



MAKING IT
Count

Chapter Kicks Off with ‘State of the Economy’

Upcoming Events

- Sep 18 – “State of the Economy” Full-day Mtg @ Zion’s Bank Bldg 18th floor
- Nov 20 – “Washington Update” Full-day Mtg @ U of U Alumni Hall Health Sciences Bldg
- Jan 22– “CFO Forum” Full-day Mtg @ St. Mark’s Hospital

On Friday, September 18, The HFMA Utah Chapter kicks off the 2009-2010 year with a compelling and timely full-day meeting titled “State of the Economy. “ The meeting will be held in Downtown Salt Lake City in the Zion’s Bank Building (One South Main Street) - 18th Floor.

The meeting will feature Bert Zimmerly, Intermountain Healthcare who will speak on “Leadership During Challenging Tmes,” Mark Knold, Utah Department of Workforce Services, who will speak on the “Economic Outlook of Utah”” as well as the Key Note Speaker, Representative David Clark, Utah Speaker of the House. He will provide an update on Health Care Reform efforts taking place in Utah.

Rounding out the afternoon agenda, Jann Lefler, Director of Decision Support, University Health Care, will provide information and insight into “Bad Debt/Charity,” and Rob Benda, Senior Associat, Mercer, will discuss “Health Care Benefits.”

This meeting is being offered at a great rate, just \$75.00 for HFMA members and only \$100.00 for non-members. Registration/Networking/Continental Breakfast begin at 7:45 with the first speaker scheduled to begin at 8:15.

Representative David Clark currently serves as Speaker of the House in the Utah State Legislature. He has served in the state legislature since 2001, representing district 74 (Washington County). He has sponsored a number of bills dealing with health care reform in Utah. His professional background is in banking. He is a graduate of Brigham Young University.

Bert Zimmerly is responsible for the direction and oversight of all Intermountain Healthcare financial operations This includes direct oversight of accounting, finance, budgeting, reimbursement, risk management, insurance, real estate, supply chain, compliance, internal audit, accounts receivable management and management engineering. Mr. Zimmerli received a Bachelor’s Degree in Accounting and a Master’s Degree in Business Administration, both from the University of Wisconsin and is a CPA

Mark Knold is the Senior Economist for the Utah Department of Workforce Services. Mark has been an economist with DWS and its predecessor, the Utah Department of Employment Security for 14 years. Mark has a Bachelors of Science and Masters Degree in Economics from the University of Utah.

Jann Lefler has served in senior-level management and consulting positions at premier Utah and national health-care organizations for more than 30 years. She is the director of decision support / business intelligence services at University of Utah Health Care. She holds a B.A. and MBA degrees from Brigham Young University.

Rob Benda is a client lead in the Salt Lake City office of Mercer specializing in employee health and benefits. With over 18 years of health care experience, Rob has an extensive actuarial background dealing with large and mid-size employers. He received his BS in Actuarial Science, Central Michigan University, 1989, CEBS designation 1995.

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President's Message

Making it Count... a message from our president

On behalf of the officers and board members welcome to the 2009-2010 year. I would like to thank Colin Quincy for the great job he did as last year's president keeping the board focused on meeting goals and keeping the Chapter strong. We look forward to Colin's continued contributions to the Chapter.

Our new programs chair, Scott Schofield, has assembled a great committee, which has already made amazing progress in putting together some impressive and relevant programs for coming year. I believe you will be pleasantly surprised with the speakers lined up for this year's meetings and, hopefully, you will find the lower registration fees helpful. If you would like to recommend a speaker or suggest a topic for a future meeting, please let Scott know.

A major goal for the Chapter this year is to increase the number of certification exams taken. You have probably at one time or another considered the benefits of certification but just could not find the time to follow through. A few months ago, the HFMA Utah Chapter Board approved a special offer for all Utah Chapter members valid until April 30, 2010, regarding certification exams. The Chapter will reimburse you for the cost of taking a successfully passed exam, a \$125 value. If you have any certification questions such as borrowing study guides or scheduling an exam, please contact Mark Vawdrey, our certification contact.

HFMA is an organization consisting of volunteers. Taking an active role makes the organization stronger and makes membership more fulfilling. If you are interested in taking part on a committee, please feel free to contact the committee chair. If you would like to volunteer but are not sure of which area(s) would match your interests and the chapter's needs, please let me know.

I look forward to our combined success during the coming year.



Charles Birkenshaw
Chapter President
2009-2010

HFMA Utah Chapter New Members

Jon J. Clark
3M Health Information Systems

Regina Hall
3M Health Information Systems

Zachery Smith
Wells Capital Management

Dara Burke
3M Health Information Systems

Brian D. Pollick
HPG

Lesley Winn
3M Health Information Systems

Randall Sherwood
University of Utah Health Care

Kelly Hewitt
Intermountain Healthcare

Jacob Gundersen
University of Utah Health Care

Jeffrey C. Davis
KPMG

Charlton Park
University of Utah Health Care

Nicholas N. Manning

Brian K. Puska
Intermountain Healthcare

Sara J. Baese
KPMG

Ann F. Chenoweth
3M Health Information Systems

“We’re living through a once-in-a-lifetime moment where profound changes are reshaping how we live, how we do business, and how we plan for the future--and these changes are reshaping the healthcare industry” HFMA Chair Cathy Jacobson, FHFMA, CPA—See page 5 for more regarding Ms. Jacobson’s address at ANI.

Highlights from ANI

Clarke Outlines the Role of Finance in Turbulent Times

The healthcare industry is at a point of transformational change, HFMA President and CEO Richard Clarke, DHA, FHFMA, told those who attended ANI: The Healthcare Finance Conference, held June 14-17 in Seattle--and healthcare finance professionals should prepare now to lead their organizations through the process of reform that soon will come.

Both the economic recession and the turmoil of the financial markets have put increased pressure on healthcare organizations' resources. The economic recession is "something that has caught a lot of us off guard, frankly. Just think of it: Where were we a year ago, and where are we today?" Clarke said.

The recession, combined with the volatility of the financial markets, has led to an increase in unemployment rates as well as an increase in people who are putting off medical care in response to concerns about the economy--and the effect on the healthcare industry has been significant. Today, 40 percent of hospitals are reporting a decline in revenue due to a decrease in patient volumes, and more than 50 percent of hospitals say they have had negative total margins.

Most hospitals also are experiencing a decline in days cash on hand and a rise in charity care and bad debt expense. Fourteen percent of hospitals indicate an extreme increase in charity care expense, and 15 percent indicate an extreme increase in bad debt expense, according to research conducted by HFMA.

Today, key issues facing healthcare organizations include:

- * How do you budget for volume and revenue shifts?
- * How do you organize for increased outcomes risk?
- * What investments should you make in personnel and technology?
- * What integration strategies should organizations develop?

"What (HFMA has) been doing is to try to get a pulse on what's happening, what our members are going through, and what they have done in response so far," Clarke said during his presentation, titled "Leading Through Turmoil: The Role of Finance." The results of HFMA's research into the effects of the economic recession and the volatility of the financial markets on healthcare organizations can be found at www.hfma.org/pulse.

As the healthcare industry prepares for reform of the nation's healthcare payment and delivery system under the Obama administration, there are steps healthcare finance leaders can take now to prepare their organizations for reform.

HFMA's second report on payment reform--*Healthcare Payment Reform: A Call to Action*, released this week at ANI--identifies key competencies that providers should develop to position themselves for payment reform.

Continued on pg 5.

Highlights From ANI

Cont from pg 3... Clarke Outlines the Role of Finance in Turbulent Times

Integration. “The ultimate success of payment reform will depend heavily on collaboration among stakeholders across the care continuum, especially between physicians and hospitals,” the report says.

Risk management. “Payment reform may shift portions or all of the financial risks among industry stakeholders, making the ability to manage these risks essential for success under payment reform,” the report says.

Pricing. “Under payment reform, providers will need to set prices for brand-new bundles of services at levels that allow them to recoup costs (both direct and indirect), include some measure of the risk involved in providing the service, and incorporate a margin that allows the provider to make necessary capital reinvestments and fund programs central to the mission of the organization,” the report says.

Organizations must develop these competences in order to survive the process of transformational change, Clarke said. “Without (these competencies), the organization will flounder,” he said.

Chair Urges Members to “Make It Count”

We’re living through a once-in-a-lifetime moment where profound changes are reshaping how we live, how we do business, and how we plan for the future—and these changes are reshaping the health-care industry, HFMA Chair Cathy Jacobson, FHFMA, CPA, told HFMA members at ANI: The Healthcare Finance Conference, held June 14-17 in Seattle.

We’re not only dealing with the effects of an economic downturn that has exposed as a myth the notion that health care is a “recession proof” industry, she said. We’re also preparing for potentially profound changes in the way that health care is delivered and paid for as healthcare reform progresses in Washington.

Now more than ever, the leadership of healthcare finance professionals is essential to ensuring that healthcare organizations have the resources they need to enhance the health of people in their communities, Jacobson told HFMA members who gathered for the annual conference.

“We play a critical role as healthcare finance professionals, and for many of us, it’s the reason why we’re in health care,” she said. Although at times the challenges facing healthcare organizations are enough to literally make her shut the door to her office and lay her head on her desk, they are also a reminder that her work and the work of other healthcare finance professionals is vital to preserving the mission of healthcare organizations to make a difference for the communities they serve. *Continued on page 6*

Highlights From ANI

Continued from page 4 ... **Chair Urges Members to “Make It Count”**

“The train is moving fast, and we can either jump off or stay on for the ride,” Jacobson said. “What a great time to stay on for the ride.”

Jacobson recalled the challenges her organization, Rush University Medical Center, faced last September when the financial markets collapsed and the market for municipal bonds disappeared. At the time, Rush was working on a bond issue for a major construction project, a large replacement hospital that would move care out of units that were built in the 1880s. Jacobson, senior vice president of strategic planning and finance, CFO, and treasurer for Rush, and her team scrambled to secure lines of credit and develop contingency plans for the project. Later, when a thaw in the market occurred, Jacobson and her team were able to issue debt in December and February – and the building project stayed on schedule. “We are a team of healthcare professionals who made it count,” she says.

The challenges healthcare organizations face today are daunting, Jacobson acknowledged. “You may be facing a choice between expanding an emergency department or implementing an electronic health record, knowing that you don’t have the resources to do both. You may be struggling with reduced investment income or higher costs of capital, knowing that cuts in operational costs may be necessary to compensate for these shortfalls,” she said.

But by cultivating a spirit of “making it count” throughout their finance departments, and by taking advantage of the many resources HFMA offers, healthcare finance professionals can help their organizations drive out waste, improve efficiency, enhance the health of their communities, and survive the economic storm.

“Look around and draw inspiration from (other HFMA members) so you can get your head up off the desk and face the challenges we’re dealing with today,” she said.

Utah Chapter Receives 3 Awards at ANI

The Utah Chapter received three awards at the 2009 ANI, held in Seattle WA in June. The Awards were:

Bronze Award of Excellence for Membership Growth and Retention

Hottum Award for Educational Performance Improvement

Yerger Award for our work on the Region 10 meeting

These awards reflect the commitment and effort of all those who volunteer and work within the chapter to provide an excellent experience with HFMA. Congratulations to them and all the members of the Chapter for these notable accomplishments.

Member Profile - Frank Burns

Job/Department/Company I work for:
Financial Analyst, Medicare-Medicaid Services,
University of Utah Hospital

My family includes:
My wonderful wife Cori (27 years), two sons, a
daughter, and one grandson.

The best part of my job is....
The challenge of keeping up with the ever
changing healthcare world! I love a challenge!

If I'm not at work, you'll find me.....
Working in my yard or lounging around my pool

Pets:
Ginger, Bastian, and Gucci

Hobbies:
Running, hiking, skiing, camping, pretty much
anything outdoors

My proudest moment was....
There have been so many where do I
start....Retiring (20 years) from the US Air
Force, the birth of each of my wonderful chil-
dren, finishing two marathons in one year, and
the list goes on.....

The best advice I ever received:
“Surround yourself with excellence because if
you want to be the best you must work with the
best”

My favorite food is:
My mothers fried chicken

Education:
B.S. Management / Accounting – Park Univer-
sity



Frank Burns
Financial Analyst
University of Utah Hospital

I joined HFMA because:
It's a great resource to network and connect with other
healthcare professionals. It offers the opportunity to
brainstorm and gain an understanding how other
healthcare systems manage the same issues we experi-
ence.

A book that I would recommend:
Fatherhood by Bill Cosby (I think every man should
read this before having children)

A person may be surprised to know that.....
My home town, Dahlonega Georgia, is the site of the
nation's **first** gold rush (1829). Named for a Chero-
kee Indian word that means yellow or golden, Dahlo-
nega was established in 1833 after a deer hunter stum-
bled upon a gold-laden rock in northeast Georgia. Af-
ter his discovery over 15,000 miners stampeded the
foothills looking to strike it rich. Of course I did not
strike it rich panning for gold, so I joined the Air
Force. I have flown in an Air Force F-16 three times
and pulled 9 G's (nine times your body weight) each
time

Member Profile - David Dirks

Job/Department/Company I work for:
Budget Director — Intermountain Healthcare

My family includes:
Wife Tricia, Daughter Tori, Son Ian

The best part of my job is....

Working with so many people that are committed to improving the lives of others.

If I'm not at work, you'll find me.....
Enjoying my family or coaching Lacrosse.

Pets: Dog named Gracie and a Chameleon named Chloe.

Hobbies:
Coaching/playing Lacrosse, Golf.

My proudest moment was....
impossible to narrow it down.

The best advice I ever received:
Nothing matters if you don't have integrity.

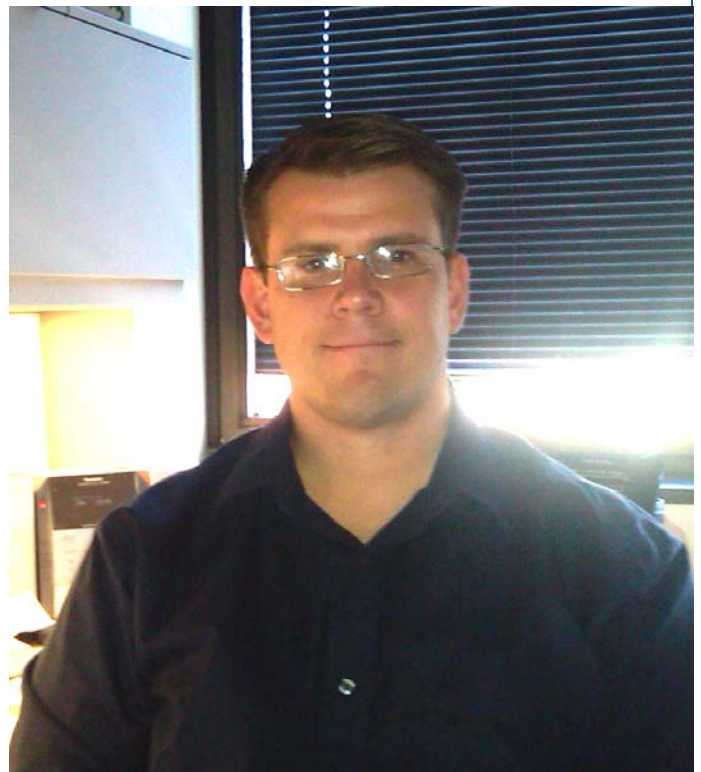
I joined HFMA because:
because of the professional development HFMA provides.

My favorite food is:
Crab Legs

A book that I would recommend:
Team of Rivals

Education:
B.S. in Finance from Weber State University and
MBA from Westminster College.

A person may be surprised to know that.....
I was in an opera in college



David Dirks
Budget Director,
Intermountain Healthcare

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Boyd Chappell
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Upcoming Chapter Events

- **September 18** "State of the Economy" Full-day Meeting - Zion's Bank Building 18th Floor - Keynote Speaker: Representative David Clark—Utah Speaker of the House
- **November 20** "Annual Washington Update" Full-day Meeting — University of Utah Alumni Hall—Health Sciences Building - Tour of newly expanded facility will be provided
- **January 22** "CFO Forum" Full-day Meeting—St. Mark's Hospital Education Center Auditorium
- **March 19** "HFMA/AAHAM Alliance Meeting" Full-day Meeting (More details to come)
- **May 21** "Officer installation & Annual Golf Outing" - Half-day Meeting (More details to come)

2009 Utah Chapter HFMA Sponsors

Platinum Level Sponsors - \$3,000 Annually



2009 Utah Chapter HFMA Sponsors - Continued

Gold Level Sponsors - \$2,000 Annually



University Health Care



2009 Utah Chapter HFMA Sponsors - Continued

Silver Level Sponsors - \$1,000 Annually



Bronze Level Sponsors - \$500 Annually

NORTH AMERICAN RECOVERY

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hfma[™] utah chapter
healthcare financial management association

“Healthcare in Utah”

September 18, 2009, 7:45 AM – 3:00 PM
Zions Bank Corporation building (18th Floor)
One South Main, Salt Lake City, Utah, 84111
(Parking will be validated)

Member cost: \$75 Non-member cost: \$100

7 CPE Hours

7:45 AM	Registration, Networking and Continental Breakfast
8:15 AM	<i>“Leadership during Challenging Times”</i> Bert Zimmerli , Chief Financial Officer & Senior Vice President Intermountain Healthcare
9:15 AM	<i>“Economic Outlook of Utah”</i> Mark Knold , Sr. Outcomes Analysts Utah Department of Health
10:15 AM	Break
10:30 AM	<i>“Healthcare Reform”</i> Representative Dave Clark , Speaker of the House Utah State Representative
11:45 PM	Lunch
12:45 PM	<i>“Bad Debt/Charity”</i> Jann Lefler , Director of Decision Support, University Healthcare
1:45 PM	<i>“Healthcare Benefits”</i> Rob Benda , Senior Associate Mercer