



Believe to Achieve

HEART BEAT

SUMMER - 2011



hfma

healthcare financial
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The Role of Social Media in Hospitals

By **Mike Ermitage** - Web Content Manager
email - mermitage@hfma.org



You've Tweeted. You've Facebooked. You've even LinkedIn. And now you're wondering what's next? How do you interact with the fledgling connections you've established through social networking? The initial social networking craze sent many organizations, hospitals included, running to the keyboard to set up various groups with the intent of interacting with their customers. Without a proper plan and little expertise, many of the efforts sputtered to a stop. Others languished in a never-ending state of sparse updating, relegated to an activity to fulfill a job duty rather than embraced as an opportunity to connect and grow. According to Ed Bennett, a prominent blogger, hospitals have increasingly used social networking. As of May 2011, 965 hospitals have used the technology. Those hospitals together account for:

- 777 Facebook Pages
- 714 Twitter Accounts
- 469 LinkedIn Accounts

Each of the major social networking sites – Facebook, LinkedIn and Twitter – offer numerous tools that enable hospitals to create more meaningful interactions. Prior to utilizing one of these tools, your organization should ask itself some important questions.

- Does it advance your organization toward its goals?
- Can it be maintained in perpetuity?
- Are you tracking use?

LinkedIn

For hospitals, the primary purpose of LinkedIn is to host discussions. The site's user-friendly discussion board allows group members to participate in lengthy discussions on potentially complicated matters more easily than Facebook. Its "Manager's Choice" option enables group administrators to select interesting/high-volume discussions and highlight them. Before group members participate in discussions, however, they'll want to be comfortable with the site. One of the primary tools for creating a culture of discussion is to employ LinkedIn's templates. Found under the manage tab, the template function allows the administrator to create and automatically send messages to those that request to join and to those that are accepted into the group. There are also decline and decline-and-block options. By creating this copy and populating the template, the manager is ensuring that each prospective member is welcomed into the community. It also saves a lot of time, enabling the group administrators more time to participate in discussions and answer questions.

The best discussion starters are often news items. LinkedIn gives group managers the capability to import news feeds, like RSS feeds, under the Manage tab. This will ensure that your LinkedIn group discussion wall will be updated with

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President's Corner



Believe to Achieve



Esteban Ponce

Hola!

Well, now it is my turn and in some ways, it is hard to believe that I have been given the the privilege to lead the Heart of America Chapter of HFMA. That is a challenging if not scary proposition to me. As with most of our past Presidents, I started being a member over 5 years ago and volunteering on one of the committees because then President –Elect Miccole Bowen asked me if I would like to get more involved. I started with being a member of our Membership Committee and Newsletter Committee, which was a lot of fun. I continued my involvement, first as a Board member, later as an officer for the Programs Committee. I can say that I have been helping here and there in the other committees as well. Mary Jonscher has shown me a great example of how to execute on a plan as Chapter President. Under Mary's leadership, the chapter had an outstanding year that built on the efforts of prior years. We truly turned a corner that was a multiple year effort in our member satisfaction and in our programming-both of which were key target areas for our strategic planning in the last several years.

With great focus and help from the Programming Committee and the hard work of a lot of people on it, in this fiscal year 2010-2011, we surpassed our education programming goal coming in at over 10.8 hours per member against a goal of around 9.5 per member. Our member satisfaction was also up to 71.0% from our last survey results.

I want to extend my congratulations to Sue Brammer and Laura Snow for their outstanding efforts in the Membership committee, we are now 316 members, beating our goal for the year of 297 members!

I also want to thank all the Chapter Officers, Board Members, Committee chairs and Committee members in making that happen. The time and effort you put into your volunteer positions is greatly appreciated, and with the

continued support of those who have taken these roles for 2011-2012, our objective will be to try to achieve the highest score possible for the CBSC.

In order to do that in fiscal year 2011-2012, we are looking to do some improvements including:

- Quality educational programming (higher quality speakers, lower cost for our members, webinars and target audience strategies).
- Increase networking opportunities (Happy hour receptions, sports games, ice breakers)
- Variety of program locations (including programs in the Northland, and southern and eastern parts of KC metropolitan area)
- New membership growth and retention strategies (target member strategies include aligning educational programming and one on one sessions with new members)
- Certification marketing (by promoting certification in our programs)

If there is one thing I have learned in my 5 plus years of membership, the more that you put into HFMA, the more you get out of HFMA! That is a challenge from me to each one of you.

It is going to be challenging to follow up the chapter performance in 2010-2011, but I'm excited about the team of officers, directors, and committee leadership we have leading the chapter on my watch. They make for an incredible group of dedicated volunteers who take the time out of their days and their lives to give to our profession. When I joined HFMA, I never thought I would find myself in such a position as I do today, but it definitely is evidence of what can happen when you decide an organization worth joining is an organization worth contributing to. I'm glad and happy to find myself among a lot of smart minded and dedicated people! ■

Gracias!



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- ◆ Paul Knudtson - 816.932.0336

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Mea Austin	Mary Knollmeyer
Terri Bradley	Jim Mozena
	Laura Snow

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Becky Grupe	Heath Lueck
Michelle Narayan	John Travis

New Supply Chain Model Requires Relationship Building

By **Howard G. Mann** - Corporate Director, Materials Management, St. Lukes Health System



Collaboration is becoming more and more essential to strategic decision making within the supply chain.

The good news is that silos are breaking down between physician, clinicians and finance and supply chain, yet the opportunity to affect positive change will be lost if supply chain leaders cannot expand their thinking outside of the traditional acquisition, receipt and invoice or even value analysis.

Our partners and customers must also know who and what supply chain is, and how it can benefit them and their customers in an increasingly challenging business place. The new supply chain model requires building relationships based on credibility and trust.

To do so, extending your supply chain presence to where physicians and clinicians practice, and to where financial operations are managed, learning requirements and measures that demonstrate them, and crafting supply chain to integrate more closely into their scope, is imperative.

For example, facilitate meetings between finance, physicians and key clinical staff to discuss multiple vendors providing implantable devices with the goal of identifying what strategies will meet all partner's needs to place supply chain at the negotiating table. Bring accurate data, keep an open mind and ear, and walk away with concepts that can be shared back with the group. At the very least, you will learn what aspects of supply chain are important to each of the key stakeholders.

So get up, get out of your office and go meet your partners. ■

The Role of Social Media in Hospitals

(continued from page 1)

each news story that is added to your feed. Be careful to select a feed that is not updated more than once daily.

One of the more useful tools within LinkedIn is the ability to create sub-groups. If you find that your membership often divides itself among certain interests, it is recommended that you create subgroups to help them find related discussions easier. Again found under the Manage tab, managers can create subgroups with the same functionality as the larger groups, including limiting membership to select individuals. For example, a hospital could start a group related to billing and assign a hospital staff member to answer those questions in that subgroup. This would free up the main discussion board of these questions.

Facebook

While LinkedIn is a mostly closed website to outside application development, Facebook is quite open. There are numerous 3rd-party web developers that have created tools Facebook Page managers can leverage. Two of the more useful applications involve importing Twitter and YouTube content directly onto your Facebook

(continued on page 4)

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*Cherie McGuire, Business Office Director
Coffeyville Regional Medical Center*

The Role of Social Media in Hospitals

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group page. By leveraging other technologies, you reduce the amount of total work in updating numerous outlets. For Twitter, HFMA recommends this application: <http://apps.facebook.com/twitter/>. For YouTube, there are several good options:

- <http://apps.facebook.com/videobox/>
- <http://www.facebook.com/apps/application.php?id=2513891999>
- <http://www.facebook.com/apps/application.php?id=3801015922>

In addition to importing content, Facebook is customizable with original content. There is “FBML” which is Facebook Markup Language and it's identical to HTML. With this, you can create a new page within your Facebook Page profile and highlight content outside of your status update. Here are the steps:

- Go to <http://www.facebook.com/apps/application.php?id=-4949752878> and add to page
- Go to your page and select Edit Page

- Scroll down to Applications and select Application Settings
- Insert code in FBML box from third-party program (Dream-weaver, etc.)
- You can insert clickable images, embed YouTube video, and more

These pages are useful marketing vehicles, and can be used to promote everything from a new cardiac unit to billing FAQs. Be sure to link to the page (by copying and pasting the URL) through your Facebook status update and twitter feed.

Twitter

The single most effective marketing option within social networking is Twitter. The short statements pushed out directly to users' phones or computers hold a lot of power if effectively written. Twitter feed managers need to remember that Twitter is also an interactive medium, not just a tool to push out 140-character messages. Twitter feed managers can monitor activity twitter feeds in two significant ways. First, from the home page, click on @Mentions and see a list of Twitter users that have mentioned the organization by name. Second, also from the home page, they can click on Retweets

and see who is retweeting the organization's original messages.

To respond to messages about your organization, you can start your message with @twitterhandle and engage in a conversation with that person. This is useful for answering direct questions about your organization and for building a repore with the twitterverse. It's also an opportunity to clarify misperceptions about your organization. If you spy a message that is negative, you can participate in the conversation about your organization and perhaps turn a negative review into a positive review in a very public way.

In order to make your Twitter followers feel more welcome about communicating with you, it is recommended that you upload a custom Twitter background that includes an image that is immediately recognizable to your customer base. This image should be 1600 pixels wide. To upload, you do the following:

- Click on Settings
- Click on Design
- Select Change Background Image

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Region 8 Connection



Believe to Achieve

Teri Reger, FHFMA
Region 8 Regional Executive

HFMA greetings!
My name is Teri Reger and I am

honored to introduce myself as your Region 8 Regional Executive for the June 2011 through May 2012 chapter year. I am a member of the Greater St. Louis Chapter as well as your representative on the HFMA Regional Executive Council.

The purposes of HFMA's Regional Executive program are:

- To serve as the primary volunteer and policy link between the chapters and HFMA National;
- To assist chapter leaders in serving members;
- To foster a dialogue and effective communications between the national and chapter levels of HFMA;
- To represent the needs and interests of chapter leaders to the HFMA Board and management, and

- To encourage chapters to collaborate and help other chapters.

I would like to extend a sincere thank you to my predecessor, Vicki Mills, for her service as our Regional Executive this past year and for being a wonderful mentor. She represented our region extremely well and has set the bar very high! In addition, please welcome Mike Dewerff from the Iowa Chapter as your Regional Executive-Elect.

HFMA's Region 8 is made up of nine very strong chapters – North Dakota, South Dakota, Minnesota, Nebraska, Iowa, Sunflower, Heart of America, Show-Me of Missouri and Greater St. Louis. Congratulations to each and every one of them for completing a successful year with outstanding achievements that will be honored at this year's Annual National Institute in Orlando in June. All nine chapters in Region 8 earned multiple awards totaling 35 awards across the region! What a testament to the dedication

and commitment of our chapter leaders to providing exceptional service to their members!!

The HFMA Chair's Theme for 2011-2012 is "Believe to Achieve". I have had the privilege of working with each of your chapter Presidents over the past year, and more recently each President-Elect at HFMA's 2011 Leadership Training Conference. I believe in your chapter leaders and know that they will achieve if not exceed their strategic goals. As regional executive, I want to be engaged in the success of each chapter during the coming year by making myself available as consultant, collaborator, and number one supporter!

Thank you for the opportunity to serve Region 8, the best region in HFMA! I look forward to working alongside your chapter leaders and meeting many of you as I travel around the region. My telephone number is 314-523-8771 and my email address is Teri_Reger@ssmhc.com. I welcome your questions and comments, any time! ■

The Role of Social Media in Hospitals

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Another technique to demonstrate your dedication to creating a friendly and knowledgeable Twitter feed is to use Twitter lists. Creating a public Twitter list shows visitors you're adept at providing information to them. A hospital, for example, can provide Twitter lists that include twitter feeds dedicated to information about various illnesses or wellness programs (heart health, diabetes, exercise, diet, etc.). To create a list you:

- Visit the profile of the user you want to add to the list
- Click the list drop down
- Click Create List
- Enter private or public list

Ultimately, visitors to your organization's social networking sites are seeking information. Most of them are open to communicating with your organization about the information they seek and your organization should be ready to engage. These tools are best utilized when a dedicated staffer is spending time

cultivating the relationships they produce. Measure out the time available and implement them one at a time. Don't be afraid to abandon the ones that your audience is not responding to, and be sure to be diligent to stay on top of each site's new tools. There are a variety of places to get information about social networking. Some of HFMA's favorites are:

- Mashable
- Read Write Web
- eMarketing Association
- Marketing Sherpa

As Web 2.0 continues to evolve, so should the way we use these tools. ■

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Member Highlights

Get to Know...

Elijah Ditter
Patient Accounts Manager
Hedrick Medical Center-
Saint Luke's Health System



Why did you join HOA-HFMA? To be exposed to financial leaders as I embark on my new position in the business office.

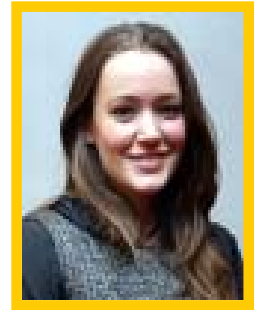
How long and why do you work in healthcare? My career in healthcare started when I enrolled into the University of Minnesota's Masters in Healthcare Administration program. I work in healthcare administration because it is meaningful, important work that fits my skill set and personal interests.

What do you like most about your job? I have not started my new job yet (I am transitioning out of my administrative fellowship), although I anticipate enjoying working with the entire leadership team to problem solve and improve an area that patients acutely notice.

Marital status? Children? Single, no children

Please describe some of your favorite accomplishments or biggest challenges met: My favorite accomplishment so far is to be accepted into the University of Minnesota's MHA program which provided the opportunity to join Saint Luke's Health System. ■

Emily Nelson
VP and Account Manager
GE Capital — Healthcare
Financial Services



Why did you join HOA-HFMA? To meet and network with other finance executives in the healthcare industry. As the healthcare segment continues to grow and change in today's economic condition, being an active member of the HOA-HFMA will insure my knowledge evolves with the market.

How long and why do you work in healthcare? I am not new to finance, but I have only worked in Healthcare for about a year now. I am passionate about the industry and find it challenging yet rewarding.

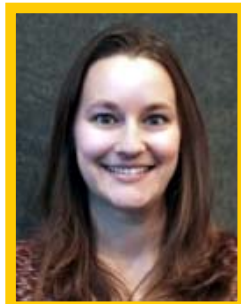
What do you like most about your job? I enjoy the opportunity to help solve problems and provide solutions for my customers.

Marital status? Children? I'm excited to be getting married this July. Today I don't have any kids; we'll have to see what the future holds.

Do you have a funny/embarassing event that has happened on the job you can share? I'm happy to say that thus far I don't have any embarrassing moments to date which have been that traumatic. However, now I have probably jinxed myself.... so stay tuned.

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Rachel Huenefeldt
Senior Consultant
BKD, LLP



Why did you join HOA-HFMA? Because I transferred from the audit department to the consulting department.

How long and why do you work in healthcare? Just started working in healthcare.

What do you like most about your job? The flexibility and how nice the people are!

Marital status? Children? Married for 2 years. Step-daughter (9 years old)

Do you have a funny/embarassing event that has happened on the job you can share? Can't think of anything that is "shareable"

What is your personal or professional motto? Nothing's impossible... just improbable.

Please describe some of your favorite accomplishments or biggest challenges met: Graduating from college with a BSA and MSA with minimal student loans. I worked 2 jobs during school to accomplish this. It was tough, but completely worth it!

What advice would you give to someone entering the healthcare field? Be prepared for change. ■

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Region 8 Webinar Schedule

NOTE: "Topics to be determined"

Date and Chapter	Contact Information
August 16, 2011 Greater St. Louis	Rebecca Welker Rebecca_Welker@ssmhc.com
	Amy Richter arichter@hospice.org
September 20, 2011 Minnesota	Jill Sigelman jillsigelman@yahoo.com
October 18, 2011 Heart of America	Jeff Vanek jvanek@bkd.com
November 15, 2011 Nebraska	Mandy Kumm mprice@boonecohealth.org
December 20, 2011 South Dakota	Geoff Knobloch GKnobloch@eidebailly.com
January 17, 2012 Iowa	Shawn Steffen ssteffen@mercyare.org Randy Rubin rrubin@mercydesmoines.org cc: Steph Hultman shultman@avadynehealth.com
February 21, 2012 North Dakota	Brad DeJong BDeJong@eidebailly.com
March 20, 2012 Show-Me of Missouri	Kyle Lee kylewlee@mchsi.com Allison Lewis alewis@nomise.com
April 17, 2012 Sunflower	Amy Blaufuss ablaufuss@saint-lukes.org

Get to Know...

Emily Nelson

(continued from page 6)

What is your personal or professional motto? "Whether you think you can or you can't, you're right" quote from Henry Ford.

Please describe some of your favorite accomplishments or biggest challenges met: In addition to planning a wedding and being new to a very complicated industry, I started getting my MBA from Northwestern's Kellogg School of Management last Spring. My biggest challenge is finding balance between school, work, family, and social obligations... I'm still learning!

What is your favorite movie? Ferris Bueller's Day Off – it's an all-time classic!

What advice would you give to someone entering the healthcare field? I am still new to the healthcare field, but I would advise other newcomers to soak up as much knowledge as they can by keeping up on current events/legislative changes. The industry is very complicated and is constantly changing, it's very important to stay current. ■

HFMA Chapter Calendar of Events

August 3-4, 2011

Annual Cost Report Training Seminar
2 Levels of Training Available:
Beginning & Intermediate/Advanced
Sheraton Overland Park Hotel

August 4, 2011

Social Function @ the Kansas City T-Bones Game

Meet in the lobby of the Sheraton Overland Park Hotel @ 5:30 pm and travel by shuttle to the Community America Ballpark. Tickets available for \$35 per person

August 5, 2011

Quarterly Meeting Program Focusing on Washington Updates & Current Medicare Reimbursement

- ◆ 8:00 am-Continental Breakfast & Registration
 - 8:45 am - Welcome & Announcements
 - 9:00 am - 4:00 pm - Program
 - ◆ (lunch will be provided)
- Sheraton Overland Park Hotel*

Sunday, August 21, 2011
Sporting KC Event

- ◆ 6:00 p.m - LiveStrong® Sporting Park
- \$15/person, option \$12.50 pre-game tailgate

Wednesday, August 24-26, 2011
Healthcare Finance Joint Workshop
Westin Crown Center Kansas City

Thursday, September 22nd

Regulatory Update – MHA & KHA
7:30 AM – 11:30 AM ◆ Breakfast 7:30 am
Program Fee: \$45 per participant
North Kansas City Hospital

Tuesday, October 25th

Patient Access (Charity Care & Self Pay)
12:00 PM – 4:30 PM ◆ Lunch 12:00 pm
Program Fee: \$45 per participant
HCA Centerpoint

Tuesday, November 29th
CFO/CEO Forum

12:00 PM – 4:30 PM ◆ Lunch 12:00 pm
Program Fee: \$65 per participant
Ritz Charles

HFMA-HOA Awards Banquet Tuesday, April 26th, Ritz Charles



▲ **CERTIFICATION AWARDS** (Left to Right) Jeff Vanak-CHFP, Paul Knudton-CHFP and Terri Bradley - Fellow FHFMA



▶
Mary Jonscher
and
Esteban Ponce



◀ Larry Crozier-
Past President and
Award of Chapter
Life Member



▲ (Left to Right) Sharon Fiene, Michelle Narayan, Paul Kim and Andrea Lindsay



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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. ■

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Local Hospital Social Media Use Matrix

Hospital or Hospital System	Facebook	LinkedIn	Twitter	Other
Children's Mercy Hospital (CMH)	CMH website has a link to their Facebook page to provide information on new physicians, services, events and other news. CMH also has a separate page dedicated to nursing recruitment.	CMH posts limited information about hospital as well as job postings available.	Utilizes Twitter for job recruitment as well as links users to certain articles on the hospital website.	Use of YouTube to highlight personal stories and information.
HCA Midwest Health System	Hospitals have separate Facebook pages to provide information on new physician services, events.	Limited use for job recruitment	Twitter feed will feature the most current information and news.	Use of QR Code, text messages, iPhone applications to provide ER wait times. Use of YouTube to highlight information.
North Kansas City Hospital (NKCH)	NKCH has a Facebook page to provide information on new physician, services, events and other events.	Limited use posting certain job opportunities.	Utilizes Twitter for job recruitment as well as provides current news.	Use of private social networking site for expectant mothers.
Shawnee Mission Medical Center	Shawnee Mission Medical Center (SMMC) has an active Facebook fan page that includes promotion for upcoming events, recent awards and honors for both the medical center and individual employees and pictures such as their recent Mother's Day 5k run.	No apparent use of LinkedIn	No apparent use of Twitter	SMMC also has a unique ER wait time updater which can send text messages to your phone and updates real time on their website with expected wait times at both of their campuses. SMMC also has multiple blogs: women's health, family medicine, volunteer, cardio care, mission moments.
Truman Medical Center (TMC)	TMC has a 'visit us on Facebook' icon on their main page left sidebar to provide information such as general updates and reminders for events.	No apparent use of LinkedIn	No apparent use of Twitter	Utilizes YouTube to provide information and promotion for the hospital such as their partnership with the Kansas City Chiefs for a healthier community.

The Heart of America Chapter received six awards for the fiscal year ending May 31, 2011. Mary Jonscher, Past-President, accepted the awards on behalf of the chapter at the Annual Chapter Presidents Dinner and Meeting on Tuesday, June 28th, 2011 in Orlando, Florida. The awards include:

- ✓ C. Henry Hottum Award for Educational Performance Improvement. This award is granted to chapters whose educational hours have a greater than 6.0% increase over the prior year.
 - ✓ Gold Award of Excellence for Membership Growth and Retention. To achieve this award the membership growth and retention must be 2.5% or greater above the Chapter Balance Scorecard Goal for the fiscal year.
 - ✓ Four Helen M. Yerger Award recognizing outstanding chapter performance in the categories of Collaboration, Education, Improvement, Innovation, Member Communications, Member Service, and Membership Recruitment and Retention.
- The awards recognized the HOA Chapter in the following areas:

- Program Excellence Planning
- March Madness and HFMA Membership
- Improving the Financial Health of the Chapter
- Networking: Creating a Social Connection

Please congratulate your fellow HFMA colleagues and leadership in earning such prestigious and well earned awards.



▲ (left) Greg Adams the incoming 2011-2012 Chairman Mary Jonscher and Debora Kuchka-Craig the 2010-2011 HFMA Chairman.



◀ (Left to Right:) Janis Richardson, Mary Jonscher, Tammy Shepherd Mary Knollmeyer and Terri Bradley

www.hfma.org

Heart of America Chapter Mini-LTC was held at Incred-A-Bowl-June 17th



▲ (Left) Robert Fowle, Jeff Vanek and John Maschger



▲ (Left) Karrie Pence and Gina Moore



▲ (Left) Tammy Shepherd and Mary Jonscher



Janis Richardson ready to bowl her 200 game!

New Members

Robert Beck
Finance Manager

Shawnee Mission Medical Center
Work Phone: (913) 676-7484
Email:
robert.beck@shawneemission.org

Elijah Ditter
Patient Accounts Manager
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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 September 15, 2011. ■