

April 5, 2004

A MESSAGE FROM THE PRESIDENT

Dear Colleagues:

The last few months have provided a full plate of programs and special events to keep me busy. I attended the Legislative update meeting in January, the Physician Practice in February and the Annual Reimbursement meeting in March. All of the programs were excellent and the committee members who worked on the development of the programs are to be congratulated.

In addition, on March 14th, I attended the annual President's Dinner at the Saloon in South Philly. This year's dinner was hosted by President-Elect Pete DeAngelis. The Chapter Officers and Board members honored the past presidents for their service to the Chapter.

After a long winter, spring is finally here! With spring comes the opportunity to start anew on personal and professional matters. For HFMA members, it is a time of opportunity to reflect on what programs and initiatives that you could suggest to make our Chapter more educational and interesting for you. Please make your suggestion known to me or the program chairmen by sending an email. Remember our Chapter is here to support you.

Please remember to view our Chapter web page at www.hfmaphila.org. You can find news about all of our educational events, certification testing, employment and much, much more.

Also, remember to renew your HFMA membership as soon as possible.

I look forward to our upcoming events in the next few months. On April 20th, we have our Decision Support program at Crozer Chester Medical Center and our annual Accounting and Auditing Update followed by golf at Paxon Hollow Country Club on May 27th. Please remember that these events provide not only the educational information you need for your job, but also the networking opportunities you need for your career.

A MESSAGE FROM THE EDITORS

As the long and dreadfully cold winter season slowly winds down, it is a welcome sight to see the days of longer daylight, flowers showing a hint at budding, and temperatures above the freezing mark. With the new beginning of Spring, comes the winding down our current HFMA year, an opportunity to reflect on your experiences within the Metropolitan Philadelphia Chapter of the HFMA during the past year; a last chance to take advantage of the final programs and events planned during April, May and June; and a chance to look forward to the next HFMA year and the many opportunities that will present themselves within the local HFMA Chapter.

In our ever changing healthcare world, we see various industry issues that present challenges to each of our organizations. With each of these challenges comes the opportunity to grow professionally, and overcome hurdles and roadblocks that present themselves. Later in this Newsletter, you will see many of the HFMA sponsored events and programs on both a local and national level for the remainder of the year. These programs represent great opportunities to meet other fellow healthcare professionals, expand on relationships developed over the years within our local Chapter network, and discuss pertinent issues that are affecting all of our organizations. While on this topic, we would like to take a quick opportunity to thank the members of the HFMA committees who do such a great job of arranging the programs and events sponsored by the Metropolitan Philadelphia Chapter of the HFMA. These opportunities would not be available without the hard work of these individuals.

We hope that you find the updates and articles in this Newsletter helpful. We would like to solicit any articles or topics that you would like discussed in upcoming Newsletters, with the understanding that we strive to make this Newsletter informative and useful for all of our local Chapter members. If you have any suggestions of topics that you would like to see in our Chapter's Newsletter, or if you would like to submit an article for our upcoming Newsletters, please do not hesitate to let us know. We hope that you continue to take advantage of the many opportunities within the HFMA.

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METROPOLITAN PHILADELPHIA CHAPTER UPDATES...

Local Chapter Awards

The Metropolitan Philadelphia Chapter of the HFMA would like to extend its congratulations to the following Founders Award winners for 2003. Please join us in congratulating these members on these achievements!!!

Follmer Bronze Award Winners

Robert D. Bauer, CPA

Thomas A. Bielecki, CPA
Marie R. Burden, CHFP
Americo J. Capetola
John D. Charles
Kenneth E. Flickinger
Thomas G. Goldkamp, CPA
Anne N. Ibekwe
Randolph S. Jacobson
Jonathon L. Kellerman
Jonathan S. Ketcham, FHFMA
Dennis E. Kilma
Richard D. Madison
Ellen C. Mattis, CHFP
Scott K. Phillips, CPA
George J. Pinel
Bruce H. Podrat
Glenn A. Shively
Jennifer A. Stiller
Donald D. Whitman

Reeves Silver Award Winners

Michael J. Hammond, FHFMA, CPA
Robert H. Lux, FHFMA, CPA
Lisa M. Mallon, CPA
Stephen J. Nowicki
Karen F. Sullivan

Muncie Gold Award Winners

Anthony M. DiLuca, CHFP
Joan M. DiMarco, FHFMA, CPA
James J. Nelson, CPA
Victor Sarkissian, CPA

Membership Committee Update

There is still time to sponsor a new HFMA member and become eligible for great prizes! For every new member you recruit from now until April 30, 2004, you will receive one entry into the drawing for a \$5,000 travel gift certificate from Tower Travel. Additionally, recruit one or two members who begin their membership prior to April 30th and win your choice of HFMA apparel (retail value of \$25.00). Recruitment of additional members allows you to obtain more prizes. Share your HFMA experiences with potential members and get prizes for your efforts. You can have your prospective member visit www.hfma.org/join and complete the application at this site.

We are soon approaching the end of the Chapter year. Remember to **renew your HFMA membership today** to ensure that you continue to receive mailings and updates for the upcoming year. You may renew your membership at www.hfma.org/join or via the mail.

Have You Used the New On-Line Registration Feature for Education Programs?

Have you taken advantage of the Metropolitan Philadelphia Chapter of the HFMA on-line registration for our training and education programs? This option has been introduced as an easy and efficient way to register for our educational programs, and is currently up and running for our programs, and can be accessed on-line via our local Chapter's web site.

In order to register on-line, you will be prompted for your HFMA membership identification number. Your HFMA member identification number can be found on your membership card, adjacent to your name on the HFMA mailings, or you may call HFMA member services at 1-800-252-4362, extension 2. Take advantage of this quick and easy way to register for our educational programs and Chapter events.

HFMA Certification

Sunday, April 25th represents the last opportunity in the current Chapter year to participate in the HFMA certification process. Through a partnership with Saint Joseph's University, the Professional Education Committee is pleased to offer HFMA members the opportunity to obtain these certification credentials locally. The exam will begin at 9:00AM. Ronald A. Fabrizio, FHFMA, Controller of the Abington Memorial Hospital, will proctor the April examination date.

HFMA's certification programs lead to the designation Certified Healthcare Financial Professional (CHFP) and Fellow of the Healthcare Financial Management Association (FHFMA). Meeting the HFMA certification requirements helps prepare you for increasingly responsible positions in the healthcare industry and demonstrates your dedication to professional development and a higher standing. Research indicates that there is a clear relationship between certification and career advancement. Certified members of HFMA earn a higher annual salary, are more likely to be hired for upper-level positions in healthcare finance, are promoted faster, and are respected members of the healthcare leadership team.

Registration for the examination must be done in advance with HFMA National in order to take the test. To register for the examination, visit the National HFMA website (www.hfma.org/sitemap.htm), and then click on the Exam Application link under the Careers section to access the on-line application. Applicants must provide the name of the proctor at the time of application or the application will be considered incomplete. Payment by credit card of \$100 for the Core Exam or \$70 for a specialty exam is also required at the time of registration and will be refunded to the member after the exam is successfully completed.

Because the number of examinees that can be accommodated by the Chapter, admissions may be limited, therefore, you are encouraged to sign up early for the testing dates of your choice. According to the National Office, 24 to 30 hours of study time are required for the core and 16 to 20 hours for each specialty test. The Chapter has a limited number of study guides available for

loan to members signed up for an exam. Please contact the Chapter Study Guide contact listed below to determine if a study guide is available.

Contact Name for Certification Information

Tom Heron, Chairman
Professional Certification Committee
Marian Hospital
Telephone: 570-282-1005
email: tomh@marianhospital.org

Contact Name for Study Materials

Jonathan Ketcham, FHFMA
Mercy Hospital of Philadelphia
Telephone: 215-748-9321
email: jketcham@mercyhealth.org

Through a partnership with Saint Joseph's University, along with the great work of the certification committee, this program is a great opportunity to obtain the CHFP and FHFMA certifications locally.

Since the inception of this program in the Metropolitan Philadelphia Chapter of the HFMA on May 1, 2001, a total of 29 exams have been passed, and 6 fellows have been named.

Only You Can Prevent Forest Fires

by Kevin McPoyle

A popular public service announcement that ran throughout the ages taught us all an important, albeit somewhat grim, message about accountability. What a sense of responsibility to place on all children and adults alike. But Smokey Bear may have been on to something. With Enron's Jeffery Skilling and WorldCom's Bernie Ebbers soon to join Martha Stewart in a prison chain gang, the topic of corporate accountability remains a top news story.

Every organization today, both public and nonprofit, is seeking ways to ensure an effective and accountable governance structure. For many nonprofit organizations, this means redefining the role of their Board members to be less of a social activity and more of a critical fiduciary responsibility. Perhaps even more so in the nonprofit world, board members must serve as a countervailing force to offset senior management unencumbered by the watchful eye of profit-seeking stockholders. With this need for heightened scrutiny, today's nonprofit Boards are realizing that they may lack members with enough financial savvy to understand the complex transactions presented to them.

There has never been a better time for financial professionals to offer their services to nonprofit Boards or Audit Committees. In particular, healthcare financial professionals often understand what it means to work for an organization that aligns mission above margin. As such, healthcare financial professionals offer even more desirable traits and talents to nonprofits.

Some of you may now be saying “Sounds great. How much does it pay?” Well for the most part, Board and committee members at nonprofit organizations are recruited as voluntary positions – (i.e. not paid). Generally speaking, there are no regulations that prohibit a nonprofit organization from paying reasonable stipends to members of governance; however, a poor bottom line may make it impossible.

Time commitment often becomes a concern for potential volunteers. How much time you can offer is an important factor to consider. Many nonprofit boards claim that their board members need to devote four to eight hours per month. This time is spent reviewing material sent to them and attending periodic meetings.

So why would you volunteer your time and talent to a nonprofit? Well above all else, this is about the ability to make a difference. As a board or audit committee member, you would be providing management with oversight. Oversight doesn't mean that you know better than they do. It means that you are able to look objectionably at what they are doing and provide any needed cautions and motivation. A prudent and able person in this role can be instrumental in steering an organization away from failure, or propelling it toward success in its mission. How often do you have an opportunity to do that?

There are also other reasons to consider for Board volunteering, although they should not be the primary reasons. Think about expanding your leadership skills. Board members often develop keen abilities to build consensus and to lead through influence. Management recruiters often cite board experience as a mark of a well groomed leader. Think exposure. By participating on a board you will perhaps be exposed to some of the most challenging issues facing an organization. A three year rotation on a board may expose you to issues that otherwise would have taken many more years of senior executive level experience to acquire. Finally, think also about the contacts. Many of your fellow board members would be leading professionals in the community. The opportunity to work with these people would be exceptional.

In interviews conducted by *boardnetUSA.com*, many people expressed that they thought they were not the traditional type of people that serve on nonprofit boards. Meanwhile many nonprofit organizations expressed that they do not want “traditional board material.” The men and women serving as directors on nonprofit boards are dedicated people of all sorts of backgrounds and experience levels. The key characteristics are bright, critical thinking people with a willingness to serve.

How much responsibility do you exhibit in your career? Author and publisher Michael Korda once made a poignant observation when he wrote, “In the final analysis, the one quality that all successful people have is the ability to take on responsibility.” Volunteering to serve on a nonprofit board may be a perfect opportunity for you to give back to the community, while at the

Skills Offered by Many Healthcare Financial Professionals to Nonprofit Boards

- Understanding of internal controls
- Ability to effectively interact with external auditors
- Sensitivity for faith-based or community service driven missions
- Knowledge of nonprofit accounting issues
- Familiarity with regulated environments and compliance management
- Awareness of the emerging problem of managing earnings

same time contribute to your on-going professional success. Remember: *Only you can prevent forest fires.*

In response to the swelling need for mission-sensitive financial professionals to serve on nonprofit boards, the Metropolitan Philadelphia Chapter of HFMA has created a Director's Registry. This Registry will link members willing to volunteer their time and talent to nonprofit boards seeking financial professionals to serve as directors or committee members. Should you be interested in serving on a board please contact Kevin McPoyle at kmcpoyle@chanllc.com or (610)567-6922.

Upcoming Events- Local

The following details the remaining events and programs sponsored by the Metropolitan Philadelphia Chapter of the HFMA for this fiscal year. Please take advantage of the on-line registration available via our Chapter's website for the educational programs, as this is the easiest way to register for these programs and events. Also, please, visit the Calendar Event section of our local website for more information on Philadelphia Chapter events.

Educational Programs

Date	Event	Location Event Chair
<i>April 20, 2004</i>	8 th Annual Decision Support Seminar	Crozer Chester Medical Center Sharon Sellman, Kevin McPoyle
<i>April 25, 2004</i>	HFMA Certification Exam	St. Joseph's University
<i>May 27, 2004</i>	Accounting & Audit Update Golf Outing	Paxon Hollow Golf Course Joe Cunningham

Social Events

The Social Committee of The Metropolitan Philadelphia Chapter of the HFMA is holding a group night at the new Citizens Bank Park for the Philadelphia Phillies vs. New York Mets game on Tuesday July 6, 2004 (7:05 pm start). Come join fellow Metropolitan Philadelphia Chapter members at the new Phillies ballpark. The ticket price, subsidized by the Social Committee, is \$23.00, and includes Rooftop Bleacher Seating and a voucher for a meal at Bull's Barbeque. The meal voucher entitles you to an entrée sandwich, 2 sides and a drink.

There were a limited number of tickets that could be purchased due to high group ticket demand for the first season in the new ballpark. Therefore, tickets are limited to four (4) tickets per member.

Please **FAX** your registration form to Jean McNeil at (215) 923-6812 to reserve your tickets and then follow by mail with a check to the address below. Include you name, address, phone

number, number of tickets requested (limit 4), and corresponding total dollar amount. Please send your check made payable to "HFMA", and registration form to:

HFMA (c/o Jean McNeil)
Thomas Jefferson University Hospital
601 Walnut Street - Suite 930
Philadelphia, PA 19106

ON THE NATIONAL SCENE

Financing the Future Series

As many have already taken advantage of, the first three reports in the Financing the Future series are available for HFMA members on the HFMA National website. Financing the Future, a project led by HFMA, in partnership with GE Healthcare Financial Services, with research conducted by HFMA and PricewaterhouseCoopers, is a year-long project that will give healthcare professionals the perspective and tools necessary to meet the capital challenges of today and tomorrow.

The following represents a timeline of the expected release dates of the remaining reports, as well as the focus of the first three reports that are currently available on-line:

Report 1: Now Available

What are the factors that affect a hospital's ability to access capital?

Report 2: Now Available

What are the factors that influence hospitals' capital need and spending?

Report 3: Now Available

What are hospitals' capital needs likely to be over the next five to ten years?

Report 4:

Release Date: May 2004

How available is capital likely to be over the next five to ten years?

Report 5:

Release Date: July 2004

What are the implications for providers regarding future capital need and supply?

Report 6:

Release Date: September 2004

What are the policy implications of future capital needs and supply?

See more on the Financing the Future series on the web at: www.financingthefuture.org

Upcoming Events- National

The following represents a list of the events and conferences in the upcoming months that are sponsored by HFMA National. Please visit the National HFMA web site for more information on these events.

Spring Seminar Series

The following are the dates and locations for the last two seminars in the Spring Seminar Series. These seminars offer education and training sessions on a variety of industry topics, including Financial Management and Reimbursement, Revenue Cycle, Managed Care Operations and Processes, and Long-Term Care/Home Health Care.

April 21-22, 2004- Alexandria (Washington D.C.)

May 17-20, 2004- San Diego

HFMA's 2004 Annual National Institute (ANI)

The 2004 ANI Healthcare Finance seminar will be held from June 27 – July 1, 2004 at the Gaylord Opryland and Convention Center in Nashville Tennessee. The line-up of topics has been designed to address immediate concerns, and provide professionals with tools, techniques, and strategies for solving problems facing the healthcare industry. These topics include:

- Regulatory News
- Financial Performance
- Managing Collection
- Revenue Cycle Management
- Senior Management Best Practices
- Managed Care
- Technology

For 2004 ANI program and registration information call (800) 252-4362 (Extension 2) or visit the HFMA National website at www.hfma.org/ani.

Upcoming HFMA National Audio Webcasts

The following details the scheduled April HFMA National audio webcasts:

April. 13, 2004:

The Medicare Prescription Drug and Modernization Act of 2003: What It is and What It is Not: Part II

April. 14, 2004:

Pay-for-Performance: The Case for Quality as an Integrating and Incentivizing Factor

April. 20, 2004:

Part II: Trends in Managed Care: A Survival Guide for Providers and Payers

April. 22, 2004:

Getting Paid for Blood: Your Costs Have Gone Up, But Has Your Reimbursement Kept Up?

For more detailed information and times for these audio webcasts noted above, future audio webcasts, as well as the audio webcast archives available, visit the HFMA National website at the following web address: www.hfma.org/education/national_education_calendar.htm

Please visit the National HFMA web site for further information regarding the aforementioned National HFMA seminars and conferences.