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Another Insurer Withdraws From Kentucky’s Insurance Market

This insurer enrolled more members in the individual market than expected in 2016, but “the federal risk assessments placed upon the organization under the Affordable Care Act is unsustainable by a corporation this size”

More Details

Building A Lifeline For Rural Addicts

Over 21 million Americans live in rural counties where no physician is certified to prescribe buprenorphine, the main drug used in medication-assisted treatment for opioid addiction. Pilot projects will test ways to expand treatment options in these undeserved areas.

More Details

Questions or comments? Email Becca Meredith at rmeredith@blueandco.com

Don’t forget to follow us on Twitter @KYHFMA and LinkedIn - Kentucky Chapter HFMA
We Have An APP!

We have been working hard to put together a KY Chapter HFMA app to keep you up to date on all the events, agenda, speakers, announcements, and past presentations.

You can download by going in to the Apple App Store or Android Store and searching for “KY HFMA”
Greetings Kentucky Chapter, the 2016-2017 chapter year is nearing the halfway point. While we’ve already accomplished some great things this year, there are still many goals in the works for the second half of the year. I hope you had the opportunity to join us for the summer institute in Lexington in July, I would like to thank the education committee members for putting together another great program. Special thanks to Nick Ficklin, the current Vice-President of Education. Nick invited the folks from DKMS to discuss blood cancer and bone marrow donation. Nick had personal experience with giving bone marrow and shared his story with the group. I am excited to say that there were 18 new people that registered as bone marrow donors. As our community service for the event we invited the American Red Cross to have a blood drive on Thursday afternoon, we had a goal of 18 good units and exceeded that goal by 2 good units. Great job Kentucky Chapter!

I also want to share some exciting news regarding an initiative that has already kicked off. The National HFMA organization is divided into regions. The Kentucky Chapter is a member of Region 4, along with the Maryland, Virginia/DC, West Virginia and North Carolina chapters. Over the past year through various discussions the Region 4 chapters have begun a regional webinar series. Kourtney Nett, the past-president of our chapter was instrumental in getting the webinar series off the ground. The first webinar was held in August and the Kentucky Chapter was well represented.

We are excited to be hosting our first early careerist event on November 17 at Copper & Kings Distillery in Louisville. The event will include speakers and a panel discussion regarding career progression and advancement then concluding with a networking event. Please join us for the event.

I will close with a few highlights of upcoming events. We have upcoming the 2016 Region 4 Mid-Atlantic Conference in Asheville, NC from November 13 through November 16. We will be having the PFS Workshop in Lexington on November 17 at the Boone Center. Please go to our website for more information and registration information.

I hope to see you at an upcoming event, in the meantime, please don’t hesitate to contact me if I can be of any assistance.

Yours Truly,

Bill Leachman, FHFMA
President 2016-2017 KY HFMA
President during chapter year: 2012-2013

Current employer and title: Clark Memorial Hospital; Director, Patient Financial Services

Family: Ken Bramer, partner for 12 years; no children. Our nephews and nieces are very important as well as friends that are extended family to us. I am a proud Aunt of two nephews and three nieces. Both nephews are serving in the Army National guard. One niece is teaching 11th grade English in Indianapolis, one is attending college, and my other niece is a high school senior currently making college visits.

Most difficult part about being president of the Ky Chapter of HFMA:
I remember the most challenging day was when I learned the Ky Chapter would be hosting the 2012 Region IV Mid-Atlantic Conference in my year of being the Chapter President. It had been over a decade since the KY Chapter had hosted this event so we had lots to learn and now the Chapter was responsible for a conference, representing North Carolina, Virginia – DC, West Virginia, Maryland and Kentucky HFMA Chapters.

Most rewarding part about being president of the chapter:
The “most” rewarding part was to serve as the President to the most fun and energetic Chapter. I cherished the interactions with members, HFMA leaders, Sponsors (we couldn’t have done it without you), National speakers, and the interaction with HFMA leaders at the National level. I contribute my success to the Past Presidents, committee members, committee Chairs, and 2012-2013 HFMA Officers’. You were the best!

Favorite memory from presidential year: I will forever remember the tremendous interest and support from so many people. It was an incredible and successful year! While having fun, the Chapter exceeded all metrics on the scorecard. Personally, I developed friendships across many states that remain today.

Looking back is there anything you would do differently: Hurricane Sandy. The Past President’s meeting was supposed to be in Washington, DC and it ended up being an 8 hour conference call in the office.

Any advice you would have for current/future presidents? Extend yourself to meet and talk with new people and new members. I recommend networking and surrounding yourself with as many members willing to volunteer in any capacity. Personally follow up with any member that said they would be willing to assist the Chapter in anyway, including those that cannot or choose not to formally serve in a leadership role. They will help you! Other Chapter Presidents and National HFMA are great resources too.

What has changed since your presidential year? Personally, I obtained my certificate for Lean Six Sigma Healthcare Black Belt. To name one thing that has not changed is the abundance of opportunities available to HFMA healthcare financial professionals.
18 of our members swabbed their mouth to be put on the bone marrow donor list through the DKMS.

We had a great turn out for the Red Cross Blood Drive. We exceed our goal by 2 units!
## Upcoming HFMA Events

For more information about our upcoming meetings please visit our website.

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<th>Meeting</th>
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<td>Region IV Mid Atlantic Conference</td>
<td>November 13-16</td>
<td>Asheville, NC</td>
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<tr>
<td>PFS Workshop</td>
<td>November 17</td>
<td>Lexington, KY</td>
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<tr>
<td>Early Careerist: Career Progression &amp; Conference Event</td>
<td>November 17</td>
<td>Louisville, KY</td>
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<td>2017 Spring Institute</td>
<td>March 16-17</td>
<td>Lexington, KY</td>
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November 17, 2016
1:30-6:30 pm

HFMA Kentucky Early Careerists

The HFMA Kentucky Chapter is proud to present the first annual Early Careerists Event in Louisville, Kentucky!

Two leading industry experts will discuss Career Progression & Pathing, followed by a panel discussion with experts from each sector of the industry. The panel will include audience interaction and a Q&A—and we’ll wrap up the evening with hors d’oeuvres and cocktails at Copper & Kings!

This event is a prime opportunity for millennials and young professionals in the healthcare field to meet with peers from across the Bluegrass state and strengthen network connections in their respective fields. We hope you’ll join us!

Location:
Copper & Kings Distillery
1121 E Washington St
Louisville, KY 40206

Details:
Registration is $25, which includes appetizers, drinks and a free gift bag from Copper & Kings.
Registration: Click here.
Millennials raised in the digital age with the convenience of online services are driving healthcare providers to change how they engage with patients and improve the customer service aspect of care. While older generations value in-person communication and cultivating relationships with medical professionals, millennials desire a different approach.

Accustomed to instant gratification, millennials don’t want to phone in for an appointment and then wait weeks to see a doctor. Nor do they like to be locked in to health plan network restrictions. They often will search online for healthcare information, even before seeing a doctor.

A key finding in a global survey of over 3,000 people is that millennials tend to select doctors based on referrals from family and friends. But while older patients express dissatisfaction directly to doctors, millennials share unsatisfactory experiences with friends, often on a social network. The survey also revealed that this generation is likely to trust social feedback, handing providers another challenge. Not only do providers need an online presence, they must monitor and manage their social reputation.

Millennials aren’t tied to the notion that they must have one specific doctor; they don’t develop personal relationships with them. For standard checkups and consultations, some don’t feel the need to see a doctor at all, opting instead to see a physician assistant or nurse practitioner.

They don’t want to spend hours at a doctor’s office for minor medical complaints. Part of this is due to millennials being generally healthy; pressing health concerns typically are for accidents or injuries rather than chronic illnesses. But it’s also reflective of how they consume goods and services. Why shop at the mall when online is more convenient and expedient?

As degreed professionals in executive positions, millennials have good private insurance. However, with rising healthcare costs and patient pay responsibility, they are covering more of the bottom line for medical services, like everyone else. As a result, they are extremely price conscious and demand the best care. According to a report from PwC’s Health Research Institute, millennials age 18 to 34 are most likely to ask for a discount, ask for a cheaper treatment option, request a price check or appeal an insurance decision.

In order to stay competitive, providers need to focus on attracting this population. Their spending power, behaviors and choices have set the stage for digitally oriented generations to come.
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Happy Anniversary!

35 Years
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Louis R. Vetter

30 Years
Jerry L. Dailey
Mark A. Kircher

25 Years
Paul K. Phillips
Carolyn B. Northcutt
Jerri L. Varney

20 Years
David C. Bundy
Andrew N. Strausbaugh

15 Years
William G. Barton
Colin P. Gulledge
Robert G. Stevens

10 Year
Shelley Renee Gast
Daniel J. Schoenbaechler
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Kimberly Leis
Jardane M. Rice
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Kris Baker
Barbara B. Thomas
Laurie B. Stewart

5 Years
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Kylie Whipple Waters
William M. Edwards Jr.
Rachel McDevitt
Tom Schiller Jr.

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To participate, or for more information, contact: Adam Shewmaker, ashewmaker@deandorton.com.