

Let us not forget that we are in:



## Coming Events:

- September 1, - Night out with the "Stingers" (see flier on page 5)
- September 16 - 1st meeting of the year at St Mark's (see story on page 1)
- November 11 - Larry Goldberg
- May 10—12, 2006 - Region 10 & 8 annual conference at the Canyons in Park City (see update on page 2)

President's Message **2**

Region 10 Update **2**

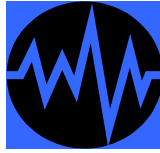
CFO Forum from HFMA **3**

Member Profile and New Members **4**

New Officers and Board Members **5**

Calendar and Chairpersons **6**

Stinger's Flier **7**



# Vital Signs

Healthcare Financial Management Association - Utah Chapter

Volume 25, Issue 1 - August 2005

## Full Slate of Speakers for September 16, 2005 Meeting

The program committee off the Utah Chapter of HFMA is starting off with four key topics for the new year. Speakers will cover topics including Revenue Cycle Management (Brian Robertson a Senior VP of Operations with MedeFinance, Inc); Uncompensated Care (Pattie Kloehn, MBA, Executive VP and partner with Zimmerman, LLC a revenue cycle consulting firm); Hospital Cost Accounting (Richard McDermott, PhD, a professor at Weber State University and former Hospital Administrator); and taking and creating Personal Responsibility (Todd King, MBA, Covey Leadership). The meeting will be held on September 16, 2005 at St. Mark's Hospital Education Center, 2nd Floor of the Women's Pavilion,



**Through sharing and communication we all gain knowledge from one another. That is what HFMA is all about. Join US!**

1200 East 3900 South in Salt Lake City, Utah. We are asking all attendees to please park in the open parking lot South of the Women's Pavilion & Parking Terrace. Registration will begin at 8:30am and the program will run from 9:00am - 4:00pm. Lunch will

be provided on-site. Cost for the full-day program is:

Members	\$125
Non-members	\$175
Students	\$ 25

For your convenience you may register online at:

[www.hfma-ut.org/calendar.htm](http://www.hfma-ut.org/calendar.htm)

If you have any questions, please contact Alan Robinson at Logan Regional Hospital - (435) 716-5331.

## "Night out with the Stingers" - Join Us on September 1, 2005

Come join the Utah Chapter of HFMA on Thursday, September 1, 2005 for a wonderful "Night out with the Stingers" at Covey Field in Salt Lake City. This is the Stingers final home game of the 2005 season and they will be playing the Colorado Springs Sky Sox. Game time is 7:00pm and tickets are \$7.00 per person (no charge for children under 3 years of age).

Family and friends are invited to attend, and the chapter has reserved a group picnic area. That evening the Stingers promotion is called "Jersey off the Players Back." For more information regarding this outing, please see page 5. Look forward to seeing you there.





## The Tipping Point ...

## A Message from the President



**A Message from President Barb Viskochil—HFMA Utah Chapter 2005 - 2006**

*“...the tipping point of a cohesive, fun-loving, well-educated chapter!”*

The phrase “the tipping point” is in the news a lot lately. It may be someone talking about Malcolm Gladwell’s book with that same name; the CD by the rock group Roots; or, Secretary of Defense Donald Rumsfeld saying that we are at the tipping point in Iraq in the quest for a democratic state. It’s enough to make you wonder if you’re missing the point.

So I decided to do a little research on “the tipping point”. According to Mr. Gladwell, it is based on the theory of memetrics (that was a big help!) and is what explains how little changes can have big effects. For example when a small number of people begin behaving differently, that behavior can ripple outward until a critical mass is reached, changing the entire world.

So what’s the point? Well, as your Board was developing the strategic plan for this year, one pervasive chapter weakness was noted. The chapter gets together for some great educational meet-

ings, enjoys the fellowship of other members (although we still sit with our respective employer groups), and then forgets about HFMA until the next great educational meeting.

### **What actions do we need to take to make our Chapter more dynamic and collegial?**

The Board would like to see an active Social Committee and more opportunities to mingle. Towards that end, Colin Quincy, Boyd Chappell and Janet Malmberg have agreed to spearhead an HFMA Family outing to the Stingers game on September 1. We will get a picnic table in the outfield and hope that everyone - moms, dads and kids - will join us for a fun evening.

The Board is also hosting a new member breakfast on Friday, October 16, 2005. We’d like to give our new members a warm welcome and begin the process of generating enthusiasm that will spread outward. Pretty soon we will be at the tipping point of a

cohesive, fun-loving, well-educated chapter!

But it would be inappropriate to focus this whole letter on that one weakness. We have such incredible strengths – thanks to the previous boards and especially thanks to Kelly Christensen’s leadership last year. At ANI this year, our chapter collected the Bronze award for **Excellence in New Member Retention**, the Silver for **Excellence in Membership Growth** and the Gold award for **Excellence in Certification**. We were within a hair’s breath of getting the national award for CFO recruitment and just .07 hours per member shy of receiving the Bronze award for Excellence in Education. Congratulations and many thanks to Kelly, his board and all members for the hard work.

So let’s celebrate our successes and commit to pushing to the Tipping Point to be the best chapter we can be!

Yours truly - Barb Viskochil

## Region 10 & 8 Conference Update - An Event of Olympic Proportions



Mark your calendars and put it in your budget - Region 10 & 8 Conference in Park City Utah May 10 – 12, 2006. This year’s conference theme is “An Event of OLYMPIC Proportions”. Held at the site of the 2002 Winter Olympics this year’s conference will cap a Gold Medal year for the Utah Chapter of HFMA.

Our kick-off meeting was held in May 2005 at The Canyons Resort where the conference will be held. We had representatives from almost all states and planning has begun. Brochures for exhibitors are going out as this article is being written; the education committee is choosing speakers; the food has been selected; and the opening

ceremonies are coming together.

This year’s conference will have four General Sessions and three Breakout sessions (with three tracks: Executive, Revenue Cycle and Rural). The committees are looking at experts in all these areas to help motivate and educate all of us.

We have been able to secure some tremendous rates at The Canyons Resort. Rooms will begin at \$79.00 and \$99.00 per night. The conference registration rate will be the same as the 2005 rate. Park City is only 30 minutes from the Salt Lake City airport and we will have shuttles (at a preferred group rate) for those who prefer

not to rent a car.

Along with education, we are planning a Banquet with a silent auction - proceeds will go to Special Olympics. Please think of items you would like to bring from your state to auction off.

Again we look forward to seeing all of you in Park City for an Event of OLYMPIC Proportions.

Thanks for your support.

Janet Malmberg  
Chairperson

**Join us at the Canyons in Park City - May 10 - 12, 2006 for the Region 10 & 8 Conference**

**MAKE PLANS NOW!**



## HFMA CFO Forum - Quarterly Insights - Summer 2005

### HFMA CFO Forum Quarterly Insights Summer 2005

Welcome to the summer issue of the CFO Forum *Quarterly Insights*. As you know, the mission of the CFO Forum is to provide a vehicle for senior financial executives to share insights and success strategies.

With that in mind, this issue represents a shift in the format of *Quarterly Insights*. In this issue, we've turned the newsletter over to *your* insights into a single topic: the skill set needed by today's healthcare CFOs.

In the February issue of *hfm* magazine, author Larry Scanlan, FHFMA, CPA, said, "Today's CFO needs ... the kind of skills that can't be found in an MBA textbook or continuing education seminar."

So we asked the CFO Forum members this question:

#### **What is the most important skill a CFO needs that he or she cannot learn from a book or classroom--and why?**

And here is what you told us. (We received so many responses, we were forced to select only a handful.)

I can't limit it to "the one" most important skill, but here are a few: Find talented people to work for you and do all you can to mentor and develop them to be solid decision makers. Trying to do it alone is not only selfish, but will result in many missed opportunities for the organization.

Another critical skill is the ability to be honest with yourself and know when to get help--seeking the opinion of peers or engaging experts is critical given the complexity of our business today. Build great relationships and learn to listen. To quote singer/songwriter Carrie New-

comer, "If I can turn down the noise of my own will and choice, I can hear the truth of my life in a clear voice."

Michael Allen  
Winona Health

Interpersonal/people skills. These important elements cannot be learned in any classroom, but are required in order to relate well in his/her environment. Working closely with all staff members and understanding how to communicate with peers and subordinates alike with a down-to-earth and open communication style are essential to success for any senior executive.

Ena Dobberstein  
First Consulting Group

I'm humbly convinced that there are two qualifications that can't be learned from any textbook.

1. A CFO is more than just a "gatekeeper"; he or she needs to comprehend the overall picture of the organization and the associated industry and manage with the leadership that holds the delicate balance. Otherwise, the fast-changing political and economic environment will easily sweep away the objectives the CFO is trying to achieve.

2. CFOs need to be more practically creative with the investment assets of the organization. The concept "long-term horizon and short-term ready" is extremely important, and the fundamental benefits of this concept are to deal with unexpected lawsuits and take care of the shareholders' interests.

David P. Hsiang (Shawn), CFP,  
MBA  
Legend Financial Advisory, LLC

You need to know the industry and study it in all aspects--not just financial. You should not block yourself from the clinical side of

the industry; it all relates.

"Successful leaders see the opportunities in every difficulty rather than the difficulty in every opportunity." --Reed Markham

Guita Sharifi, EA  
Western Youth Services

Leadership. Good leadership requires excellent communication/people skills--usually a weak area for CFOs. The days of a CFO being just being a number cruncher are long over. Being able to communicate well with everyone is key. There are many classes on communication skills, but nothing except experience and intuitiveness can guide you to say the right thing at the appropriate time.

Barbara H. Duncan  
Barrow Community Hospital

A CFO requires business and financial judgment, defined as the ability to define problems and make intuitive judgments with incomplete information. Such judgment cannot be learned in classes of any type, but is learned through experience and on-the-job trial and error. One attribute that a CFO requires today is a well-defined professional and personal ethic--something that comes from inside and must be maintained by personal belief and strength of character.

Lance K. Mertz, CPA, CMA, MPA  
Ketchikan Indian Corporation

(Excerpted from HFMA online)

## Member Profile . . .

Nicole Cozzo, Sales Professional



Nicole Cozzo has been working in the risk and insurance industry for the past 6 years. In her previous role as a Service Consultant for Marsh USA, Nicole's primary focus was current healthcare market conditions, financial analysis, communication and delivery tools. Currently, Nicole is a Sales Professional in middle market business development. Prior to joining Marsh USA four years ago she served as an Account Manager for one of the nation's largest independent brokerage firms in Chicago, Illinois.

EDUCATION:       MBA, Nova Southeastern University, 1999;  
                           BS, (Business), University of Utah, 1997

Responsibilities:	Business Development
My family includes:	Me (still single)
The best part of my job is....	The people I have the honor to work with day in and day out.
If I'm not at work, you'll find me.....	With friends
Pets:	None
Hobbies:	Horseback riding, Reading and Cooking
My proudest moment was....	The day I received my MBA.
The best advice I ever received:	"Treat people the way you would want to be treated"
I joined HFMA because:	To expand my knowledge in the Healthcare industry.
My favorite food is:	Salads
A book that I would recommend:	<i>Sore with Your Strengths</i>
My mentor is:	Steven Stirling

### Please welcome our newest members !!!

- Lenny R. Lyons  
Business Office Manager  
IHC
- Val H Holbrook  
Zone Sales Director  
Siemens Medical Solutions
- Sheri Sorenson  
Business Office Manager  
Highland Ridge Hospital
- James C Walton  
Regional Mgr, Client Svcs  
Professional Credit Svc
- Jeremy Burke  
Marketing Consultant  
MEDITECH
- Mary Covington  
CEO, Owner  
Denials Management, Inc.
- Patty McCarroll  
Administrative Director  
University of Utah
- Lori Basquez  
VP Sales & Marketing  
Denials Management, Inc.
- Joe Simmons  
VP Sales & Marketing  
Denials Management, Inc.
- Debra Wynkoop  
Manager Health Policy  
Utah Hospital Association
- Ronald S Gardner  
Operations Manager  
IHC
- Allan G Coffman  
Reimbursement Supervisor  
IHC

(continued on page 4)



## Welcome New Members (continued)



- Denise Bruno  
Business/Practice Manager  
IHC
- Eric Anderson  
Accountant  
IHC
- Clifford B Taylor  
Accounting Manager  
Dixie Regional Med Center
- Dan J Stimpson  
CFO  
Timpananogos Reg Hospital
- Holly H Busic  
Reimbursement Manager  
Dixie Regional Med Center
- Wayne J Dalton  
CFO  
Lakeview Hospital

Please take the time at our next meetings to get to know our new members. Help them to feel welcome and eager to participate to the fullest in our wonderful Utah HFMA Chapter

New members keep our chapter growing - make sure to greet our newcomers.

## New Officers and Board Members for 2005 - 2006



New Officers and Board Members took their places at our May 20, 2005 meeting and annual golf tournament. Our thanks to Colin Quincy and his committee for a successful tournament. It is always good to meet new people in a more relaxed environment.

Officers for the coming year are:

- President  
Barb Viskochil
- President-elect  
Alan Robinson
- Secretary  
Brent Davis
- Treasurer  
Laura Wood

Board Members for the coming year are:

- Returning Board Members:  
Janet Malmberg  
Colin Quincy
- New Board Members  
Christa Beauchat  
Ben Cluff  
Scott Schofield

Your new officers and board members are working hard to bring you the best educational programs and networking possible. Our thanks to all those who have served us as officers and board members in the year 2004 - 2005.

**TOP:** New Board Members (left to right): Ben Cluff, Christa Beauchat and Scott Schofield

**BOTTOM:** New Officers (left to right): Laura Wood, Treasurer  
Brent Davis, Secretary  
Alan Robinson, President-elect  
Barb Viskochil, President



## Guide to the Seasons of HFMA ...

Calendar for 2005 - 2006



Although this season is almost over, our HFMA year always begins in summer.

*Don't miss a single meeting! Education is only as good as the members who attend and participate.*

### Summer 2005

September 1, 2005: Stingers Game - 7:00pm Bring friends & family! Catered picnic option available.

### Fall 2005

September 16, 2005: Full day meeting at St. Marks' Hospital (Revenue Cycle, Uncompensated Care, Healthcare Cost Accounting, & Taking Personal Responsibility)

November 11, 2005: Full day meeting at Little America (Larry Goldberg's Washington Update, Compliance, Leadership)

### Winter 2006

January 27, 2006: Full day meeting at Primary Children's (CFO Forum, Sarbanes-Oxley, Fraud Prevention)

February 24, 2006: NEW!! Teleconference on Reimbursement (No travel - dial right in from your own office!)

### Spring 2006

March 16 - 17, 2006: Alliance meetings in St. George

May 10 - 12, 2006: Region 10 & 8 Conference in Park City, UT at the Canyons Resort

**DON'T MISS A SINGLE MEETING!  
PUT THESE DATES ON YOUR CALENDAR NOW!**

## Chairperson assignments for 2005 - 2006

DCMS Contact

Brent Davis

Sponsorship Chair

Crista Beauchat

Membership Chair

Colin Quincy

Certification Contact

Scott Schofield

Newsletter Chair

Martha Silliman

Region 10 & 8 Chair

Janet Malmberg

Program Chair

Alan Robinson

Member Directory Contact

Colin Quincy

## Utah HFMA's Night Out with the Stingers

Come join the Utah Chapter of HFMA for a night at the "Old Ball Game" Thursday, September 1, 2005 at the Stingers home finale.

Game time will be 7:00pm.

Ticket prices are \$7.00 per person (family and friends are also invited to attend) - children three (3) and under get in free.

We will also be reserving a group picnic area and enjoying a professionally catered picnic (optional) which will be \$11.50 per person, the menu will include hamburgers, hot dogs, side dishes - coleslaw, baked beans, fresh fruit, etc - as well as chips and a drink.

In order to get some idea of the number of tickets and meals we need to reserve - please RSVP with the total number of each to Janet Malmberg ([janetmalmberg@aol.com](mailto:janetmalmberg@aol.com)), or Chappell ([bchappell@utah.gov](mailto:bchappell@utah.gov)) by Friday, August 19, 2005. Money for the tickets and picnic will need to be sent to Laura Wood prior to August 24, 2005.

This is an excellent opportunity to mingle with fellow members of your chapter and get to know them in a very relaxed, fun atmosphere. Don't pass up this opportunity to spend an evening at the ballpark before the summer ends.

Looking forward to seeing you all!!!!!!!!!!!!!!!!!!!!

Activities Committee

Janet Malmberg, Chairperson

Boyd Chappell

Colin Quincy