



Healthcare Financial Management Association - Utah Chapter

September 15 Meeting Kicks-Off the 2006-07 Year

Coming Events

- September 15, Full-day meeting at St. Mark's Hospital
- November 17, Full-day meeting at Little America Hotel (Larry Goldberg's Washington Update)
- January 26, Full-day meeting at Intermountain Healthcare Lake Park Canyons Conference Room (CFO Forum)
- February 23, 2nd annual teleconference (Topic to be announced)

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We're pleased to remind you that HFMA – Utah Chapter will kick-off the 2006-07 year with a full-day meeting at **St. Mark's Hospital** on Friday, September 15. It is an interesting and diverse agenda. The meeting will begin at 9:00, with registration/networking beginning at 8:30 and will conclude at 4:00 pm.

Topics covered in the morning will be **Maintaining Ethics in the Workplace** presented by Greg Anderson of Weber State University, and **Current Trends in Identity Crimes** presented by Bob Maes of the U.S. Postal Inspection Service. Mr. Maes' presentation will focus on the various ways identity theft is committed and who is do-

ing it. He will also discuss ways individuals can protect themselves against these types of crimes.

In the afternoon session Mr. Harland Y. Hammond of Intermountain Healthcare will present **Key Issues Lurking in Risk Management**. He will identify a number of obvious and not-so-obvious financial concerns typically found in risk management.

Also to be presented in the afternoon is **Pricing Transparency – Why it Will Happen** by Marlowe J. Dazley, and R. Todd Haplin of Phase 2 Consulting. They will discuss what is driving price transparency, identify the ramifications for hospitals and discuss strategies for maintaining or gaining market-share in

an environment of transparent pricing.

We would like to Thank Mountain Star Healthcare for sponsoring this meeting and providing the meeting facilities.

This is an exciting program and should prove to be an excellent educational opportunity. We encourage everyone to register early for this event. You may register on-line at:

www.hfma-ut.org/calendar.htm

For additional information please refer to the attached Agenda/Registration Form, or feel free to contact Laura Wood at (801) 507-2409 or at laura.wood@intermountainmail.org

Discounted Registration for September 15 Meeting

To kick off the 2006-2007 year, the Utah chapter of HFMA is pleased to announce a discounted registration fee for the September 15 meeting at St. Mark's Hospital. The cost for this meeting is only \$85 for members and non-members.

Take advantage of this low fee and enjoy quality instruction on the following topics: workplace ethics, risk management, pricing transparency and identity theft.

The discounted fee also provides an excellent opportunity to invite colleagues, friends etc. who are not yet members of HFMA to come and experience the quality educational and networking opportunities HFMA has to offer.



2006-07 HFMA

Utah-Chapter President,

Alan F. Robinson

“To be successful, we need to be flexible, creative, and open to change — willing to go outside the comfort zone.”

Alan Robinson
President,
HFMA—Utah Chapter

Outside the Comfort Zone...

a message from our president

Greetings as we begin a new year for the Utah HFMA Chapter. I hope you've had a great summer and survived the heat wave. I am humbled yet excited to represent our chapter as President. We have an outstanding team of officers and board members committed to helping improve your HFMA experience. Without them, I would be reluctant to take on this role.

We're coming off a very successful year under Barb Viskochil's leadership. Our chapter membership grew from 170 to over 200! Barb did a great job representing us and worked hard to improve our chapter. Thank you Barb, from all of us!

We have an exciting year coming up. Laura Wood and the Program Committee have planned some outstanding educational meetings! They will emphasize relevant healthcare business and technical topics, but also include some leadership/ organizational development speakers.

Based on member feedback from a survey of our chapter last November, we heard that your top priority is having excellent educational events at a reasonable cost. As a result, a major goal this year is to begin building a successful sponsorship program to generate donations. Other

chapters raise significant sponsorship revenue through donations, allowing them to offer improved events at a reduced cost to members.

We are fortunate that Nicole Cozzo at Mercer Health & Benefits has agreed to head our sponsorship committee to spearhead chapter fundraising. Nicole brings valuable experience and enthusiasm to this role. Our success will be greatly enhanced if chapter members have suggestions and personal contacts. Please let Nicole or myself know of any organizations we should get in touch with.

Being a volunteer organization, the strength and success of our chapter depends on the support and participation of our members. As a board, we strongly encourage your involvement to strengthen our organization. Just let me or another board member know if you would like to get involved— even a small contribution of time makes a difference.

The theme I have chosen for this year is “Outside the Comfort Zone”. Healthcare is changing rapidly and so are our positions. The knowledge, tools, and technology we have relied on rapidly become obsolete. To be successful, we need to be flexible, creative, and open to change — willing

to go outside the comfort zone. We need to be looking for new ideas and processes and anticipating our customers' needs— even though our current methods may still be working well. We also need to stay current with continuing education related to finance, technology, regulations, and the latest developments in healthcare. I hope that both our chapter and national HFMA can help provide an edge for our members to be successful in their careers through great programs and networking opportunities.

If you have any suggestions to improve our chapter or educational topics you'd like addressed, please let us know. We look forward to seeing you at our September 15 meeting at St. Mark's Hospital. It should be an outstanding program, with speakers addressing pricing transparency, fraud and identity theft, and malpractice insurance/risk management.

Best wishes,

Alan Robinson

Utah Chapter Represented at ANI

HFMA's Annual National Institute (ANI) was held June 18 to June 22 in Orlando, Florida this year at the fabulous Gaylord Palms Resort. I want to thank the chapter for funding my trip. For those of you who don't know, the chapter pays for the past president to go to ANI. It's one of the many perks for serving the chapter!

ANI is a huge event with terrific keynote speakers, great educational sessions and a trade show that is massive. Keynotes in Orlando were Lesley Stahl from "60 Minutes"; David Gergen, former White House advisor to four presidents; and, Pat Williams, President and General Manager of the Orlando Magic. All of the speakers were fabulous. Pat Williams and his wife have 19 children – 14 adopted from countries all over the world. Can you imagine a home with 16 teenagers living in it? Mr. Williams has not only retained his sanity – he's a

terrific motivational speaker.

The education sessions that I attended were the very best. There are breakout sessions for Compliance, Financial Management, Reimbursement, Managed Care and Patient Financial Services. There were familiar topics like Charge Master and Medicare Reimbursement (ever-changing, so the updates are priceless) to new ones on quality, pay-for-performance, and consumer-directed health plans.

Then there was the trade show – I was so sure I was going to win the Vespa that they raffled, but someone else got it. Then I was sure I'd get the flat screen TV, but someone else got that, too. No hard feelings – I still won a scanner and an IPOD. Not bad! The best thing was learning about all of the cool products that are out there to help us do our jobs. Health care is such a complex industry – we're lucky to

have creative vendors working hard to develop products that enable us to be successful.

Another major purpose of ANI is to honor the chapters for their hard work throughout the past year. There is an annual President's dinner at which National presents awards. I was so honored to represent the Utah Chapter and accept the Gold Award of Excellence for membership growth and retention and the Bronze Award for Excellence in certification in behalf of the chapter. Congratulations to all of the chapter members who have enabled us to get these awards.

So, thank you once again for sending me to ANI. It has the best education of any conference that I have attended. Next year it is much closer to Utah – just a day's drive to San Diego. Mark your calendar for June 24 – 27, 2007. I hope to see you there!

Barb Viskochil

"ANI is a huge event with terrific keynote speakers, great educational sessions and a trade show that is massive."

*Barb Viskochil
Past-President,
HFMA—Utah Chapter*

Utah Chapter Receives Two Awards for Excellence

The Utah Chapter of HFMA was recognized earlier this summer at ANI for excellence in two categories. The Chapter received the Gold Award for Excellence for Membership Growth and Retention which requires an increase in new member retention greater than 10.36% for the year. Also received by the Utah

Chapter was the Bronze Award for Excellence for Certification which requires a minimum of two chapter members being certified during the year by HFMA.

These awards represent the hard-work and dedication of chapter leaders and members that make our chapter a success.



Gold & Bronze Awards for Excellence for Membership Growth & Retention, & Certification HFMA—Utah Chapter

News from HFMA National

House Subcommittee on Health Hears Testimony on Price Transparency

The House Ways and Means Subcommittee on Health heard testimony on July 18 on the importance of increasing price transparency in health care, its impact on slowing spending growth, and current efforts to provide the true cost of medical services.

Ha T. Tu, senior researcher at the Center for Studying Health System Change, offered several lessons on price sensitivity learned from studying consumers who pay out of pocket for LASIK surgery, in vitro fertilization, and cosmetic rhinoplasty. Few of these consumers price shop for these procedures, preferring to rely on other patients' recommendations or referrals from their physicians as a proxy for quality. And although Tu emphasized the importance of price and quality transparency for medical procedures, he added, "We need to be realistic about the magnitude of the potential for improvement if consumers become more effective

shoppers for health care."

Hospitals are doing their part to make prices available to consumers, testified Stephen Brenton, president of the Wisconsin Hospital Association. The WHA has "the most comprehensive private-sector price transparency initiative in the nation," said Brenton, and it is working with seven other states to develop similar programs. The PricePoint web site contains hospital-specific information on inpatient prices for all DRGs, aggregate reduced prices taken by public and private payers, totals of charity and uncompensated care, and a link to quality and patient safety information. But the burden of price transparency should not fall on hospitals alone. "We believe that health plans currently involved in marketing HSAs and high-deductible products must offer up information to their consumers as an essential, value-added service," said Brenton. "Similarly, a focus totally on hospitals fails to generate necessary information from physician offices, freestanding diagnostic centers, and pharmacies."

The committee also heard from Robin Downey, product development head for Aetna, who said that up to 1,000 consumers each month in one pilot-test city have logged on to Aetna's web site to get information on actual discounted rates for physician visits, diagnostic tests, and minor procedures. This August, Aetna will provide price and quality data for nearly 15,000 specialists and pricing for up to 30 procedures for each of 70,000 physicians. In the future, Aetna says it will add pricing information for hospitals and ancillary providers.

Uninsured, Hispanic, and Immigrant Residents Have Low ED Use: Study

Communities with high levels of uninsured, Hispanic, or immigrant residents generally have lower rates of per-person hospital emergency department use than other communities,

(cont. on pg. 5)

"We need to be realistic about the magnitude of the potential for improvement if consumers become more effective shoppers for health care."

Stephen Brenton,
President, Wisconsin
Hospital Association

Utah Chapter Welcomes Newest Members

The Utah Chapter of HFMA would like to welcome the following individuals as our newest members:

Ryan Bateman

Supervisor,
America Online

Brian S. Christenson

Coding & Grouping Marketing Manager,
3M HIS

Tressa Coleman

Account Manager,
3M HIS

Parker J. Davis

Product Marketing Manager,
3M HIS

Grant Davis

Accounting Manager,
Intermountain Medical Group

Eric M. Dyer

Product Manager,
3m HIS

Matthew Gaver

Financial Analyst,
Iasis Healthcare

Steve Green

Product Marketing Manager,
3M HIS

Kelly Mann

National Marketing Manager,
3M HIS

Christine A. Martinelli

Revenue Integrity Manager,
Intermountain Healthcare

Jim McDonough

Finance Manager,
3M HIS

Nancy S. Nelson

Product Marketing Manager,
3M HIS

Ryan R. Patano

V.P. Sales & Marketing
Alta Medical Management

Landon B. Reid

Sales Account Administrator
3M HIS

Kurt Shipley

Assistant CFO/Controller,
Jordan Valley Hospital

Shawna L. Snyder

V.P. Marketing,
Health Recovery Systems

Ray Terrill

Govt. Care & Data Innovation Markets Manager,
3M HIS

Russ T. Young

Controller,
HCA Mountain Division

The strength and vitality of the chapter are dependent on the members. Please make our new members feel welcome.

News From HFMA National—Cont.

(cont. from pg.4)

according to a study by the Center for Studying Health System Change published in Health Affairs. The study found that ED use in 12 nationally representative communities varied considerably from the national

average of 32 ED visits per 100 persons in 2003, ranging from a high of about 40 ED visits per 100 people in Cleveland to a low of 21 ED visits per 100 people in Orange County, Calif.

But Cleveland, which has low rates of uninsured

(7.9%) and noncitizen residents (2.6%), has high ED use, while Orange County, which has a large population of uninsured (18.2%) and immigrant residents (15.6%), has low ED use.

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News From HFMA National—Cont.

(cont. from pg. 5)

Although a rapid influx of immigrants may contribute to ED crowding in some individual hospitals, immigration is not a major contributing factor to ED crowding nationally, even in many communities that have a large population of Hispanic immigrants. Non-citizens in 2003 on average had about 17 fewer ED visits per 100 people than citizens, while uninsured

people had 16 fewer visits on average than Medicaid patients, about 20 fewer visits than Medicare beneficiaries, and roughly the same rates as privately insured people. Variation in ED use across communities is not explained by differences in population and health system characteristics, and “reducing emergency department use defies simple solutions such as expanding insurance coverage or restricting ac-

cess for undocumented immigrants,” said study author and senior HSC fellow Peter J. Cunningham. Rather, high ED use in part reflects patient preference for using EDs, regardless of income and insurance status, as well as practice patterns among physicians and other providers that favor greater use of EDs.

First Electronic Health Record Products Certified by Federal Government

The first ambulatory electronic health record products have been certified by the Certification Commission for Healthcare Information Technology, HHS Secretary Mike Leavitt announced on Tuesday. Twenty EHR products achieved CCHIT certification after undergoing inspections that demonstrated 100% compliance with CCHIT’s published criteria, which ensure that products provide a broad

foundation of functionality, will evolve to be interoperable with other systems, and include security features that protect the privacy of personal health information. Inspections are continuing, with additional results to be announced at the end of July and quarterly thereafter.

“This seal of certification removes a significant barrier to widespread adoption of electronic health records,” said Leavitt. “It gives healthcare providers peace of mind to know they are purchasing a product that is functional, interoperable, and will bring higher-

quality, safer care to patients.” HHS awarded CCHIT, a private-sector voluntary certification body, a three-year contract in September 2005 to develop and evaluate criteria and an inspection process leading to certification of the first ambulatory (office- and clinic-based) EHRs, followed by inpatient EHRs and their networks. Visit www.cchit.org to view a list of certified products.

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“This seal of certification removes a significant barrier to widespread adoption of electronic health records.”

HHS Secretary Mike Leavitt

Guide to the Seasons of HFMA—Utah

Fall 2006

September 15, 2006: Full-day meeting at St. Mark's Hospital (Pricing Transparency, Fraud & Identity Theft Prevention, Malpractice Insurance/Risk Management)

November 17, 2006: Full-day meeting at Little America Hotel (Larry Goldberg's Washington Update, Robert Kirby from the Salt Lake Tribune, Jan Buttrey's Katrina Lessons Learned: What are our responsibilities)

Winter 2007

January 26, 2007: Full-day meeting at Intermountain Healthcare Lake Park Canyons Conference Room (CFO Forum, Bert Zimmerli's Strategies for Successful Leadership, Personal Tax Updates)

February 23, 2007: Teleconference on a hot-topic! (No travel—dial in right from your own office)

Spring 2007

March 15-16, 2007: Alliance Meetings in St. George

May 18 2007: Chapter meeting and Golf Outing

Chapter Leadership Assignments 2006-07

President

Alan F. Robinson
Chief Financial Officer,
Logan Regional Hospital

President Elect/Program Chair

Laura C. Wood
Senior Accountant,
Intermountain Healthcare

Secretary

Colin Quincy
Corporate Accounting Manager,
Intermountain Healthcare

Treasurer

Charles L. Birkinshaw
Reimbursement Policy Analyst,
3M Health Information Systems

Past-President

Barb Viskochil
Manager of Govt. Programs,
University Healthcare

Founders Contact

Tom DeFa
Reimbursement Manager,
Cottonwood Hospital

Membership Chair

William Johnson
Financial Management Analyst,
University Healthcare

Sponsorship Chair

Nicole Cozzo
Business Development,
Mercer Health & Benefits

Newsletter Chair

Boyd Chappell
Finance & Workforce Data
Manager,
UMEC

Certification Contact

Scott Schofield
Clinical Sourcing Manager,
Intermountain Healthcare

Ex-Officio Director,

HFMA/UHA Liaison

Debra Wynkoop
Manager Health Policy,
Utah Hospital Association

Director

Christa Beauchat
Chief Financial Officer,
Granger Medical Clinic

HFMA Fall Meeting

Healthcare Financial Management Association – Utah Chapter

September 15, 2006

8:30 a.m. – 4:15 p.m.

St. Mark's Hospital Education Center

2nd Floor of the Women's Pavilion

1200 East 3900 South, SLC

Please Park in the open parking lot South of the Women's Pavilion & Parking Terrace

Members Registration	\$85.00
Non-members Registration	\$85.00 Special promotional offer!
Students	\$25.00

Agenda:

- 8:30 – 9:00 Registration and networking
- 9:00 – 10:30 *Maintaining Ethics in the Workplace* – Greg Anderson, Weber State University
- 10:30 – 10:45 Break
- 10:45 – 12:00 *Current Trends in Identity Crimes* – Bob Maes, U.S. Postal Inspection Service
- 12:00 – 1:00 Lunch – Sponsored by MountainStar Healthcare Network
- 1:00 – 2:30 *Key Issues Lurking in Risk Management* – Harlan Y. Hammond, Jr., Intermountain Healthcare
- 2:30 – 2:45 Break
- 2:45 – 4:15 *Pricing Transparency – Why It Will Happen* – Marlowe J. Dazley and R. Todd Haplin, Phase 2 Consulting

Register online at <http://www.hfma-ut.org/calendar.htm> or mail this registration form to the following address. Send all payments (whether registering online or via mail) to:

HFMA
c/o Charles Birkinshaw
4688 San Lucas Court
Salt Lake City, UT 84117
Phone: (801) 265-4371

Questions?

Contact Laura Wood
Creek Plaza Accounting
(801) 507-2409
laura.wood@ihc.com

PERSONS ATTENDING CONFERENCE:

Name: _____ Phone: _____

Name: _____ Phone: _____

Name: _____ Phone: _____

Name: _____ Phone: _____