

HEART BEAT

HEART OF AMERICA CHAPTER

Spring - 2009



hfma

healthcare financial
management association

In This Issue

Heart of America Chapter Elects New Leadership	1
President's Corner	2
Corporate Sponsors	4
Chapter Officers and Board Members	4
ANI: The Healthcare Finance Conference	4
Annual Harry Fransen Golf Tournament	4
HFMA Web Site	4
Stepping Back: How has access to capital changed?	5
HFMA Anniversaries in 2008-2009	6
Congratulations	7
Member Highlights	8
Calendar of Events	8
Platinum Sponsor Spotlight	9
New Members	9
FTC Red Flag Rules	10
Publication Committee	10

Heart of America Chapter Elects New Leadership

The results of the recent election are in, and the Chapter has selected a great team to lead us during the fiscal year June 1, 2009 through May 31, 2010. To give everyone the opportunity to get to know these new officers a little better, we asked each of them to share their insight about HFMA as well as some personal information about life outside of work and HFMA.

Natalie Lee, Incoming President

- ◆ **What is the greatest strength of the Chapter?**
The educational & networking opportunities.
- ◆ **What has your involvement in HFMA meant to you on both a personal and professional basis?**
My involvement in HFMA has given me an opportunity to get to know many of my peers on not only a professional basis but also a personal one.
- ◆ **Outside of volunteering at HFMA, what do you like to do for fun?**
I enjoy reading, scrap booking, and spending time with my kids.
- ◆ **What is your favorite saying or quote?**
"A year from now you may wish you had started today."
- ◆ **Married? Children? Pets?**
Married to Aaron, 2 kids—Jackson who is 8 and Katie who is 1.
- ◆ **Why do you work in healthcare?**
Because it's challenging & always changing. ■



Mary Jonscher, Incoming President-Elect

- ◆ **Why did you decide to become a Chapter officer?**
I enjoy the benefits of HFMA and wanted to give back to the Chapter by volunteering my time.
- ◆ **What are your HFMA goals for the upcoming year?**
I will be working closely with the Program Committee to provide our chapter quality and timely educational and networking opportunities. My hope is that more of our chapter members can find the time to attend as many meetings as possible in 2009 and 2010.



(continued on page 3)

President's Corner

making
connections



John Travis

Already my last column! And I was just getting the hang of this. It is hard not to treat this column as a "state of the chapter" message since it is my last, but you know what? That is exactly what I am going to do. Before I do that, I want to tie briefly into my last column. I wrote last time about my hope that our national leaders would find the political courage to lead through vision, determination and wisdom to make a difference. That has been sorely lacking for some time in Washington as most of our elected leaders have chosen the unfortunate path of partisanship.

We have very hard choices to make as a nation about our future, and as healthcare professionals, the future state of federal entitlement funding for Medicare and Medicaid is high on the list of chronically ill, must fix before the long term priority items. For all of our sake, I certainly hope and pray we see a set of leaders willing to take a risk that could border on personal political suicide for their own electability to fix the systemic issues we have at hand. I am not going to make this column an opinion piece on that, but we have hard choices to make, and the longer we see them deferred, the more we will make our own children pay the cost.

This may be a key point we look back on as a turning point or a sadly missed opportunity that consigns our children to have a lesser economic future than we ourselves were given from our parents. There is talk that the next generation faces a lesser standard of living than the one of the generation that preceded them for the first time in more than living memory.

So we need leadership to emerge not afraid to take risk. To bury oneself in the herd and take the partisan way out is an easy and cowardly path to take because one can hide in a herd and not be at risk of being singled out.

I encourage all of us to speak through our local representatives or to make sure our organizational voices are heard to encourage leadership that makes a difference in the health payment policies and priorities that this administration establishes with the Congress. President Obama seems to be saying many of the right things so far, but the proof will be in what he does, and not what he says. I know we all hope (and need) him to be the kind of leader those who voted for him hoped he would be. Whatever your stance politically, to wish him failure is to wish all of us failure. I for one do not count myself among those who want to see failure.

OK, now for the more important stuff to the chapter! First, and most importantly, let me congratulate the newly elected officers and directors that all of you elected to be your volunteer leaders in 2009-2010. Among the newly elected officers, I have worked closely with Natalie Lee, Mary Jonscher and Esteban Ponce for many years, and I know they will continue to contribute strong leadership both by action and by example to the chapter. Jeff Vanek has emerged as a new face in our chapter leadership, and we welcome Jeff's ideas and contributions.

We depend on new volunteer leadership to emerge so that the chapter grows and builds based on an expanded volunteer base. In our newly elected directors, we welcome back a very strong experience base that includes several past presidents. As much as it is important to grow new leadership, it is equally important to see members who have given so much in the past continue to want to be involved with the chapter. I know that all who were elected will do very well by the chapter, and I am excited to see what Mickey and her leadership

team can do for all of you in the coming year.

As to our metrics as we hit the start of our last third of the year, we are seeing impacts from the economy, but not quite to the degree that one may think.

As to programming, we have 5.64 hours per member of educational attendance year to date after our January program. That does put us about 1 hour behind plan year to date.

We have one program left for the year, and we encourage everyone to take advantage of at least one of them. We realize that your organizations (and you as individuals that may pay for your own continuing education out of pocket) are watching what they spend closely, but we believe that the work of the Pro-programming Committee led by Natalie and Esteban, has provided superior offerings for the money, and we encourage you to take advantage of them.

We have held the line on registration costs, and at roughly \$20 per programming hour for half day programs and about \$17 per hour for a full day program, they still work to be one of the better values for continuing education you will find. We are still working to get some audio conferences developed for you to be able to participate via the web for some educational opportunities if you are not able to make one of the in person events. Please watch for more information on those soon. As to membership, in what has been a very

(continued on page 7)

Thank You!

***to the following people
who have served on the
Board or as Officers whose
term ends
May 31, 2009***

Sue Brammer - Board
Gordan Glass - Board
Mary Knollmeyer - Past-President
Tammy Shepherd - Secretary
Diane Watkins - Board

Heart of America Chapter Elects New Leadership

(continued from page 1)

◆ What is the greatest strength of the Chapter?

Our members have a vast amount of knowledge, experience, and talent. It is a true resource to be able to utilize another member for their actions and experiences related to healthcare financial current issues.

◆ What has your involvement in HFMA meant to you on both a personal and professional basis?

The greatest part of my involvement with HFMA has been the relationships and friendships that have developed.

◆ Outside of volunteering at HFMA, what do you like to do for fun?

I enjoy scrap booking, traveling, eating out (not cooking!), and spending time at a great park with my children.

◆ Married? Children? Pets?

I have been married for almost 8 years and have a 6 year old daughter and a 3 year old son. My family would not be complete without our cat and dog (and a goldfish who recently passed away). My daughter has decided that we now need a hamster. ■

Esteban Ponce, Incoming Vice President

◆ Why did you decide to become a Chapter officer?

I love taking challenges and this one is one of them. It helps me to grow as a member of the chapter and in my professional career.

◆ What is the greatest strength of the Chapter?

It's the people. We are conformed of a great positive team that brings the best out of our chapter.

◆ What has your involvement in HFMA meant to you on both a personal and professional basis?

Personal: I have made many good friends that I get along pretty well with. Working in the chapter with them is just fun! **Professional:** I gain so much valuable knowledge being a part of the HOA HFMA. I apply all the knowledge in a daily basis at work and in the general professional environment that makes me a more valuable employee for Saint Luke's Health System.

◆ Outside of volunteering at HFMA, what do you like to do for fun?

I love running, traveling to places that I have never been and share my free time with friends.

◆ What is your favorite saying or quote?

Yes, we can! (Si se puede!).

◆ Why do you work in healthcare?

I love working in a place that has some meaning to people's life: health. ■



Jeff Vanek, Incoming Treasurer

◆ Why did you decide to become a Chapter officer?

HFMA is a great educational and networking tool for individuals working in the healthcare financial management field. I'm solidly aligned with HFMA's goals and want to help the national and local chapter continuesuccessfully achieved these goals.

◆ What are your HFMA goals for the upcoming year?

The HFMA Heart of America chapter has had exceptionally gifted individuals serving in the Treasurer role. I aspire to follow the examples of past Treasurers in ensuring the efficient financial operations of the chapter.

◆ What has your involvement in HFMA meant to you on both a personal and professional basis?

HFMA has been a great networking tool for me to meet several individuals working in the healthcare field. Also, the educational seminars help enhance my healthcare knowledge by exposing me to current issues in the healthcare field.

◆ Outside of volunteering at HFMA, what do you like to do for fun?

I enjoy following/attending sporting events. Baseball is my favorite. Also, I enjoy reading books on US history.

◆ What is your favorite saying or quote?

"Ain't no use in complaining since you got a job to do"
- Bryan Adams

◆ Why do you work in healthcare?

I work in the Medicare/Medicaid cost report reimbursement field. My career allows me, in a small but significant way, to help hospitals meet the healthcare needs of their communities. This gives me the great feeling that I'm helping make people's lives better. ■



Due to Miccole Bowen's recent resignation as the incoming president, Natalie Lee moved to President and Mary Jonscher as President-Elect. The Secretary position will be filled in the near future. We would like to thank Miccole for her service as an officer.

making
connections



hfma

**Corporate
Sponsorship
Program**

Sincere appreciation is extended to our corporate sponsors for 2009. Your support of our Chapter significantly improves our ability to offer quality programs to our members. Please consider joining our fantastic group of sponsoring organizations.

If you are a service provider, please contact:

- ◆ Mea Austin - 785.842.0726
- ◆ Andrea Lindsay - 816.932.2496

2009 HFMA Sponsors

Platinum

- Bank of America
- BKD, LLP
- Haase & Long
- Human Arc

Gold

- Bank of Kansas City
- Phoenix Health Systems

Silver

- Country Club Bank
- Loomis, Sayles, & Company L.P.
- Premier Bank
- Russell Investment
- UMB Bank, N.A.

**HEART OF AMERICA
CHAPTER OFFICERS**

- President** - John Travis
- President-Elect** - Diane Watkins
- Vice President** - Natalie Lee
- Secretary** - Tammy Shepherd
- Treasurer** - Mary Jonscher
- Past-President** - Mary Knollmeyer

Board of Directors - 2007-2009

- Sue Brammer Gordon Glass
- Mary Knollmeyer Esteban Ponce
- Andrea Lindsay

Board of Directors - 2008 - 2010

- Terri Bradley Frankie Forbes
- Shanna Hanson Janis Richardson

**Join us for our
Annual
Harry Fransen Golf
Tournament**



The HOA HFMA golf tournament will be held on **Monday, May 18th, 2009 at Falcon Ridge Golf Course in Lenexa, KS.**

Falcon Ridge is located at 20200 Prairie Star Parkway, in Lenexa.

We will be having lunch starting at 12:00 PM with a 1:00 PM shotgun start for the golf event itself. There will be hole prizes on nearly every hole, as well as prizes for the first and second place groups! Golf will be directly followed by a cocktail and appetizer reception, with a short awards ceremony. Lunch, reception, and hole sponsorship opportunities are still available.

Please contact a member of the Sponsorship or Networking Committees if interested. Networking opportunities abound so please make plans to attend this exciting annual event! Registration information for lunch and golf was sent with the March program announcement. ■



www.hoahfma.org

Visit our website to view updated information on program announcements, board minutes, financial statements, committee participation and job postings. Plus, you can register for Chapter events. ■

**ANI: The Healthcare
Finance Conference**

A FOCUS ON VALUE

There is nothing like a crisis to focus your attention. For hospitals, that means cutting costs and improving performance.

At ANI: The Healthcare Finance Conference, you will learn how leading organizations are doing just that.

Catholic Health East will share specific actions to launch, measure, and benefit from a workplace productivity program. St. Joseph Medical Center will show how it used data analysis to engage physicians in reducing administrative costs and increasing operational efficiencies. Other hospitals will share how to use service line metrics to reduce costs and improve performance, as well as metrics that create accountability around quality and efficiency.

Hospitals are facing declining patient volume and the potential for shrinking payment. They are seeing rising bad debt and charity care. All of which means the time to control costs and improve performance is now.

Bob Broadway, HFMA's 2008-2009 Chairman, reminds us that "the market challenges of today could lead to efficiencies and investments that enable hospitals to provide more value to their communities in the future."

Providers that will thrive in tomorrow's economy are taking innovative steps today to boost their performance to new heights. They are rooting out inefficiencies, rework, and waste to reduce costs and improve quality.

As an ANI 2009 attendee, you'll get electronic copies of the materials distributed at each of the 80-plus educational sessions AND you'll have the chance to meet and mingle with your peers and expert faculty from all around the country.

Register by May 19 and save \$100 on your registration! Call 800.252.4362, extension 2 or visit hfma.org/ani. ■

Stepping Back: How has access to capital changed?

"Reprinted with permission from Lancaster Pollard's 'The Capital Issue' at www.lancasterpollard.com."

By Tanya K. Hahn

Day to day, minute to minute focus on the capital markets can make it harder to see where we are compared to where we were a few months ago at the height of (one hopes) the market fallout. The markets have obviously not stabilized. Yet there has been some improvement since a low point in October, when investors were playing hot potato with variable-rate bonds, and some banks turned away depositors and borrowers and closed their doors permanently.

Borrowers with outstanding debt or who plan to issue bonds or notes in the near future are in slightly improved positions in February 2009 compared to fall 2008 (though they may look wistfully back at 2007). The overall landscape of both variable-rate bonds/notes and fixed-rate debt changed considerably in the past few months. Much of this can be understood through changes in the banking world over this short period of time.

Banking on change

Many banks had quite a wake-up call last fall when variable-rate bonds failed to find buyers, and banks had to extend cash and credit in connection with draws on letters of credit that were enhancing billions of dollars in floating-rate debt. Never in the history of this financing structure had there been such widespread draws on letters of credit. Already reeling from the fallout and negative impact to their financial positions from sub-prime mortgages, many banks realized too late how vulnerable they had left themselves by lending more than they could safely support in both capital and liquidity. Many banks have since had their credit ratings downgraded by rating agencies as a result of declining financial performance.

This situation is part of a spiraling chain reaction. As part of this complex spiral, a bank's strength impacts the decisions of investors (primarily money market funds) that purchase bonds/notes backed by letters of credit. Many of these funds are legally forbidden from holding more than a certain amount of bonds from lower-rated banks. If a bank is, or might be, downgraded, investors may be less likely to buy debt backed by that bank,

or they may require a higher interest rate to offset perceived risk.

Therefore some banks, often mid-size regional banks, are trying to reestablish their capital and liquidity positions and attempting to shore up the market's perception of their credit risk by removing what they see as riskier assets from their balance sheets. In some cases, this has resulted in banks asking borrowers to pay loans back, sometimes on technical violations of debt agreements that normally would prompt a warning rather than loan termination.

Current Impact on Letters of Credit and Variable-Rate Debt

In February, variable-rate bonds are again finding buyers. The letter of credit (LOC) structure functioned exactly as intended as a stopgap for borrowers, but the fall 2008 invocation of banks' responsibility to take on these bonds has left banks looking at borrowers through a new lens. Increased scrutiny of borrowers has tightened the credit markets and limited access to necessary capital for renovation and improvement projects.

Reflective of this, the borrowers getting their deals done with bank LOCs are typically very strong or may have stand-alone investment-grade ratings. Investors who buy these bonds and notes are also looking not just at the rating of the bank involved in the transaction, but also at the borrower's liquidity and credit strength in relation to the transaction size. Bigger and stronger, right now, is not just better, it is almost all that is getting done. Big banks are doing big deals with highly-rated borrowers.

Local community banks should not be forgotten, however. Many of these escaped the fall-out of the subprime mortgage crisis and were not as leveraged as their regional bank counter-parts. They are often still strong and willing to participate in financings.

Borrowers with existing LOCs and variable-rate debt are overall in decent shape. In the fall, variable rates spiked to at least 8% at the height of the liquidity crisis. Now, variable-rate, tax-exempt bonds are generally being remarketed at less than 3% depending on the LOC bank and region of the country. The difference between the high and the low ends of the remarketing range, however, is dramatic. Large national banks' bonds are resetting at 0.25 to 0.50%, while regional banks are resetting in the 2 to 3% range. An individual bank's LOC interest rates can vary widely depending on different

(continued on page 7)



Broad capabilities. Focused expertise. Industry commitment.

Serving healthcare companies of every size and sector. Companies across the healthcare industry have a wide range of financing and operational needs. With more than \$28 billion in healthcare capital commitments, Bank of America is a powerful provider to companies like yours. From credit and equipment financing to receivables solutions and capital markets services, we provide integrated solutions customized to help you meet your specific objectives.

For more information on how we can help you achieve your business goals, contact Rob Bratcher at 1.816.292.4258 or visit bankofamerica.com.

Bank of America

bankofamerica.com

Certain activities and services referred to in this ad are provided by Banc of America Securities LLC and other affiliates of Bank of America Corporation. Banc of America Securities LLC, registered broker-dealer and member of the NYSE, NASD, and SIPC, is a subsidiary of Bank of America Corporation. ©2007. CCM911-AD

1 Year

Adrienne Foster - Shawnee Mission Medical Center	1
Andrea Lindsay - Saint Luke's Hospital	1
Angela Tallant - Chan Healthcare Auditors	1
Ben Vallier - The Midland Group	1
Bryan Bieri - Department of Veteran Affairs	1
Casey Dumas - Esolutions Inc	1
Chris Koehler - Cerner Corporation	1
Cynthia McDonal-Lewis - St. Luke's Hospital	1
Cynthia Smith - QuadraMed, Inc.	1
Damara Linneman - Liberty Hospital	1
Derek Lundberg - Cerner Corporation	1
Elda Dykes - St. Luke's Hospital	1
Greg Braaten - Human Arc	1
James Campbell - HCCR Inc.	1
Jamie Knapp - North Kansas City Hospital	1
Jeff Moreland - Patient Engagement Advisors	1
Jerome Bowden - Computer Credit, Inc.	1
Judith Lee - Care Improvement Plus	1
Ken Lanning - Golden Valley Memorial Hospital	1
Laura Anderson - Cerner Corporation	1
Linda Nagel - University of Kansas Hospital Authority	1
Paul Knudtson - Saint Luke's Health System	1
Paul Nicholson - SIS	1
Robert Bratcher - Bank of America	1
Ryan Friedrch - Cerner	1
Sandy Smith - Commerce Bank	1
Scott Adams - Siemens	1
Sharon Fiene - North Kansas City Hospital	1
Thomas Kimbrough - Cerner Corporation	1

2 Years

Ashley Pittsenbarger - Cameron Regional Medical Center	2
Bill Wing - Cerner Corporation	2
Cindy Christensen - St. Luke's Health System	2
Cindy Smith - St. Luke's Shawnee Mission Health System	2
Jeffrey Vanek - BKD, LLP	2
Joanne Pyle - Sisters of Charity Health System	2
Jonathan Fisher - Shawnee Mission Medical Center	2
Kasey Owen - Cameron Regional Medical Center	2
Kirk Doan - Stinson, Morrison Hecker, LLP	2
Kurt Malcolm - MultiPlan, Inc.	2
Laura Snow - Midwest Trnsplant Network	2
Lisa Ruffcom - Wisconsin Physician Services	2
Margaret Dyck - University of Kansas Hospital	2
Mike Coffey - Saint Luke's East - Lee's Summit	2
Paul Kim - BKD, LLP	2
Peter Frankel - Stillwater National Bank	2
Peter Paulak - Perot Systems	2
Robert Fowle - VHA	2
Scott Hendrickson - Cerner Corporation	2
Tony Bersano - BKD, LLP	2
Traci Snow - Cameron Regional Medical Center	2

5 Years

Brad Sprague - University of Kansas Hospital Authority	5
Dan Pratt - North Kansas City Hospital	5
Dana Hoover - Hedrick Medical Center	5
David Wintergalen - Siemens	5
Kevin Carey - Eclipsys Corporation	5
Lisa Bachar - Kansas City Orthopaedic Institute	5
Marilyn Scrutchfield - Truman Medical Centers	5
Matthew McGuire - Accenture	5
Patricia Lankford - St. Luke's East - Lee's Summit	5
Phil Johannes - Midwest Card & ID Solutions	5
Rebekah Grupe - BKD, LLP	5
Shelby Frigon - St. Luke's South Hospital	5
Stephanie Harris - Physician Reference Laboratory, LLC	5

10 - 15 Years

Angelica Diaz - Bearingpoint, Inc.	10
Bryan Graves - Truman Medical Center Lakewood	10
Jack Habig	10
Janis Richardson - Bank of America	10
John Maschger - Liberty Hospital	10
Ryan Fischer - Private Healthcare Systems	10
Jama Johnson - St. Luke's Hospital of Kansas City	15
Randal Schultz - Shugart, Thomson & Kilroy, PC	15
Erin Parde - Liberty Hospital	15

20 - 30 Years

Craig Fischer - Child Health Corporation of America	20
Marylin Huskamp - Wisconsin Physician Service	20
Michael Quintero - University of Kansas Hospital	20
Edward Maszak	25
Jocelyn Skidmore - St. Francis Hospital & Health Services	25
Larry Peterson - Allen County Hospital	25
Sharon Owens - Sisters of Charity Health System	25
Derell Taloney - K.C. University of Medicine	30
George Howell - Wyandotte Health Foundation	30
Jerry Rutherfors - Child Health Corporation of America	30

30 Plus Years

Daniel Williams - Truman Medical Center Lakewood	30+
Darrell Bieberly - Saint Luke's Health System	30+
Frank Devocelle - Olathe Medical Center	30+
Gordon Glass - Golden Valley Memorial Hospital	30+
James Franklin - John Knox Village	30+
Kenneth Cruit - Retired	30+
Kenneth Gross - Retired	30+
Larry Fore - Pemiscot Memorial Health Systems	30+
Lawrence Fogel - Retired	30+
Leslie Reed - Wright Memorial Hospital	30+
Marie Nicholson - Retired	30+
Ronald Bremer - Formation Strategies	30+
Thomas Kennedy - Retired	30+

Stepping Back: How has access to capital changed?

(continued from page 5)

investors' perceptions of that bank's credit risk.

Stronger borrowers paying higher-than-market interest rates may have opportunities to replace their LOCs with ones from a higher-rated bank, potentially lowering interest cost. However, many borrowers will be better off staying with their current LOC provider and working with the bank to ensure the LOC stays in place and is renewed, even if it means paying a higher annual bank fee. Rates on existing LOC-enhanced, variable-rate debt are low compared to fixed-rate transactions, but few new deals are getting done due to banks' judicious allocation of capital and liquidity. Some banks are charging more for the risk they are taking, setting higher covenants and requiring the movement of substantial banking business to them in return for use of their capital.

A borrower should seek advice from its financial adviser or investment banker if the borrower's LOC will expire within two years, or if the bank's willingness to work with the borrower has changed. Most LOC borrowers, however, should be in a good place, with rates as low as they are.

Current Impact on Fixed-Rate Debt

Many borrowers that issued fixed-rate debt in recent years should have locked in very low rates and be in a good position to weather this market.

Few new fixed-rate health care and housing deals have closed since the fall, and fixed-rate debt issuance has not heated up to the levels anticipated at the close of 2008. Long-term investors in tax-exempt bonds and taxable loans have experienced reduced liquidity and hence a limited ability to purchase new debt issues. Willing investors are demanding a higher rate of return (interest rate) for perceived higher-risk borrowers, like health care and housing entities, in comparison to governmental borrowers who can rely on tax revenue for debt repayment and are perceived as lower risks.

Borrowers looking to use fixed-rate debt for a current project often have a 10-year prepayment penalty period. In the current environment, they may have the ability and desire to negotiate a shorter

prepayment penalty period in return for paying a higher interest rate to investors. This serves to attract potentially more investors to the transaction and also provides future financing flexibility to refinance when the markets have settled down.

What Now, and What Next?

Several financing strategies are still viable for new debt issuances, or for refinancing troubled debt. The Federal Home Loan Bank can wrap LOCs for its member banks, many of which are small and lack their own credit ratings. This lets borrowers turn to their local banks for a cost of capital similar to that usually available only to larger, rated organizations. Government enhancement programs, such as the FHA Sections 242, 232 and 221 mortgage insurance programs, also remain strong options for hospitals, senior living, and affordable housing projects.

Health care and housing providers also may consider doing a straight term loan with a bank, building in plans to refinance later down the road. Finally, organizations that are strong within their sector could consider paying to get an independent credit rating from a rating agency, possibly enticing investors by setting their transaction apart from a non-rated deal.

Many borrowers who issued debt recently are in a good position. Those who need to issue debt in the near future will have to look to new, alternative and creative ways to access capital. Working with an investment bank or financial adviser who understands and monitors how banks and enhancement options are viewed by investors, and what new options are coming available, will provide the borrower the best access to capital. ■

President's Corner

(continued from page 2)

difficult economic time that has companies looking at ways to control expenses, we continue to have a very strong membership base.

As I write this, we have 273 members as of the end of January. That is down about 4% from our end of year count for 2007-2008 so we continue to encourage those who are considering renewal to do so. Financially, the health of the chapter remains good. We did plan for operating at a net loss for the year given expanded programming offerings, but we have a strong cash reserve, and fall well within National guidelines for days cash on hand. We realize that there are a lot of demands for a shrinking availability of discretionary dollars for professional involvements, and we absolutely appreciate your participation and your support through your membership.

It has been a privilege to be your chapter president, and I encourage you to give all of your support and encouragement to Natalie and her team as they take the reins in 2009-2010. The best to all of you in making a difference! ■

John Travis, President

In The News

Congratulations!
*to the following people that
have been elected to the Board
effective June 1, 2009*

Donna Findley, St. Luke's
East—Lee's Summit

Erin Parde, Liberty Hospital

Jerry Plagge,
HCA Midwest

Mike Quintero, University of
Kansas Hospital

Larry Todd

Congratulations also to

Tammy Shepherd for being appointed to the Board of Examiners effective June 1, 2009. Also, thank you to Mary Knollmeyer for her services on the Board of Examiners these past years. It is great for the Heart of America Chapter to continue to have strong representation in this important function nationally. Again, congratulations Tammy and thank you Mary for your service! ■

Member Highlights

Get to Know...

Becky Grupe



Employer: BKD

Managing Consultant

Why did you join HOA-HFMA?

Because of networking opportunities with prospective and current clients.

How long and why do you work in healthcare?

8 years. Assigned to the healthcare field when interviewed and employed.

What do you like most about your job? The satisfaction of assisting clients.

Married? Children? Yes, one daughter (age 7)

What is your most interesting moment on the job?

Speaking with a client who was traveling with his wife and attempted to identify some strange background noise that turned out to be made by his wife's monkey. REALLY!!

Please describe some of your favorite accomplishments

My biggest challenge has been learning the ins and outs of the healthcare field.

What is your favorite movie, hobby, book?

Movie – "Remember the Titans", **Hobby** – Scrapbooking,

Book – A Time to Kill.

What piece of advice would you give to someone entering the healthcare field? From the consulting side, learn to be able to perform multiple tasks almost simultaneously. ■

Get to Know...

Jeanice Van Liew



Employer: Cerner Corporation

Vice President, Revenue Cycle

Why did you join HOA-HFMA?

To join a local chapter after several years of national membership.

How long and why do you work in healthcare? 21 years in healthcare with the last few years in the IT arena.

What do you like most about your job? The flexibility afforded.

Married? Children? Yes, one boy (almost thirteen)

What is your most interesting moment on the job? International travel and ability to view other healthcare markets.

Please describe some of your favorite accomplishments or biggest challenges met. Working with the government healthcare structure of the United Kingdom.

What is your favorite movie, hobby, book? **Leadership** – John C. Maxwell and for **Lightness**, Danielle Steele.

What piece of advice would you give to someone entering the healthcare field? Be ready to adapt to a constantly changing environment. ■

HFMA Chapter Calendar of Events

*All local meetings will take place at the
Overland Park Convention Center
so mark your calendars!*

**Awards Banquet – Uncompensated
Care/Illegal Immigrants**

April 28, 2009

12:00 pm – 4:30pm

Annual Harry Fransen Golf Tournament

May 18, 2009

Falcon Ridge Golf Course, Lenexa, Kansas

(See page 4 for more details)

For more information or to register for upcoming programs visit -
www.hoahfma.org.



experience ideas

Experience round-the-clock commitment to ideas
from the 200+ professionals who focus on health care for
the 10th largest CPA and advisory firm in the U.S.

Kansas City
816.221.6300
www.bkd.com

experience **BKD** LLP
CPAs & Advisors

Platinum Sponsor Spotlight

HUMAN ARC

6301 Rockhill Road, Suite 200
Kansas City, Missouri 64131
(800) 486-6754; (816) 363-8989;
Fax: (816) 363-3535
www.HumanArc.com

Human Arc is an innovative leader in self-pay reimbursement services: Medicaid eligibility, SSI enrollment, out-of-state Medicaid enrollment/billing, disproportionate share consulting and retrospective qualification, denial appeals, and others. We combine advanced information technologies with 23 years of “Patient First” compassion and advocacy to optimize both patient healthcare experiences and client fiscal outcomes.

Our company was founded in 1984 and is headquartered in Cleveland, Ohio. We have rapidly expanded to national presence; Human Arc now serves hospital, health system, and managed care health plan clients across 35 states. Our Midwest Operations have been dedicated to serving healthcare providers in this region since the very early 1990s.

Human Arc has helped hundreds of thousands of people to improve their access to healthcare and related quality-of-life benefits. Our vision is to make a difference in the lives of over a million people per year by 2010. ■

To really optimize cash flow,
you need experience . . . but with

insight



Experience ➔ For over 22 years, Human Arc has helped healthcare providers find solutions to cash flow issues. No surprise that we are the best practice leaders in revenue recovery across our industry.

Insight ➔ On the industry's cutting edge, Human Arc is constantly innovating and improving ways to promote your fiscal health.

- Eligibility enrollment
- Receivables management
- Denial appeals
- DSH services

HUMAN ARC

For more information about our growing family of services, contact us at
(816) 363-8989 or toll-free (800) 486-6754, www.HumanArc.com
6301 Rockhill Road, #200, Kansas City, MO 64131

New Members

Jamie R Stevens,
Administrator,
Clay Platte Family
Medicine Clinic

Work Phone: 816.842.4440

Email: jstevens@clayplattefamily.com

Scott A. Crist, VP Public Finance, UMB Bank

Work Phone: 816.860.7213

Email: scott.a.crist@umb.com

Joseph C Kenney, Director, Business Development,
Kemtah Group

Work Phone: 785.550.1585

Email: jkenney@kemtah.com

Jami Herzberg, Vice President, Integrated Healthcare
Strategies/MSA Exec. Search

Work Phone: 816.795.1947

Email: jami.herzberg@ihstrategies.com

Established in 1951

HL
Haase and Long

303 West 11th Street
Lawrence, KS 66044
www.haaseandlong.com
(785) 843-4210

Haase and Long has served in excess of a thousand clients from small physician practices to major metropolitan hospitals. We increase revenue and eliminate costs with innovative solutions designed to assist patients in repaying medical expenses.



- Prescreening & Financial Counseling
- Eligibility Identification & Enrollment
- Billing and A/R Clean Up
- Payment Plan Administration
- Non-recourse and Recourse Loans
- Traditional Collections

The most comprehensive set of
solutions available for the uninsured.



May 1 - Compliance Deadline Approaching

By Frankie J. Forbes, J.D., M.B.A.
Holbrook & Osborn, P.A.

On May 1, 2009, health care providers are required to implement an identity theft prevention program to comply with FTC Red Flag Rules. State Attorneys General are charged with ensuring entities comply with these rules and while no private cause of action is provided, a new floor for preventing identity theft has been created.

The FTC Red Flag Rules apply to any entity that regularly extends, renews or continues credit for accounts designed for multiple payments or transactions. The reason for the rules is to guard against the foreseeable risk of identity theft. When

promulgated, most though the FTC Red Flag Rules applied primarily to banks and credit card companies. FTC surveyors made clear that the rules also applied to health care providers since almost all health care providers do not require patients to pay the entire bill at the time of service and allow for multiple payments overtime. Applying these rules to health care providers has been controversial and resulted in a delay from the original compliance deadline of November 1, 2008. With that being said, health care providers must still comply.

To comply with the FTC Red Flag Rules, a written identity theft program, approved by the governing board, must be implemented by May 1, 2009 that is designed to detect, prevent and mitigate

identity theft connected with the opening of or maintenance of an existing account. This program must identify areas of identity theft concern ("red flags"), detect the red flags when they occur, respond to the detected red flags and ensure the identity theft program is updated to address changing risks of identity theft.

As an illustration, an effective identity theft program would address what to do when a suspicious document is presented to open or access an account. The plan would address how to verify the identity of the account holder and when to refuse to open account. An effective identify theft program would also allow for on-going modification based upon experience. ■

Introducing A Life-Altering Cash Management Resource

Bank of Kansas City is revolutionizing your paper and electronic remittance processing with a customizable, scalable medical lockbox solution. Call today to learn more!

- Automated Cash Posting
- Reconcile Receivables with Remittance
- Anytime, Anywhere Web-based Access

Louis Williams
Treasury Services
(913) 234-6658

BANK OF KANSAS CITY

© 2009, Bank of Kansas City N.A. Member FDIC

Publication Committee

Sue Brammer Co Chair	816.701.0222
Frankie Forbes Co Chair	913.342.2500
Ron Christensen	913.596.4825
Linda Cole	816.360.8632
John Maschger	816.407.2042
Jerry Plagge	816.508.4074
Bill Stewart	816.691.2035
Larry Todd	816.201.0993

We could use some help!

If you are interested in joining the Publication Committee or would be interested in writing an article, please contact one of the above committee members.

Deadline for submission of articles for the next newsletter is June 1, 2009. ■