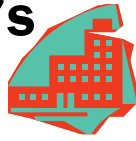


The Chili Pepper Express Newsletter

April 30, 2008

President's Corner



Wow, what a year.

This year has flown by for The South Texas Chapter and for me. As my term as President comes to an end May 31, I am excited to see the successes the South Texas Chapter has enjoyed this year.

With the work of our Board of Directors and Chapter Committees our seven conferences have provided almost 5,000 continuing education hours to our members. In addition to our Annual Institute at South Padre Island and our Revenue Cycle/Reimbursement Conference, we joined with the American College of Healthcare Executives, the Texas Association for Healthcare Financial Administration, the Greater San Antonio Hospital Council and the other HFMA Chapters in Texas and HFMA Region 9 to present programs on current topics of importance to our South Texas members.

Our Chapter is joining with the other Texas HFMA Chapters is rolling out a new sponsorship program providing us the opportunity to interact more with organizations that provide services to our members' organizations and allowing us to hold down the cost of our educational programs.

Members serving members. This has long been my definition of HFMA and we have seen it throughout this year. More of our 375 members are becoming involved with HFMA on the local and national level. We have several new committee members to bolster our chapter efforts. Two of our members have been asked to serve on a national panel to judge special projects produced and conducted by HFMA Chapters across the country. Our members have passed 16 HFMA certification exams this year. Eleven of our chapter leaders attended the National HFMA Leadership Training Conference held in San Antonio April 13-15.

There have been many individuals involved in the accomplishments of this year. Thank you to members of our Board of Directors for all of the hours spent and efforts expended of behalf of all of us: **Paul Rubin, John Montaine, Sandra Melendez, Pete Seaman, Jeannine Ruffner, Jimmy Mendez, Brenda Cox, Cipiana Zamora, Steven Jewell, Melissa Nedbalek, Gene Deutscher, Hank Fender and Patti Bethke.** Also, thank you to our Committee Chairs: **Brenda Cox-Certification, Pete Seaman-Communications and Newsletter, Sandra Melendez-Reporting to HFMA National, Wayne Williams-Membership, Jimmy Mendez-San Antonio Networking Receptions** and to our Sponsorship co-chairs: **Paul Rubin, Cipriana Zamora, Steven Jewell and Gene Deutscher.** **Paul Rubin** has done a tremendous job as President-Elect and Education Committee Chair. Thank you Paul, we appreciate your time and energy. I wish you all success in the upcoming year.



Bob Scofield
STC HFMA President
2007-2008

In closing, thank you for the opportunity to serve the Chapter as President. I do look forward to seeing you all at future events.



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HFMA South Texas Chapter Office

P. O. Box 631206
Houston, TX 77263-1206
713.776.1314 office
714.776.1308 fax

www.stxfma.org

Chapter Administrators:
Dean & Terry Newton

Meeting Calendar

Mark your calendars **NOW** so you won't forget to attend STX HFMA's meetings during the upcoming year. Our scheduled meetings are:

Date	Meeting	Location
May 29-30, 2008	STX HFMA Annual Meeting	Sheraton Hotel-South Padre Island
June 23-26, 2008	HFMA Annual National Institute	Mandalay Bay Resort-Las Vegas, NV
September 19, 2008	STX HFMA Meeting	Corpus Christi, TX
September 21-23, 2008	HFMA/TAHFA Conference	The Woodlands, TX
October 24, 2008	STX HFMA Meeting	San Antonio, TX
December 3-5, 2008	Region 9 HFMA Conference	New Orleans, LA
December 12, 2008	HFMA/ACHE	Austin, TX
January 30, 2009	HFMA/ACHE/GSAHC	San Antonio, TX
March 29-31, 2009	Statewide HFMA Conference	Driskill Hotel-Austin, TX

Registration Forms and Agendas for each meeting will be distributed by e-mail to all members about one month prior to each meeting date. Registration Fees for members vary based upon the number of CPE hours credit provided by each session, and other factors. If you do not receive a Registration Form via E-mail, please contact one of the STX Chapter officers. Please log on to the Chapter's website at www.stxhfma.org for updates!

Register Now for HFMA Annual National Institute June 23-26, 2008

This year, HFMA's 2008 Annual National Institute (ANI) is being held June 23-26 in Las Vegas. Register by May 19 and save \$76 on your registration fee!

Move your organization forward by attending four days of focused, practical education sessions. You'll walk away with ideas and tools you can use to achieve outstanding results in your career and organization.

Network with experts and your peers. It's not often that leading healthcare financial professionals and your colleagues from across the country stop by to visit. Don't miss this opportunity to tap into their collective expertise!

Enhance your career options with Breakout Sessions and Preconference Programs specifically designed to help you succeed, including the *CFO Bootcamp* where you'll get the chance to network and meet with new and soon-to-be chief financial officers and *Building and Leading Teams for More Effective Healthcare Financial Management* that will help create an easy-to-implement action plan to enhance your team's ability to achieve bottom-line results. Additionally, National Coaching Courses to prepare for HFMA's certification tests will also be offered.

Explore the latest financial management technology, systems, products and services as you meet and mingle with more than 400 exhibitors during the ANI 2008 Idea Exchange Exhibit.

For complete information on ANI and to register, visit www.hfma.org/ani or contact HFMA's Member Services Center at (800) 252-4362, extension 2.

ANI offers a great opportunity to develop solutions, share ideas and gain insight through education and networking. Register today!



David K. Glazener Joins STC Board of Directors

David Glazener, CPA, was recently elected to the STC Board of Directors. David is the Accounting Manager at Central Texas Medical Center in San Marcos and his current responsibilities include managing all accounting functions and staff at the facility and its affiliates, which includes two physician practices, a professional building, and other entities. David and his wife Sabrina live in Schertz, and have three children, Lesley, Matthew and Hunter.

Prior to joining Central Texas Medical Center, David worked for HCA San Antonio Patient Account Services as Controller of the regional service center that maintained the revenue cycle for the St. David's Healthcare System in Austin and the Methodist Healthcare System in San Antonio. Prior to that he was employed by the Methodist Healthcare System in San Antonio with responsibilities that included Medicare/Medicaid analysis, assisting with cost reports and audits, along with monthly contractual posting. David also spent time at Blue Cross & Blue Shield of Texas (currently TrailBlazer Health Enterprises) in auditing Medicare/Medicaid cost reports, and in various other Accounting/Management positions in Home Health, Physician Practice and with a local CPA firm.

In addition to his service on the STC Board of Directors, David is Past Vice-Chair – Enduring Love Foundation, First Baptist Church Universal City; has served as a basketball & baseball coach for the Buffalo Valley Youth Assoc; and is an 11th grade Sunday school teacher at the First Baptist Church in Universal City.


David holds a BA Accounting from Texas Lutheran College in Seguin, and an MBA from Our Lady of the Lake University in San Antonio. David's hobbies include Bar BQ grilling, watching Spurs games, Golf, Fishing, Reading, and entertaining with Family & Friends.

LTC = TLC

My Experience at the HFMA Leadership Training Conference

By David Glazener, Director, South Texas Chapter - HFMA

As a Director on the STC-HFMA Board, I think that I can speak for all Board Officers and Directors in thanking you for the opportunity to serve you. It is an honor to serve and represent the healthcare professionals in the South Texas area and to be a voice for you on the state and national levels. The position is one that none of us treat lightly.



This conference gave us tremendous insight into what it takes to be a successful Board member and to provide you with education that is important and relevant.

The Board was given the opportunity to attend the LTC April 13 – April 15 held in San Antonio. LTC is the acronym for Leadership Training Conference that is put on at the national level by HFMA. The attendees were from chapters throughout the country. This conference gave us tremendous insight into what it takes to be a successful Board member and to provide you with education that is important and relevant. The conference was very well prepared with a good mix of motivational speakers, learning tracks, HFMA national updates and networking opportunities. For those of you that don't know, the primary committee areas within the South Texas Chapter are Program, Membership, Newsletter and Sponsorship. Depending on your position within the Board and/or committee responsibilities, there were learning opportunities designed specifically for your area of service.

As a new participant, it gave me the TLC I needed in being able to serve on the Director level. As with most new endeavors, there is a significant learning curve when taking on any position. I was quite naïve in what I thought it took to be a Director. When I began to realize the extent of the commitment, it was comforting to know that the LTC was available. The conference supplied all of us with the tools, resources and contacts to successfully serve the South Texas Chapter current and future members.

Mark Your Calendars

ATTENTION ALL STX HFMA MEMBERS.....please mark your calendar to attend these important upcoming meetings:

South Texas Chapter Annual Meeting in South Padre Island—May 29-30, 2008

HFMA ANI in Las Vegas—June 23-26, 2008

HFMA Texas State Conference 2008 a Success...Once Again!

By John Montaine

The second annual HFMA Texas State Conference, *Building the Bridge...to healthcare finance solutions*, was held on March 30 to April 1 in Austin at the historic Driskill Hotel. Attendees had a wide variety of topics to select from with three offerings on Sunday afternoon and CFO, Reimbursement, and Revenue Cycle tracks offered on Monday afternoon.

Sunday

The event began Sunday afternoon with a Certification course led by Brenda Cox and LeNora Johnson that was attended by almost 20 people eager to get information on earning their certification. Some had taken the exam previously; others were just beginning the process.

A team of hospital executives led by **Bill Phillips**, V.P. & Chief Revenue Officer for Revenue Strategies with presentations from **Jack Buckley, FACHE**, President & CEO for St. Joseph's Health System - Bryan, TX; **Buddy Elmore**, Senior Vice President & CFO for Sacred Heart Health System - Pensacola, FL; and **Stephen Forney, CPA, FACHE, FHFMA**, V.P. Ardent Health Services - Nashville, TN, discussed potential solutions to some of the challenges faced by CFO's during the *CFO Boot camp*.

Simultaneously **Dr. Michael Nowicki, Ed.D, FHFMA, FACHE** gave a wide-ranging presentation entitled *Healthcare Finance for Non-Financial Executives* that drew a number of senior hospital executives. All sessions were heavily attended and numerous compliments about the speakers were overheard at the reception that followed.

Monday

The keynote presentation was delivered by **Dr. Ken Shine**, Executive Vice Chancellor, Health Affairs of the UT Health System who spoke about the future challenges we all face working in a healthcare industry with many competing forces.

Next was a panel discussion of hospital administrators led by HFMA's President **Dick Clarke**. Each panelist had some international experience and expertise and several had participated in exchange programs through HFMA. This led to a lively Q & A session from the audience intrigued by some of the customer service and pricing challenges of such endeavors.

Greg D. Lee, CFO of the Lance Armstrong Foundation gave us an update on the *Changing Face of the Fight against Cancer* and invited all to join their effort. **Dick Clarke** then gave a presentation on HFMA Financial Outlook (2008-2013), a very sobering topic before lunch.

Breakout sessions for tracks on Reimbursement, Revenue Cycle and one for CFOs drew packed audiences.

Day Egusquiza, President of AR Systems led the entire Revenue Cycle track. She spent 4 hours covering *Optimizing Revenue and Compliance Challenges in Observation*, and the audience had more questions than we had time.

Mike Asensio, Partner with Baker Hostetler led off the CFO track with a presentation on the current status of growth and tactics of unions in the healthcare industry. He was followed by **Cheryl Sadro**, CFO of Providence Health System in Waco who related their system's experience on their UPL application process to a standing room only crowd. The audience interest was obvious as the dialogue with the speaker continued long after the session ended. **Joyce Hellums**, Senior Tax Manager for E & Y gave an update on the new Form 990 with a focus on Schedule H that will be challenging for most hospitals.

(Continued on page 5)



HFMA STX—ACHE Joint Meeting Recap: Code Red Revisited

By Paul Rubin

The South Texas chapter of HFMA joined forces with the Central Texas ACHE chapter to present Code Red Revisited, a look at the current state of health care delivery and financing in the state of Texas. The luncheon and panel discussion was held at the new Dell Children's Medical Center of Central Texas in Austin on February 15th. This is the second joint meeting the chapters have put together and this year's attendance of 99 more than doubled last year's attendance.

The panelists included current and former members of the Code Red task force: **Richard Johnson**, TMA; **Patricia Young-Brown**, Travis County Healthcare District; **Patrick Crocker, D.O.**, Director of Emergency Medicine-DCMCCCT and **Pete Perialas**, Lone Star Circle of Care. **John Hilsaback**, in his own inimitable style, provided lively commentary as the program moderator.

Each of the panelists presented their own views of the biggest issues/challenges with the current state of healthcare in Texas and then opened the discussion up to the audience. The program was well received and we hope to make this an annual event and possible expand it to a half-day program next year. Stay tuned for upcoming announcements.

Membership on the Move: The "R" word....

One cannot watch the news or pick up a paper without hearing about the dreaded "R" word. Everyone, it seems, is concerned about the economy and is tightening the purse strings – both at home and in the office. And don't even get me started about the price of gas these days! HFMA has responded with a great incentive to reduce the annual dues for new members who sign up now. Read the details below and then pass along this great information to your friends and coworkers. Now, if they could just do something about my mortgage

Here's how the 2008 Membership Bonus works:

Any new members can join now and save \$94 on their membership dues. The new membership will extend through May 31, 2009. Just point your colleagues at the HFMA website, have them email membership@hfma.org or contact the Membership Manager at 800.252.4362, x339 to sign up. It's that easy!

Tap Your Network. Build a Better Industry.

I want to encourage you to tell someone in your facility or office about HFMA, give them your membership number as a reference and ask them to join. Then buy them a bottle of sunscreen and bring them to our meeting this month in South Padre. Happy tanning!

Recap: HFMA Texas State Conference 2008

(Continued from page 4)

In the Reimbursement Track, **Suzanne Lestina, CHFP, CPC**, Technical Manager, PFS/Revenue Cycle from HFMA's national office encouraged all hospitals to embrace pay for performance and gave some concrete suggestions on how to do that. **Susan VonKirchoff**, Managing Consultant with BKD gave an ominous presentation on what Texas hospitals might expect when the Recovery Audit Contractors arrive. It sounds like there is little oversight for these contractors who are paid a contingency fee for finding hospital billing errors. **Todd Halpin**, Managing Director with Phase II Consulting gave suggestions on transparent pricing strategies for your hospital.

Tuesday

There were two general sessions on Tuesday morning to close the event. **Angela Morelock**, Partner in BKD's Forensic Accounting practice, scared the daylights out of many in the audience with her presentation on *Preventing Fraud and Abuse in Your Hospital*. She gave all too common example of AP audits from the banking and healthcare industries that appeared to resonate with many audience members.

Kerry Dunning, MHA, MSH, Managing Principal with Chip Caldwell and Associates closed out the event with a presentation on *In Quality Staffing* that prompted several audience questions.

Overall the event was quite a success with many praises for the location and the panel line-up. We are contracted at the Driskill next year as well, so make plans to attend next years' event.

Certification Corner

By Brenda Cox

Keeping that Prized CHFP designation – Certification Maintenance

Congratulations to all newly certified members! We have had 7 members earn CHFP status since June 1, 2007. Each of these members will be included in a random drawing for a cash award of \$250. The drawing will be held at our Annual Institute set for May 29-30th at South Padre Island. Hopefully, all newly certified members will be able to attend the conference.

So now that you achieved this new level of professional competence, it is necessary to maintain certification according to HFMA guidelines as established by the Board of Examiners:

- 90 contact hours over a three year period
 - Minimum 20 hours per reporting year (6/1 through 5/31 for each of the three years); and
 - Minimum 45 hours must be in healthcare finance; and
 - Remaining hours may be from attending eligible programs and professional activities that contribute to the development of business and/or technical skills

Eligible programs include topics such as regulatory ethics, business law, behavioral ethics, management advisory service related to key processes, achieving efficiencies, or improving cash flow, and personal development. A complete list can be found at [http://www.hfma.org/NR/rdonlyres/B0E191E6-DBE0-4540-8E2C-78C8926CAA B9/0/Eligible ed activities for cert maintn rev 307.pdf](http://www.hfma.org/NR/rdonlyres/B0E191E6-DBE0-4540-8E2C-78C8926CAA B9/0/Eligible%20ed%20activities%20for%20cert%20maintn%20rev%20307.pdf) on the HFMA website.

To help us keep track of our educational hours, HFMA has established an on line reporting tool to keep track of your educational hours. (http://www.hfma.org/Site/certification/education_activity.cfm)

Please note that certified members are responsible for self-reporting eligible activities in the on-line system. Total contact hours toward certification maintenance are a combined total of CPE that HFMA has on record PLUS the contact hours that are self reported.

Make the opportunity to use this reporting tool as your primary CPE tracking tool. When certification verification time approaches, you will have all your documentation in the proper place.

2008 Exam Dates & Proctor Information

All exams will be held at Baptist Health System School of Health Professions and begin at 12 Noon. 2008 dates are:

- Friday, **June 6th** - Proctor Brenda Cox
- Friday, **September 12th** - Proctor Brenda Cox
- Friday, **November 14th** - Proctor LeNora Johnson

Chapter Certification Proctors:

Brenda Cox, bcox@onr.com

LeNora Johnson, durango500@sbcglobal.net

Patti Bethke, pnbethke@swbell.net

For questions about certification exams, please contact Brenda Cox, Certification Chair, 512-496-9989 or bcox@onr.com.

Christopher Janik, CHFP elected to STC Board of Directors

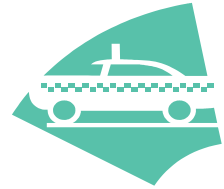
Christopher Janik, CHFP was recently elected to the STC Board of Directors. Christopher joined CHRISTUS Spohn Health System in 2005 and currently serves as Executive Director of Reimbursement & Decision Support for the region based in Corpus Christi. Christopher's responsibilities at Spohn include Medicare cost reports, chargemaster/charge capture, pricing, AR analysis, fixed assets, productivity reporting, defense audits, physician reporting, service line profitability, cost accounting, and business pro forma analysis.

Christopher began his career in San Antonio, Texas at TrailBlazer Health Enterprises as a Field Reimbursement Auditor in 2001. He holds both a BBA and MBA in Accounting from UTSA. He joined HFMA in 2005 and earned the designation of CHFP in 2007.

Christopher lives in Corpus Christi with his wife Monica and son AJ. He is a huge fan of the Dallas Cowboys, Texas Rangers, and San Antonio Spurs and is hard at work passing on his sports obsessions to his son.

Members On The Move

Beatriz Trejo, CPA and former President of the South Texas Chapter, has accepted the position of Controller, Doctors Hospital at Renaissance in Edinburg, Texas. Congratulations Bea!



“Members on the Move” is where we highlight members that have moved to other companies, received promotions within their organizations, or have advanced themselves by way of receiving some Degree, Certification or Awards. It is our way of helping members keep in touch as well as to recognize and congratulate others on their achievements. If you have news which you think should be mentioned in “Members on the Move”, please e-mail the information to Becky Turner, NPSC Newsletter Designer at rturner@npscngmt.com for inclusion in the next edition of the *Chili Pepper Express News*.

Welcome New Members!

The South Texas Chapter HFMA welcomes the following new members since 1/31/08:

David Blanton, KCI, Inc

Lucy Catala, CPA, Baylor Medical Center at Irving

Rohit Chander, Student

Jamie Daniel, HCA Dallas

Ted Day, Christus Spohn Health System

Melanie French, Visiting Angels Home Care

Diana Gerhardus, MHA, U.T. Health Science Center of San Antonio

George Hill, Community Hospital Corporation

Susan Jones, R.N., Healthshare/THA

Max Lieberenz, Valley Baptist Medical Center

Alistair Machoka, Student

Patty McCarroll, University of TX Health Science Center

Hillary Morris, VHA

James Neil, Lancaster Pollard

Lawrence Oldham, Austin Surgical Hospital

Editor's Alley

As always, an important part of this organization's newsletter is input and feedback from you, the members of the South Texas Chapter of HFMA! If you have an idea for an article or feature to be included in future newsletters or have updates for our current features (Members on the Move, Events, etc.), please e-mail them to:

Pete Seaman
(peteceol@sbcglobal.net),
Newsletter Chairman

or to Becky Turner
(rturner@npscngmt.com),
NPSC Newsletter Designer.

Thank you for investing your time in a great organization like South Texas HFMA.

South Texas Chapter-Key Contacts

Chapter Officers

President

Robert J. Scofield, Jr., CPA
Chief Financial Officer
San Antonio AirLife
Phone: (210) 233-5802
bscof@baptisthealthsystem.com

Treasurer

John T. Montaine, MBA
Managing Consultant
BKD, LLP
Phone: (713) 499-4752
jtmontaine@sbcglobal.net

President-Elect

Paul A. Rubin, CPA
Director of Finance
Seton Healthcare Network
Phone: 512-324-0171
PARubin@seton.org

Secretary

Sandra Melendez
Pharmacy Business Manager
Valley Baptist Medical Center
(956) 389-6094
Sandra.strickland@valleybaptist.net

Past President

Patti Bethke
Finance Director
Seton Northwest Hospital
Phone 512-324-6473
pbethke@seton.org

Directors and Chairs

Director and Certification Chair

Brenda Cox
Practice Manager for Pathology Groups
Pathology Resource Consultants
Phone: (512) 496-9989
bc Cox@onr.com

Director

Jimmy Mendez
Senior Reimbursement Manager
Christus Health
Phone: (210) 321-8008
jimmy.mendez@christushealth.org

Director and Sponsorship Chair

Cipriana Zamora
Assistant Controller
Knapp Medical Center
Phone: (956) 969-5103
CZamora@knappmed.org

Director and Newsletter Chair

Peter W. Seaman
Phone: (214) 395-3359
peteceol@sbcglobal.net

Director

Steven J. Jewell
President & CEO
Physician Access & Revenue Management
Phone: (210) 688-7677
sjewell@satx.rr.com

Membership Chair

Wayne Williams
Regional VP
Claims Assist
Phone: (972) 539-8253
wwilliams@ccsusa.com

Director

Jeannine Ruffner
Vice President
HealthTexas Medical Group of San Antonio
Phone: (210) 731-4848
Jeannine.Ruffner@healthtexas.org

Director

Melissa Crenwelge-Nedbalek, CPA
Audit Senior Manager
Ernst & Young, LLP
Phone: (210) 242-7130
melissa.crenwelge@ey.com

Founders Contact

Robert J. Scofield, Jr., CPA
Chief Financial Officer
San Antonio AirLife
Phone: (210) 233-5802
bscof@baptisthealthsystem.com

Director

Hank Fender, FHMA
Vice President and Chief Financial Officer
Trinity Medical Center
Phone: (979) 830-2201
hfender@trinitymed.org

Program Chair:

Paul A. Rubin, CPA
Directory of Finance
Seton Healthcare Network
Phone: (512) 324-0171
PARubin@seton.org

Director

Gene Deutscher
Principal
The Fump Group
Phone: (254) 773-0591
fump@vvm.com

Other Happenings:

“Other Happenings” is where we will list educational and networking opportunities in collaboration with other HFMA Chapters, primarily the Gulf Coast and Lone Star Chapters here in Texas. We will work in conjunction with the Newsletter Chairs from these Chapters to provide you with as many educational opportunities as possible.

Gulf Coast Chapter HFMA Events:

A full schedule of GCC events can be found at <http://www.hfmatxgc.org/hfmacalendar.php>.

May 15-16

Annual Meeting & Conference

The Future of Healthcare

featuring a keynote address by **Dan Woltermann, President & CEO**, Memorial Hermann Healthcare System

June 20

Monthly Luncheon - 11:30 am - 1:30 pm

Topic & Speaker TBA

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