

MISSISSIPPI

Headlines

President's Message - HFMA: Beyond the Numbers



Dinetia M. Newman

When Joyce Zimowski, current HFMA Chairman, walked on the San Francisco stage at LTC and announced her theme for 2004-2005 – “HFMA: Beyond the Numbers”, I thought to myself, how cheesy. Of course, HFMA is more than numbers. Who wants to be referred to as a “number”? That seems akin to equating HFMA members with prisoners at Parchman. But the more I listened to Joyce and understood her goals, the more I realized that she was speaking directly to me.

What Joyce meant is that our work must be about more than census numbers and financial reports. Our work must be and truly is about the relationships we develop in the workplace, about the real lives of patients treated in the facilities that we represent, about growing as individuals and as leaders in our organizations and in HFMA, about customer satisfaction and about meeting peers and networking through HFMA membership.

Joyce was speaking to me because, being the type A personality that I am, I all too frequently focus on the project and the client's deadline. Real people with real issues and concerns surround me. Yet, with tunnel vision, I can narrow that focus to exclude their needs and goals.

Following Joyce's presentation at LTC that day, your Chapter's Leadership Team (as it did throughout the LTC) put into action Joyce's words. We networked, we enjoyed each other's company and we planned for the coming year, to ensure that the Chapter's 2004-2005 year maintains the high standards set in 2003-2004.

So, here are the goals your board and officers have set for 2004-2005. These goals reflect the “beyond the numbers” approach so aptly described by Chair Zimowski. And, your board plans to monitor its success in meeting these goals throughout the year.

1. Service to Members.

Well, that makes sense. What is our chapter about if it is not to provide value to its membership. But how do we plan to accomplish this goal? First, we plan to do what we are expected

to do by National HFMA. We plan to meet the Davis Chapter Management requirements. But, these requirements establish only minimum levels. We must do more. Focusing on members means that we must offer hospitality to new members, encourage existing members to strive for higher goals and provide leadership opportunities.

Plus, education is a key criterium in our mission. We must provide excellent educational programs that members want to attend. We planned such a program for the Summer Workshop – August 12-13 at the Golden Moon in Philadelphia, Mississippi. Careful thought has been given to including sessions that will benefit members in patient financial service areas, managed care personnel and chief financial officers. The agenda is the result of a good deal of thought and energy devoted by many members.

2. Member Involvement.

And how do we get members involved? The best way, I believe, is through small groups – the committees. The various committees are chaired and co-chaired by able and enthusiastic members. Many meetings will be held during the August Workshop and at other Chapter seminars. The chairs may have already contacted you. Please join and participate. The more you participate in HFMA, the greater the benefit you will receive.

3. Member Communication.

In this day and age, to be of value to you, the member, the Mississippi Chapter must communicate with you. We do this through a number of means: emails, newsletters, letters and workshops. The Chapter website is an excellent resource as is the National HFMA website. Information regarding articles, teleconferences, National agendas and speakers on a number of topics may be found on these websites. The websites await your use.

4. Financial Stability.

In order to provide to Chapter members the benefits they deserve, we must maintain, and you expect that we maintain the Chapter's financial stability. This means that we must present quality educational programs to attract members thus assuring financial breakeven on the workshops. We must also encourage corporate sponsors to support our educational opportunities. Our Chapter relies on these donations.

(continued from page 1)

5. Plan for the Future.

Our Chapter must also continue to grow and plan for future leaders in the organization. Part of this growth means that we need parameters on activities in the form of policies. We also need to grow new leaders, ones who are willing to devote their time and energy and to work their way through the chairs to leadership positions. This is not a goal for each member. But leadership comes in all shapes and forms. Volunteering as a member on a committee is a leadership activity as is chairing or co-chairing such a committee.

6. Have Fun!

As Joyce said, HFMA is “beyond the numbers”. It’s about meeting and enjoying each other’s company. It’s about understanding the challenges our peers face and encouraging their efforts. It’s

about visiting with health care financial persons across the state and sharing war stories. It’s about learning our trade and gaining greater insight into human nature. It’s about having a good party and enjoying each other’s company.

The Networking Committee has planned a wonderful reception at the Summer Workshop – Mostly Margaritaville. We will have good food, good entertainment and good company.

I am excited about the coming year and the opportunities it offers to the Mississippi Chapter. HFMA is truly more than the “numbers”. I am looking forward to meeting each of you, learning a lot and having a great time in Philadelphia. See you at the Golden Moon!

Dinetia M. Newman

A Message from David Williams, Certification Chairman

By: David Williams, Shareholder, Horne CPA Group

The element of surprise worked at its finest on me at the annual meeting in Gulfport. I must say that I’m humbled that the Chapter Leadership awarded me with a Medal of Honor. There is no greater pleasure than playing a role in the development of our future leaders and watching these leaders take our Chapter to new heights. Our Chapter has a strong tradition of excellence which is built by our legacy of leaders that have served in countless ways with one goal in mind - member service and satisfaction. That’s why I’m proud to serve as your Certification Chair this year. Just look

around at the Past Presidents and the active involvement that many have maintained. There is never any time that anyone can not provide service to our organization and have fun doing so - as Dinetia reminds us. I would like to encourage each and every member to seriously consider becoming Certified.

It would be a great way for me to express my appreciation for the Medal of Honor, if you would allow me to assist YOU in becoming Certified.

Thanks again and I look forward to hearing from you soon.

David Williams

UPCOMING HFMA MEETINGS

MS Chapter HFMA
August 11-13, 2004
Golden Moon Hotel
Philadelphia, MS

Region 9 Meeting
December 2-3, 2004
Marriott Hotel
New Orleans, LA

Tri-State Meeting
January 19-21, 2005
Grand Hotel
Tunica, MS

MS Chapter HFMA
March 30-April 1, 2005
Hilton Hotel
Jackson, MS

MS Chapter HFMA
Annual Institute
May 18-20, 2005
Biloxi Grand Bayside
Biloxi, MS

Welcome New MS HFMA Members

<u>NAME</u>	<u>COMPANY</u>	<u>TITLE</u>	<u>ADDRESS</u>
Nicole McLaughlin	Phelps Dunbar LLP	Attorney	1 Mississippi Plaza, Suite 700, Tupelo, MS 38804-4826
Amy Herron	Horne CPA Group	Supervisor	120 South 12 th Avenue, Laurel, MS 39440-4323
Linda Orth	BC/BS of MT	Prov Relations Manager	560 N. Park Avenue, Helena, MT 59601-2702
Jennifer Moak	Lawrence County Hospital	Business Office Manager	P.O. Box 788, Monticello, MS 39654-0788
Chandler Ewina	University of MS Medical Center	Director of Patient Accts	2500 N. State Street, Jackson, MS 39216-4500
Calvin Hewitt	University of MS Medical Center	Assistant Professor	2500 N. State Street, Jackson, MS 39216-4500
Shahunda Lawrence	Riley Memorial Hospital	Student	1020 22 nd Avenue, Meridian, MS 39301-4001
LaDonna Thompson	Forrest General Hospital	Patient Accounts Manager	P.O. Box 16389, Hattiesburg, MS 39404-6389
John David Smith	The Id Group	Sales Representative	5339 I-55 N., Jackson, MS 39206
Steve Page	Horne CPA Group	Senior Manager	120 South 12 th Avenue, Laurel, MS 39441
Steve Marinelli	Health Management Associates	Controller	P.O. Box 1218 MWMRMC, Clarksdale, MS 38614
Sammie Bell	Tallahatchie General Hospital	Chief Financial Officer	P.O. Box 230, Charleston, MS 38921
Wendy Boyd	Bolivar Medical Center	Billing and Collections Mgr.	P.O. Box 1380, Cleveland, MS 38732-1380
Kristi Thompson	KPMG	Senior Associate	188 E. Capitol Street, Jackson, MS 39201
Fred Nichols	G.V. (sonny) Montgomery VA Medical Ctr.	Business Office Mgr.	356 Willow Ridge Cove, Brandon, MS
Joelle Bivens	Memorial Hospital at Gulfport	Team Leader - Cash Mgt	P.O. Box 1810, Gulfport, MS 39503

**NOTE: In the May issue of MS Headlines, information regarding Laura Geil was listed incorrectly. Her title is Trainer, and she is affiliated with Memorial Hospital at Gulfport.*

CORPORATE SPONSORS Mississippi Chapter HFMA

PLATINUM SPONSOR

(\$3,000 Contribution)

- Franklin Collection Service
- KPMG
- Horne CPA Group
- PricewaterhouseCoopers, LLP

GOLD SPONSOR

(\$2,000 Contribution)

- Alliance Collection Service
- Phelps Dunbar LLP
- The Mash Program
- Smith, Rouchon & Associates, Inc.

SILVER SPONSOR

(\$1,500 Contribution)

- Med Data Management
- Mississippi Health Connection
- Automating Peripherals, Inc. (API)
- Kaufman Hall & Associates
- The SSI Group
- Receivables Management Bureau, Inc.
- HCR Healthcare Resources

BRONZE SPONSOR

(\$1,000 Contribution)

- Smith, Turner & Reeves
- Advance Practice, Inc.
- Healthcare Financial Services, LLC.
- Network Collection Services
- Passport Health Communications, Inc.
- Professional Credit Management, Inc.
- MedAssist, Inc.

CDHP - Consumer Driven Health Plan or CDHP - Cash Deposit for Hospital Patients

By: Pat Riley, Director of Insurance Operations, Forrest General Hospital

The evolving concept of consumer driven health plans could mean that hospitals will need to take a close look at policies relative to financial arrangements prior to hospital admissions. We probably all know what reimbursement arrangements we have with managed care companies but do we know all of the different type benefit plans that they offer to their clients. It is becoming more and more important for us to not only review the actual agreements with great care but also to consider the percentage of consumer driven plans offered by the company.

Several years ago when HMO's moved into Mississippi, we witnessed a significant change in benefit plans. Traditional plans, that I like to refer to as 80/20 plans, pretty much went away. They were replaced with rich plans that included physician co-pays and prescription co-pays with very little out of pocket expense for the patient. This meant very little or no effort for hospital business office and registration personnel in determining the deposit amount needed prior to admission. Granted, the HMO's were successful in getting more significant discounts from providers but they were offering group plans to employers at a very low price. Providers, as a result of the HMO Plans, saw more patients with good health plans and the HMO's paid a very high percentage of the allowable amount. We probably didn't realize how good we had it at the time.

Several years later we are seeing an entirely different picture. Most of the HMO's are gone but the deep discounts that evolved are apparently here to stay. The low premiums for employers to provide rich health plans for their employees are gone-probably forever. I think there are two significant realities that we have to consider. First, we all know that we are seeing more and more patients who are either uninsured or underinsured. Second, we are receiving a lower percentage of allowed charges from insurance carriers. This situation has developed due to the increasing cost of health insurance. Employers have a very difficult decision to make relative to whether they can afford to provide health insurance for their employees. Many employers have eliminated their health plans entirely and most who still offer health plans have made significant changes.

It would also be a good idea to think about and plan for changes which may become necessary relative to how we charge the uninsured population for their healthcare. Many healthcare

providers have already made changes and many others are trying to determine what position they will take. We can also expect added pressure from commercial insurance companies as a result of any changes that we make. We all know they won't be happy until they get the same rates that we have to give to Medicare and Medicaid.

The changes in the health plans are not good news for the employees and the providers. Providers are back in the business of determining how much they need to collect up front and employees are trying to determine how they can come up with the money. We all understand the difficulty in collecting deposits up front or at the time of discharge and we also understand the cost of collections after a patient leaves the hospital.

So, what does this mean. First, it means that providers must realize the financial impact caused by these changes. A few years ago, when a patient was admitted with group health coverage, we could expect our reimbursement to be over 90% of the allowable. Today, when a patient is admitted with group health coverage, we can expect our reimbursement to be in the 80% of allowable range. This is a significant difference that is a result of health plans with higher deductibles, higher co-pays and higher out of pocket limits.

Secondly, if we see Consumer Driven Health Plans start to dominate the marketplace like the HMO's did a few years ago, we will see our reimbursement percentage drop to 70% of the allowable. I would suggest that we all contact our Human Resources Department and ask them to start recruiting the best collection personnel that they can find. I would also suggest that we need to take these things into consideration when we are negotiating new managed care contracts or negotiating the renewal of an existing contract. We need to look at the percentage of the allowable amount that we are receiving from each agreement. Personally, I believe that we need better reimbursement rates if this percentage drops below 85%.

I think that each hospital or health care provider can look at its revenue and patient mix information and determine the financial impact on its facility if reimbursement on commercial insurance patients changes from 90% of allowables to 70% of allowables. I am sure, after each of us completes this exercise, that we will agree on at least one thing-the changes we are seeing in benefit plans and the introduction of Consumer Driven Health Plans requires some additional financial planning.

2004 Summer Workshop: August 11-13, 2004, Golden Moon Hotel & Casino, Philadelphia, MS

Conference Facility:

The Golden Moon Hotel & Casino is Pearl River Resort's newest addition. Golden Moon Hotel & Casino is located just across the street from Silver Star Hotel. This 28-story tower resort includes five restaurants and five lounges, five retail shops, indoor & outdoor pools and a modern fitness facility.

Accommodations:

In order to receive the special conference rate, please call 1-866-44-PEARL for room reservations and be sure to mention the group code HFMA804 to the operator.

A block of standard rooms has been set-aside at a special rate of \$56.00, which applies to requests received prior to July 28, 2004. Requests received after this date will be honored based on availability and regular room rates may apply. Check-in is 4:00 pm and check-out is 11:00 am. There is a 48-hour cancellation policy.

Conference registration:

The registration fee of \$100 covers all meetings, handouts, breaks, and receptions on Wednesday and Thursday nights, continental breakfast Thursday and Friday and lunch Thursday. A \$10 late registration fee should be added to all registrations postmarked after August 6th. Guest tickets for lunch and reception are available for \$25 each. Attire for the conference is casual. You may register on-line at www.mshfma.org or call Karen E. Stuart, Administrative Director, MS Chapter of HFMA, 601.943.8460.

Refund Policy:

Cancellations received after July 28th will be subject to a \$20.00 cancellation fee. Substitutions from within the same group are acceptable.

Networking Opportunities:

If you are interested in playing golf on Wednesday afternoon, please call David Butler at 601-948-0940. The cost to play at Dancing Rabbit Golf Course will be \$50 plus tax.

Meeting Agenda

Wednesday, August 11, 2004

- 1:30 Golf Outing - Sponsored by Franklin Collection Service, Dancing Rabbit Golf Course
- 7:00 Board Meeting

3:15-3:30 Break

- 3:30-5:00 Breakout Sessions:
 1. CFO - Round Table on Current Billing & Collection Issues, *Omega Room*
 2. Business Office - Round Table on Current Issues, *VIP Room*

5:00-5:30 Committee Meetings

6:00-8:00 "Mostly Margaritaville" Social

Thursday, August 12, 2004

- 7:30-8:30 Registration & Continental Breakfast - Sponsored by Evergreen Re
- 8:00-8:45 Welcome
- 8:45-10:15 **Linking Benchmarks with Incentive Plans to Drive CASH**
J. Patrick Murphy, MBA CHFP, Thomas Hospital
- 10:15-10:30 Break
- 10:30-12:00 **The Contract Revenue Cycle Paradigm Shift**
Lisa Schmidt, Concuity, Inc.
- 12:00-1:00 Lunch - Sponsored by Franklin Collection Service
- 1:00-2:15 **Hospital Billing Practices and Discounts to the Uninsured**
Gary Eiland, Vinson & Elkins
- 2:15-3:15 **Reducing A/R Days in a Rural Hospital: A Case Study**
Jeffrey (Jeff) Shutak, CHFP, Director of Patient Care Financial Services, The Memorial Hospital

Friday, August 13, 2004

- 7:30-8:00 Continental Breakfast
- 8:00-9:15 **Medicare Reimbursement Update**
Gary Gerber, TriSpan Health Services
- 9:15-9:30 Break
- 9:30-10:30 **Mississippi Legislative Update**
Amy Arrington, Mississippi Hospital Association
- 10:30-11:30 **Medicaid Update**
K. Michael Bailey, Ph.D., Division of Medicaid

Mississippi Chapter of HFMA Receives Awards at Annual National Institute, Nashville, TN



Region 9 outgoing presidents with their awards. Left to right: Kimberley Shanholtz-Endlich, Texas Gulf Coast; Joan Hoffman, Texas Lone Star; Melissa Crenwelge-Nedbalek, South Texas; Lloyd Haggard, Oklahoma; Teresa Avery, Louisiana; Missy Peroyea, Louisiana Incoming President; George Fleming, Arkansas; and Lynn Holland, Mississippi

We have recently wrapped up the 2003-2004 HFMA year with good results.

It looks like we will end the year with a profit of slightly over \$30K pending review by KPMG. Our chapter probably should not run a profit of this level every year, but it was important this year. The three years leading up to this one we had lost about \$37K total for those years. Investment losses on our reserve funds were part of that, but also depressed registrations and sponsorships in some of those years contributed as well. All of those line items were significantly better this year than the prior year.

Also, our expenses were up some due to more attendees at our meetings and due to Karen's monthly fee, but we also made good decisions on the directory and May meeting that held expenses down in those areas. So our profit of this year only brings our cash and reserves back close to where we were four years ago. I think it's important that we put those reserves back.

The last week of June was ANI in Nashville. On Monday night awards were presented. In setting our goals last year, we said we wouldn't set goals related to awards simply in order to earn the award, but rather the award was an objective measure of the service we were providing our state and our members.

Our awards were as follows:

Award of Excellence for Membership Growth and Retention
The Award of Excellence for Membership Growth and Retention recognizes chapters that have achieved outstanding

performance in the growth of membership. We received the Silver award in this area for our 3.87% growth in membership.

Award of Excellence for Certification

The Award of Excellence for Certification recognizes chapters that have achieved outstanding performance in certification support. We achieved the Silver award in this category with 4 passed exams this past year.

Award of Excellence for Education

The Award of Excellence for Education recognizes chapters that have achieved outstanding performance in educational programming. We achieved the Gold award here with our 26.85 registrant hours per member.

Award for Educational Performance Improvement

The C. Henry Hottum Award was presented to chapters that significantly improved their educational performance in 2003-2004. We received this award with our 61% growth in registrant hours over the prior year.

Special Recognition Awards

The Helen M. Yerger Special Recognition Awards were presented to chapters that demonstrated outstanding effort and excellence in programs, services, and administration. We received three Yergers. We received a Yerger jointly with our other Region 9 chapters for the Region 9 meeting last year in New Orleans. We received a Yerger jointly with the Tennessee and Arkansas chapters for the work on the Tri State meeting in Tunica. Finally, we received a Yerger in the chapter Improvement category where we documented the changes we made in several areas in order to improve revenues and reduce costs and therefore be better stewards of chapter funds.

All in all it was a great year due to your good work and support.

Please visit our Chapter's Web site often, as information changes frequently

www.mshfma.org

May Meeting Spotlights

Pictures from the May Meeting



Schooner Excursion Group Photo



Lynn Holland, President, presenting the President's Award to Sandy Riley, Newsletter Chairperson



Golf Sponsors: Dan Franklin, Rick Cooper and Gene Franklin



Neil Koonce; Garrett Hines, Olympic Silver Medalist (Meeting Speaker); and David Johnson



Lynn Holland, Outgoing President, presenting the gavel to Dinetia Newman, Incoming President



Winning Golf Team: Pat Riley, Sandy Riley, Wayne Jackson and David Guzman



Social Night in the Exhibit Hall



Back Row (Left to Right): Chris Escousse, Brad Escousse, Amanda Wallner, Stacey Calvaruso, Kristi Calvaruso, Liz Norris Wilson, Julia Leggett, Nancy Hansen, Debbie Lee and Mitch Beard
Front Row (Left to Right): Chris Cappleman, Kim Loden and Margie McGhee

2004-2005 MISSISSIPPI CHAPTER HFMA ADMINISTRATION

MS HFMA OFFICERS

President

Dinetia M. Newman
Attorney
Phelps Dunbar LLP
P.O. Box 1220
Tupelo, Mississippi 38802-1220
Phone: (662) 690-8156
Fax: (662) 842-3873

President-Elect

Mitch Beard
Franklin Collection Services
Tupelo, Mississippi 38801
Phone: (662) 844-7776

Treasurer

Athena Adams, FHFMA
Director Business Services
Clay County Medical Center
835 Medical Center Drive
West Point, Mississippi 39773-9320
Phone: (662) 495-2302
Fax: (662) 495-2361

Secretary

David L. Butler, CPA
Shareholder
Horne CPA Group
200 E. Capitol Street, Ste. 1400
Jackson, Mississippi 39201-2210
Phone: (601) 948-0940
Fax: (601) 948-2179

MS HFMA BOARD OF DIRECTORS

Hallie K. Duckworth
Executive Director
Mississippi Health Connection
301 Highland Park Cv #B
Ridgeland, Mississippi 39157-6059
Phone: (601) 956-3486
Fax: (601) 956-8537

Brandon H. Slocum, CPA
Chief Financial Officer
Hancock Medical Center
P.O. Box 2790
Bay Saint Louis, Mississippi 39521-2790
Phone: (228) 467-8700

Cheryl Cotton
Director of Managed Care
River Oaks Health System
1030 River Oaks Drive
Jackson, Mississippi 39208
Phone: (601) 936-1068
Fax: (601) 933-5499

Suzette B. Duhe', CHFP, CPA
Director of Finance
Biloxi Regional Medical Center
6217 Ascot Drive
Biloxi, Mississippi 39532-5727
Phone: (228) 497-7918

Jerry Knighton
Director of Patient Financial Services
Southwest MS Regional Med Ctr
315 Marion Avenue
McComb, Mississippi 39648-2705
Phone: (601) 249-1758

COMMITTEE CHAIRMEN

MEMBERSHIP COMMITTEE CHAIR
Lexie Fuller
Controllor
Rush Care, Inc.
1314 19th Avenue
Meridian, Mississippi 39301-4116
Phone: (601) 703-4458

NOMINATING COMMITTEE CHAIR
Lynn M. Holland, CHFP, CPA
Immediate Past President
North Mississippi Health Services, Inc.
830 S. Gloster Street
Tupelo, Mississippi 38801-4934
Phone: (662) 377-3195

NEWSLETTER COMMITTEE CHAIR
Sandy E. Riley, CME
Regional Marketing Director,
Receivables Management Bureau
3404 Southaven Drive
Hattiesburg, Mississippi 39402-7951
Phone: (601) 310-1982

NETWORKING COMMITTEE CHAIR
Amanda Suber
Director of Fiscal Services
Calhoun Health Services
140 Burke Calhoun City Road
Calhoun City, Mississippi 38916-9690
Phone: (662) 628-6611

EDUCATION COMMITTEE CHAIR
Mike Ernst
Director of Patient Financial Services
Memorial Hospital at Gulfport
4500 13th Street
Gulfport, Mississippi 39501-2515
Phone: (228) 867-4098

CEO FORUM COMMITTEE CHAIR
Ed Tucker
Chief Financial Officer
Forrest General Hospital
6051 Highway 49
Hattiesburg, Mississippi 39402
Phone: (601) 288-4485

CERTIFICATION CONTACT
David A. Williams, FHFMA, CPA
Shareholder
Horne CPA Group
P.O. Box 22964
Jackson, Mississippi 39225-2964
Phone: (601) 948-0940 ext. 218

MANAGED CARE COMMITTEE CHAIR
Pat Riley
Director of Insurance Operations
Forrest General Hospital
6051 Highway 49
Hattiesburg, Mississippi 39402
Phone: (601) 288-8120

**Mississippi Headlines, the official
newsletter of the Mississippi Chapter
of the HFMA, published by:**

Sandy Riley, CME - Newsletter Editor, Regional
Marketing Director, Receivables Management Bureau

To submit articles for inclusion in *Mississippi
Headlines*, please forward information to:
sriley@rmbcollect.com.

Newsletter layout and design contributed by Phelps Dunbar LLP.