural area or a big city, whether you're just getting started or at the top of the management ladder—you will find other executives with experience from which you can benefit.

No matter what challenge you are currently facing, ANI will provide you with just what you need to succeed in healthcare financial management. You may find solutions to a specific problem you're dealing with in your organization, you may obtain tools to develop your own skills and advance your career, you may make new friends, and you may just rediscover your passion for your profession. At HFMA's ANI, you will gain not only education, but also inspiration.

Spam and Your Firewall

Are you missing your regular issues of Month End Entries from MN HFMA?



I have talked with several of you who are not receiving your regular news from the Minnesota Chapter of HFMA. The challenge could be your facilities firewall. While one of the main duties of the firewall is to screen out unwanted email, they often unknowingly screen out important wanted information. The challenge is usually in the subject line of the incoming email or in the way your firewall looks at attachments.

If you are not receiving your regular communications from the chapter, please talk with your IS security people and inquire as to what attributes need to be on our incoming email so that you receive them. I will work with you and your IS department to achieve whatever parameters are needed. But you have to let me know. Please email me at kcornish@stpeterhealth.org.

You Deserve a Day Out of the Office !

MN HFMA Golf Outing, August 16

By: *Ray Costello*

Mark this important date down to join us for a round of golf at Bent Creek G. C. in Eden Prairie. If you weren't with us last year you missed the hottest day of the summer, and it would have still been better than being at your desk.

Events include fundamentals of golf group instruction, putting contest, hole-in-one contests, prizes for 1st, 5th, and 10th place, and door prizes. The golf is in a best-ball scramble format, with a networking banquet to follow. All skill levels are welcome, so create your own foursome or let us place you in a group.

Thanks again to Validus Consulting for providing a sleeve of balls for each participant last year, Pinnacle Financial Group for getting us "teed off", Colltech for the 2-ball putter, and all of our Corporate Partners for their support throughout the year. Currently we are looking for interested companies for giveaway items (approx. 80), door prizes, or to sponsor a contest (hole-in-one, putting, or your creative choice). If your company is interested, please contact Ray Costello (800-487-3888).

Really, don't you deserve a day out of the office? If you weren't at the Spring Fling on May 18 you missed a really great time. Don't miss another.

Keep an eye out for the registration form that will be in your mail the first part of July.



Get To Know Your Chapter Leaders



Naomi Horsager is our outgoing President and will serve this next year in an advisory capacity and on several committees. Naomi works for Eide Bailly where she helps insure that her healthcare clients pay as little in taxes as legitimately possible and meet the requirements of their tax exempt status.

Naomi is married and has two daughters and a son. She also enjoys a large extended family. Adding to her family enjoyment Naomi keeps busy with gardening and loves to go boating on a sunny weekend. She dreams of someday owning her own lake home so she can stop mooching off relatives and friends.

Naomi enjoys having so many home teams to cheer for, and is a fan of the Gophers, Wolves, Wild, Twins and even the Vikings (editor's comment because I am a Packer fan). I don't know when she finds time but we hear that she is also known as "Naomi the Napper", yet she is involved in the church, AICPA and the Women's Health Leadership Trust ... when did she find time to be the HFMA leader for the past year?

She loves anything chocolate!



Shawn Schwartz has the honor and responsibility of being our incoming President for the 2004-2005 chapter year. Shawn works for Allianz Life where he claims to be the Chief Cat Herder; which really means that he heads up the important area of facility contracting, claims processing and referral management. That sounds

like a handful, I think I'd get some dogs to take care of the cats.

Shawn has been happily married for seventeen years (as of May 31) and has a nine year old daughter who he says is toooo opinionated. He is quite the athlete and running, biking and swimming take up a lot of his leisure time. Shawn's athletic goal is to participate in fifty marathons by age fifty. He didn't say how many he has left to accomplish. He also wants to compete in an Ironman Triathlon before he turns forty. (just writing about it make me tired). He says his favorite past times are living and trying new things. It sounds like Shawn really enjoys the living part.

Get To Know Your Chapter Leaders

Shawn like most sports and enjoys being a participant and a spectator. He also enjoys a variety of music from Mozart to Hoobastank to Bill Monroe. He loves to eat pizza and ice cream (not necessarily together) and enjoys a cool beer. But only after he has earned them through hard exercise or running one of his marathons.

Shawn is an active and charter member of the Lutheran Church of Farmington and is very proud that after just nine years in existence they are ready to build their own building. He is also active in raising and training service dogs for the Hearing and Service Dogs of Minnesota. (And this guy says that sleep keeps him busy?) Shawn also works to instill confidence in his daughter and to teach her that all things are possible.



Amy Tepp is our President Elect and will be the President in the 2005-2006 chapter year. Last year she was the chapter treasurer. Amy is CEO of her own company (I bet that was a tough job interview) and is a healthcare compliance and reimbursement consultant.

Amy and her husband Jim have a son and a daughter, a black lab and a quarter horse named Coal (sound like a houseful). Amy doesn't find much time for hobbies but keeps very busy with family, the animals, work and volunteer activities. She enjoys traveling with her family, watching the Sopranos and like Naomi is an avid supporter of Minnesota sports teams. She loves BBQ'd food, especially from Salt Lick BBQ outside Austin, TX. That's a long way to go for dinner but she tells me that mail it to her.

Amy is active at her children's school and helps with classroom parties and has served as Fundraising Chair and Co-President of the PTO. She also plays leading roles in her daughters girl scout troop and her sons cub scout den as well as teaching many religion classes over the years. When she isn't doing all this, Amy finds time for training the dog and horse back riding.

Amy aspires to write a children's book and maybe someday own a business outside of healthcare. (Is there a world outside of healthcare?)



Stephanie Gilman will be our treasurer for the upcoming year. This past year she has served the chapter as the secretary. She is employed at Deloitte where she provides her provider clients with assistance on Medicare and Medicaid issues. Her and her husband Sam have two children ages 14 and 9.

Stephanie spends her free time reading and loves needlework and cooking. She likes the theater and concerts and leisurely antiquing (is antique a verb?). Stephanie also spends time volunteering for her church where she is the Finance Chair but her main activity is Kids Stuff and she wonders if it will never end.

Brian Weinreis (no picture available) will be our new chapter Secretary next year. Brian is a VP at Allina where he works with finance people from their regional hospitals and specialty operations to assure strategic financial goals are set in place to meet patient needs.

Brian and his wife Mindy have four children ages 11 through 16 (that sounds like a full time job). He enjoys his leisure time playing golf, tennis and skiing. Brian also has fun just watching his children participate in many activities including sports and music. When he is not working in his yard (winter gives him time to ski) or playing with the family dog, Brian likes to indulge in some Mexican food. His only true vice seems to be the need to purchase a Powerball ticket whenever the jackpot is over \$100 million (I think we all succumb to that one).





Please Welcome Our Newest Members!

John Strasser is the Network Development Administrator for TriWest Healthcare Alliance, the regional contractor for TriCare.

TriCare administers the healthcare benefits for 2.6 million military families in this region. John brings more than five years experience in network development to his new position here in Minnesota. He has a B.S. degree in Global Business from the University of Arizona. He is looking forward to being involved in the Minnesota healthcare community.

Please call John at 612.338.2279 or email him at jstrasser@trivest.com and welcome him to the Minnesota HFMA. Also please call and welcome these members, and look for more information about them in upcoming issues of *Month End Entries*...

Timothy Haugen
Director of Business Development, Healthcare Industry
Winthrop Financial Services
952-656-7567
thaugen@winthropresources.com

Joan Dearmin
Director of HIS/QI
Ridgeview Medical Center
Waconia
952-442-2191 x5130
joan.dearmin@ridgeviewmedical.org

Carol Harris
Financial Analyst
Allina, Coon Rapids
763-236-8653
carol.harris@allina.com

Stephanie Laitala-Welch
Minneapolis
612-816-6007
no email

Get Personal with Your Collection Efforts

By: Robert Cornish



Physicians tell us that those patients who have only one ailment are often the easiest to treat. It is those patients who have multiple conditions that give the medical professional the most difficulties. The same can be said of a patient's financial situation. If a patient only has one medical debt, the cure is a fairly simple process. As we all know, that is seldom the case. It is the rest of the patient's life and their other debts that affects their ability to pay.

The rising cost of providing quality service and declining revenues are forcing many health care providers to seek a balance between care of the patient and the financial viability of the provider. Dealing with the whole patient and all of the factors that drive his or her behavior is crucial to obtaining the best result. Not everyone is able to strike that balance. All too often either the patient or the medical provider has to pay higher costs associated with a narrow approach that only focuses on collecting money while ignoring the broader patient issues.

Dealing with the patient's entire financial situation is critical if the medical provider is going to be successful in collecting past due accounts. Such a personal approach is important both to collecting what is rightly due and also, to insure maximum support of the health care provider's mission.

Health care providers have more at stake when dealing with a past due patient than the simple collection of funds. The reputation of the provider is at risk. Patients don't separate the impersonal act of collections from the personal medical service that was provided.

In addition, the medical treatment that the patient has received is put at risk through the stress imposed by the collection process. Stress is a contributing factor to many medical conditions and the collection process is known to be highly stressful.

The solution is to personalize the collection process. Only when medical providers help patients deal with their total financial situation, will they ultimately accomplish the mission of helping the patient heal physically and mentally. The medical provider needs to make it personal by becoming an active participant in patient's crisis. Take a personal interest in resolving their financial situation. Physicians refer to this personal interest as bedside manner.

Get Personal with Your Collection Efforts, con't.

What better resource is there within a medical provider than the credit department to make a personal connection with a patient on their financial situation? However, if the patient's situation is complex, then the credit staff should seek outside professional financial help; this is analogous to the physician sending patients to a specialist when the patient's condition is beyond their scope of expertise.

Third party financial crisis intervention can help make the personal connection between the medical provider and the patient. The interventionist often has the ability to look at the patient's complete financial situation and connect the root cause of the problem to an appropriate solution. In essence, making the solution and problem personal.

Robert P Cornish is the Quality Manager of Auriton Solutions, a leading non-profit credit counseling agency working with healthcare providers and patients. He can be reached at 651-634-8766 or orbcornish@auriton.org

Founders Program Returns to Its Roots

By: Shawn D. Schwartz, HFMA

During the various Fall Presidents meetings in 2003, there was considerable discussion about the purpose and recognition of the Founders Program. The following article details the Founders Merit Award Series, and then provides some updates to the program.

Founders Merit Award Series

HFMA recognizes that its strength lies in volunteers, who contribute their time, ideas, and energy to serve the healthcare industry, their profession, and one another. Active participation in HFMA at the national and/or chapter levels provides members with numerous opportunities for professional development, information, networking and advocacy. Established in 1960, the Founders Merit Award Series acknowledges the contributions made by HFMA members at four award levels:

The **Follmer Bronze Award** is named after William G. Follmer, who is credited with the creation of the American Association of Hospital Accountants (now HFMA).

The **Reeves Silver Award**, honors Robert H. Reeves, an organizing member of the AAHA, was elected president of AAHA in 1956 and was instrumental in creating the structure of AAHA.

The **Muncie Gold Award** honors Fredrick T. Muncie, an organizing member of the AAHA, and the first president of the association (1947-49). Muncie also assisted in the organization of the first AAHA chapter (First Illinois).

A fourth award, the **Founders Medal of Honor**, was added in 1986 and is conferred by nomination of the Chapter Board of Directors. This prestigious award recognizes those individuals who have been actively involved in HFMA for at least three years after earning the Muncie Gold Award, and have provided significant service at the chapter and/or national level in at least two of those years, and remains to be a member in good standing. A chapter may nominate members for this award at any time during the year.

The chapter's Founders Contact to HFMA National reports points earned by members by August 10 each year. Member points are totaled and an award list is generated for each chapter. The chapter's Founders Contact verifies the list, and the awards are then ordered. Although HFMA National and the chapters track most member points, it is ultimately the responsibility of the individual member to report points earned to the chapter's Founders Contact, who serves as a liaison to HFMA National.

Member points are automatically transferred from one chapter to another. Retroactive scoring of points for all categories is permissible if appropriate documentation is provided. However, no points are earned for services for terms of office of less than one-half of a chapter's fiscal year for any category; services a member is paid to perform; or for chapter participation prior to HFMA membership.

You can review your current Founders points on line, under activities in your personal profile in the Membership Directory. Additionally, the Minnesota HFMA web site has a special section for Founders Program Information, with instructions on viewing your points, point award levels, and certification maintenance.

If you have questions or corrections to the information listed there, please contact Shawn D. Schwartz or Corrine Booher at shawn_schwartz@allianzlife.com or c_boohier@msn.com or 763-765-6916 or Fax: 763-765-6490.

New Award Levels and Points

In the past, Founders points have been awarded by HFMA National for many different activities, including: local chapter meeting attendance, membership, certification, audio teleconferences and e-learning, and attendance at the Leadership Training Conference and the Annual National Institute. Under the new system, current points were changed to accommodate only volunteer points; this automatically eliminates points for attending education programs. Founders points will ONLY be awarded for volunteer activities such as: writing articles for national or local chapter publications; participating in a program (speaker/panel); volunteering for a chapter committee or chapter officer position; volunteering at the national level (e.g. Regional Executives, Chapter Advancement Team members); proctoring an HFMA certification exam; and reviewing articles or book reviews for HFMA National. Going forward, any non-volunteer points will not be counted. For more information on how these changes will affect your certification maintenance, please review the Certification Maintenance Process section of this article. All Founders points have been reduced to reflect the new award levels set at 25, 50 and 100, respectively:

- The William G. Follmer Bronze Award is awarded after an individual has earned 25 (previously 100) total member points.
- The Robert H. Reeves Silver Award is awarded to an individual who has earned 50 (previously 200) total member points.
- The Frederick T. Muncie Gold Award is presented to a member who has earned a total of 100 (previously 300) total member points.
- The Founders Medal of Honor was added in 1986 and is conferred by nomination of the Chapter Board of Directors. This prestigious award recognizes an individual who has been actively involved in HFMA for at least three years after earning the Muncie Gold Award, has provided significant service at the chapter, regional and/or national level in at least two of those years, and remains a member in good standing.

To reflect these changes, all member point totals will be converted to reflect with the new points system. This will go into effect for the 2003-04 year and will affect all points from June 1, 2003 onwards. When converting points, the HFMA National Founders Merit Award Program Task Force took into consideration those members close to an award level. For example, if a member had 99 points under the old system, that member would be expecting to receive a William G.

Follmer Bronze Award for 2004. The new system would convert the points to 24.75, ensuring the member would reach that specific goal when 2003-04 points were added. The new award level for the Follmer bronze award is 25 points. The converted points will allow you to still reach to bronze award level at the same time you would have if the points and award levels stayed the same. For 2003-04, the Founders program will include points for education (both local chapter and national), membership, certification, Forums and volunteer activity points (both local and national). Points gathered for 2003-04 will be converted and the new award levels - 25, 50 and 100 - will be used for this year.

Certification Maintenance Process

Changes to certification eligibility and maintenance requirements are driven by changes to the Founders Award points (these now include only volunteer contribution to HFMA) as well as the elimination of parallel points. At a glance, some of the changes are as follows:

For *Certified Healthcare Financial Manager (CHFP)*, all requirements will be the same with the exception of the following:

- Education requirements now allow for 60 contact hours of professional development activities as an alternative to the 60-semester hour requirement.
- Career development points (combination of 40 Founders and Parallel points) will no longer be required.
- One-time, non-refundable application processing fee \$25 processing.

For *Fellow of Healthcare Financial Management Association (FHFMA)*, all requirements are the same with the exception of the following:

- The education requirement can be met by earning a Bachelors degree OR 120 semester hours from an accredited institution.
- The 200-point education requirement has been replaced with a volunteer activity requirement.

Maintenance of designation through continuous education will remain on the 3-year cycle. Some changes are as follows.

- Certified members are responsible for updating and keeping their education activity records on line for all training activities external to HFMA. Chapters will continue to be responsible for recording Founders activities and HFMA National

- Career development points (combination of 40 Founders and Parallel points) will no longer be required.
- One-time, non-refundable application processing fee \$25 processing.

For Fellow of Healthcare Financial Management Association (HFMA), all requirements are the same with the exception of the following:

- The education requirement can be met by earning a Bachelors degree OR 120 semester hours from an accredited institution.
- The 200-point education requirement has been replaced with a volunteer activity requirement.

Maintenance of designation through continuous education will remain on the 3-year cycle. Some changes are as follows.

- Certified members are responsible for updating and keeping their education activity records on line for all training activities external to HFMA. Chapters will continue to be responsible for recording Founders activities and HFMA National will record CPE/contact hours for our sponsored events.
- The 40-maintenance point requirement is being replaced with a 90-contact hour requirement. Activities eligible for contact hours are described in the document "Education Activities" found at www.mnhfma.org.
- The grace period for compliance is six (6) months versus one (1) year. Deficiencies not removed by December 1 of the year that maintenance is required will result in removal of the designation.

Anyone who is due to maintain in 2005 and 2006 will be allowed to work under whichever system best allows ease of use in meeting the maintenance requirements. Anyone due to maintain in 2007 and beyond will be required to meet the maintenance requirements that are effective June 1, 2004.

If you have any questions, please send you inquiry to certification@hfma.org and someone from the certification team will respond to you. HFMA National will

use your inquiries as a way of tracking member questions and compiling a list of frequently asked question and responses that we will then make available to you.

Staying Up-to-date

The new system will significantly reduce the administrative burden of the Founders Contact, as well as refocus the program on its original purpose: "Recognize The Leader In You!" You are encouraged to contact Shawn D. Schwartz to discuss these changes. Point updates should be directed to Corinne Booher.

Contact information -

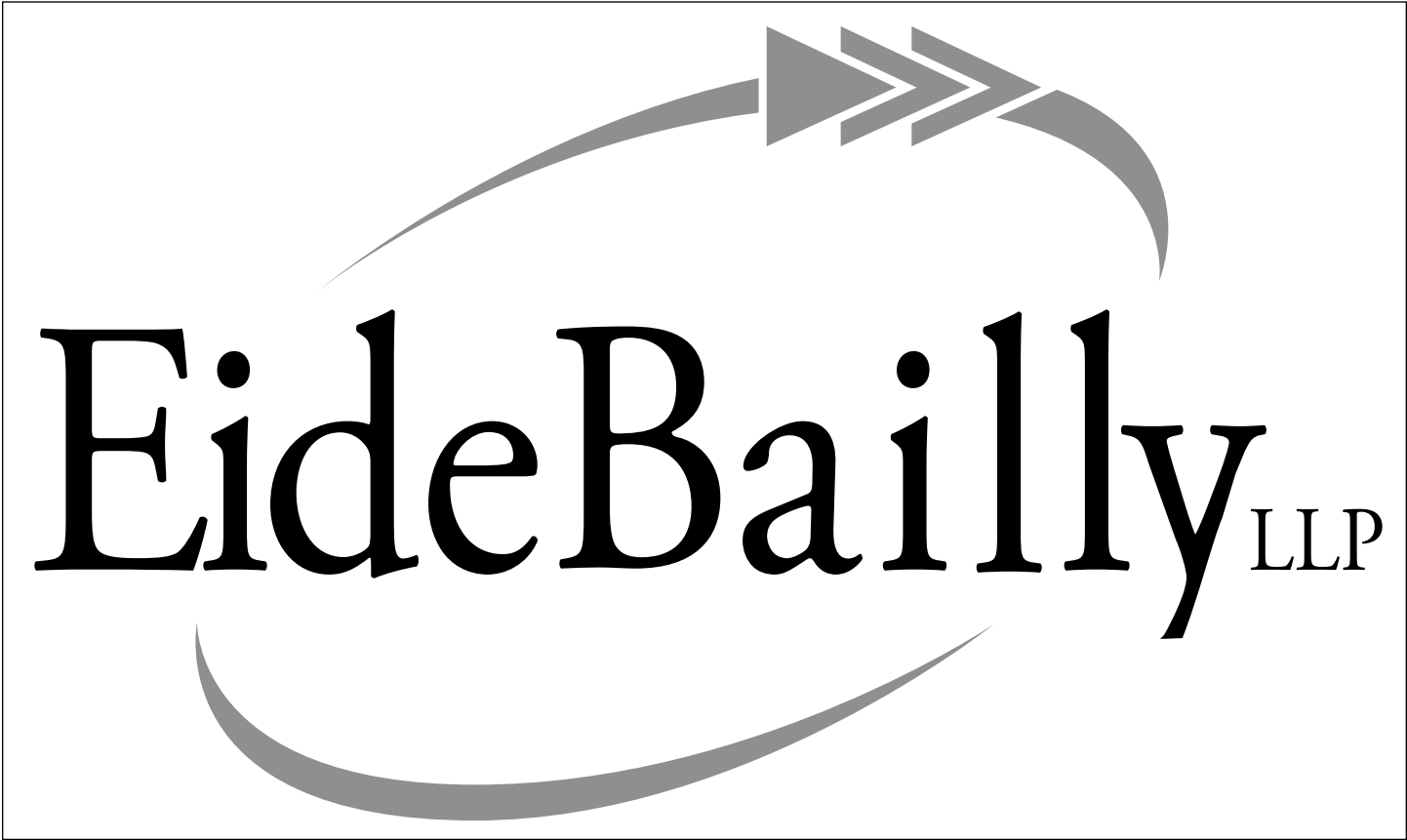
shawn_schwartz@allianzlife.com or 763-765-6916 or Fax: 763-765-6490 or c_boohar@msn.com.

Editorial Statement

Vikingland Viewpoint is the Official Newsletter of the Healthcare Financial Management Association – Minnesota Chapter. Published 2 times a year in November/December and May/June and supplemented 8 times a year by the "Month End Entries". It is sent to more than five hundred individuals in the health care management field. Our objective is to disseminate information to our members about health care industry trends and issues.

Letters to the Editor and other materials for publication should be sent to: Ken Cornish, St. Peter Community Hospital, 618 W. Broadway, St. Peter, MN 56082. (507)931-7603, Fax – (507)931-7651. E-mail – kcornish@stpeterhealth.org

LarsonAllenSM



Vikingland Viewpoint
Minnesota Chapter HFMA
PO Box 24732
Minneapolis, MN 55424-0732

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