Changes to HFMA’s CHFP Certification Program

Medicare Extenders Set To Expire
March 31, 2015

Medicaid’s Recovery Initiatives:
Defending Yourself From The State RAC

What Are The Benefits Of Living A Healthy Lifestyle?
It is difficult to believe that the end of another chapter year is already approaching. As your Chapter President, I’ve had a terrific time this year working with people throughout our chapter and at National HFMA. A major highlight for me has been getting to meet a number of our members and vendors that I hadn’t gotten to know well before this year.

It seems like it was just a few short months ago that our current leadership team was at the HFMA Leadership Training Conference in National Harbor, MD. At this conference, our leaders received training on our new roles, gained ideas on how to advance and improve our chapter, and had the opportunity to network with other HFMA leaders from across the nation.

One of the most important benefits to this conference is that it provides our leadership with the opportunity to be together, to get to know each other, and to learn from one another. The bonding that occurs at this conference is instrumental to building the foundation for working together throughout the chapter year. Every chapter year, there will be bumps along the road and things that we have to work out. Some things are easy to work out and not a big deal. However, each year always brings a few major challenges that we have to work through as a chapter and as a leadership team. The friendship and rapport that we build with one another at the beginning of the chapter year is a major key to working together as a team and finding our way through those challenges. I firmly believe that it’s a big reason that our leadership team sticks together and is able to work through tough situations to achieve positive outcomes for our chapter.

It’s almost time for our incoming leadership team to complete this exercise again. It has become harder than ever for chapters to recruit volunteers that are able to put forth the time and effort necessary to make each chapter year a success. Somehow, our chapter keeps finding a way to meet this challenge. It is because of leaders that have been involved for a while, moving up the ranks and filling different roles, but also because new volunteers have stepped up and filled the gaps each year.

Kourtney Nett, our incoming Chapter President, has been working to fill volunteer roles for the 2015-16 chapter year. For those of you that have agreed to volunteer in some capacity, thank you for your commitment to serve our chapter and its membership. It can be very rewarding to be involved in the chapter in ways that is helping to advance healthcare finance and our industry in the state of Kentucky.

If you’ve been thinking about dipping your toe into the water and volunteering, now is a great time to do it. We are always in need of a few more volunteers, as needs always arise during the year. Some of those needs are easy to fulfill, perhaps by working on a one-time project or by helping at an event. You don’t have to sign your life away to help make a difference for the chapter!

I personally got involved in a simple way, by helping out on the membership directory. It allowed me to get to know the people involved, to see how things work, and to learn exactly what’s going on behind the scenes. It was an easy, safe way to get involved without a long term commitment. I was able to get comfortable and figure out how I could best fit in to what was going on and needed in the chapter.

If you’ve been giving volunteering some thought and have questions, reach out to Kourtney or me to express your interest and to discuss opportunities. While we have a good volunteer base now, we need to identify the next wave of volunteers in order to keep our momentum going. Whether you’re new to the chapter or have been coming around for a while, we’d love to have you!

One of the biggest rewards for me has been the friendships that I’ve gained through HFMA. It seems that every outgoing President mentions this, but it’s more true and meaningful that I would have ever guessed. As a volunteer, I have gained friendships that I wouldn’t have had otherwise. I’ve also become closer friends with people that I already knew, because we gained another area of mutual interest that helped us build and strengthen our friendships. It is more important than ever to have friends across the industry that can be there for you, both professional and personally. There is great value in having friends and colleagues across the state and country, in various organizations and in my own, that share my interest in HFMA.

These relationships will no doubt be with me for years to come, and can be for you as well if you step forward and volunteer. Don’t wait for someone to ask you to join us for the ride. Seek us out, express your interest, and join in on making a difference for our chapter. You won’t regret it.

In closing, I want to share a word of thanks to our current volunteer team. They’ve been there for me and each other throughout this chapter year. They continue to do great things for all of us while balancing their professional and personal obligations. I appreciate their effort, commitment, and sacrifice on the chapter’s behalf. Kentucky HFMA is better off than ever before as a result.

Yours Truly,  Don Frank  
President 2014 - 15 KY HFMA  
president@hfmaky.org  
(859) 578-6858
IN THIS ISSUE:

Changes to HFMA’s CHFP Certification Program pg 4

Medicare Extenders Set To Expire March 31, 2015 pg 6

Winter Institute Photos pg 7

Sponsorship Information pg 7

Medicaid’s Recovery Initiatives: Defending Yourself From The State RAC pg 8

What Are The Benefits Of Living A Healthy Lifestyle? pg 10

HFMA KY Anniversaries pg 11

Join us on Twitter and LinkedIn! pg 12

KY HFMA Volunteer Opportunities pg 12

HFMA Upcoming Events pg 13

HFMA Membership Information pg 13

KY HFMA Sponsors pg 14

KY Chapter HFMA Organizational Chart 2014 - 2015 pg 15

EDITORIAL POLICY
Opinions expressed in articles or features are those of the author and do not necessarily reflect the view of the Kentucky Chapter, the Healthcare Financial Management Association, or the Editor. The Editor reserves the right to edit material and accept or reject contributions whether solicited or not. All correspondence is assumed to be a release for publication unless otherwise indicated.

EDITORIAL MISSION
We support the mission of the Kentucky Chapter by serving as a key source for individuals involving in or interested in the financial management of healthcare.

PUBLICATION OBJECTIVE
This magazine is the official publication of the Kentucky Chapter HFMA and is written and edited principally to provide members with information regarding Chapter and national activities, current and useful news of both national and local significance, information about seminars and conferences and networking with colleagues, and to serve as a forum for the exchange of ideas and information.

ARTICLE SUBMISSION
We encourage submission of material for publication. Articles should be typewritten and submitted electronically to the Editor by the deadlines listed below. The Editor reserves the right to edit, accept or reject materials whether solicited or not.

DEADLINES
FALL NEWSLETTER: 1st Wednesday in September. WINTER NEWSLETTER: 1st Wednesday in December. SPRING NEWSLETTER: 1st Wednesday in March. SUMMER NEWSLETTER: 1st Wednesday in June.
Changes To HFMA’s CHFP Certification Program

HFMA’s strategic vision characterizes the current healthcare business environment as the transformation of care to achieve value. Providers, physicians, and payers are all confronted with new business challenges. The nature of the business environment and its impact on industry stakeholders supply both the demand for and elements of a new approach to the CHFP.

NEW CHFP PROGRAM FEATURES

- A learning program designed to build comprehensive industry understanding and sharpen business skills;
- Two-module structure:
  1) Achieving Strategy: the Business of Healthcare
  2) Operational Excellence: Healthcare Industry Stakeholder’s Business Challenges;
- CHFP designation earned by successful completion of both modules;
- Online study materials created specifically to assist in mastering the business content.

WHY IS THE CERTIFICATION PROGRAM CHANGING?

The healthcare reform environment has caused the industry’s key stakeholders—providers, payers and physicians—to fundamentally rethink existing business models. Care transformation is business transformation. The necessary success factor for finance professionals today: Change-oriented business acumen. The existing certification program focuses narrowly on applied finance and financial reporting and does not address the business environment.

CHFP PROGRAM IMPORTANT DATES:

JUNE, 2015 - NEW CHFP PROGRAM REGISTRATION AVAILABLE.

CHFP PROGRAM - TRANSITION GROUPS

For members who are currently pursuing certification and have begun actively preparing for the exam, or have been through a chapter certification webinar series or practicum study group, HFMA encourages continuing with the current process.

CURRENT CHFP CANDIDATES

Current CHFP candidates can choose, at no additional cost, either to continue the traditional CHFP program or to wait until June 2015 to pursue the revised certification. These options are open to those who have:

- Purchased the self-study course since January 2014, whether they have completed it or not.
- Registered and paid for the CHFP exam via Castle since February 2014 (but not yet scheduled).
- Registered, paid for, and scheduled the CHFP exam via Castle since February 2014 (but not yet taken).

Note: Members who may have been unsuccessful and are waiting to retake the current CHFP examination are not eligible.

CANDIDATES MUST CHOOSE ONE OF THESE OPTIONS BY APRIL 30, 2015

Candidates must choose one of these options by April 30, 2015 and notify Career Services at careerservices@hfma.org. HFMA will provide the complete revised CHFP program (Modules 1 and 2) at no cost to all those who have purchased the CHFP self-study course and/or registered for the exam, as outlined above.

For members interested in certification who have not yet begun preparing, HFMA encourages that they wait and use the new materials available in summer 2015 to prepare for the new CHFP.

QUESTIONS?

Please contact careerservices@hfma.org or call (800) 252-4362 and ask for career services.
Health care is changing – and so is the Certified Healthcare Financial Professional (CHFP) designation.

The new CHFP from HFMA prepares finance professionals, clinical and nonclinical leaders, and payers to address the continually evolving healthcare business environment. Multidisciplinary courses focus on providing today’s essential skills: business acumen, strategy, collaboration, and leadership.

Course modules include:

**The Business of Healthcare**
Healthcare finance overview, risk mitigation, evolving payment models, healthcare accounting and cost analysis, strategic finance, and managing financial resources

**Operational Excellence**
Exercises and case studies on the application of business acumen in health care

Take the next step in your professional development – check out the new CHFP at [hfma.org/chfp](http://hfma.org/chfp).
Medicare Extenders Set To Expire March 31, 2015

The Protecting Access to Medicare Act (H.R. 4302; P.L. 113-93) is an “extender” bill, a bill that delays expiring program authorizations and/or appropriations and provides for the necessary “offsets” to pay for the extensions. Extension bills also may amend existing programs, authorize new programs and provide direction to federal agencies regarding existing programs. Often the extension bill extends program extensions from the previous year(s).

Several Medicare extensions provided by the Protecting Access to Medicare Act are set to expire March 31 or soon thereafter. Below is a summary of the Medicare extensions that are scheduled to expire in April 2015, as of the date of this writing, (assuming no congressional intervention):

**MEDICARE SUSTAINABLE GROWTH RATE (SGR) FORMULA EXTENSION (“DOC FIX”)—SECTION 101:** The act extends the current Medicare physician reimbursement rates until April 1, 2015, preventing the 23.7 percent cut that was scheduled to occur April 1, 2014. The $15.8 billion cost of the one-year doc fix and the cost of other extensions is fully offset by $22.1 billion in health-related spending reductions, resulting in $1.2 billion in deficit reduction over 10 years. Estimated cost $25.2 billion.

**EXTENSION OF THE MEDICARE WORK GEOGRAPHIC ADJUSTMENT—SECTION 102:** The act extends the Medicare Work Geographic Adjustment through April 1, 2015. Estimated cost $300 million.

**EXTENSION OF THE EXEMPTIONS FOR OUTPATIENT THERAPY PAYMENTS—SECTION 103:** The act extends the payment cap exemptions for outpatient therapy payments through March 31, 2015. Medicare sets annual per beneficiary payment caps for non-hospital outpatient therapy services, but permits providers to seek an exemption if the therapy is deemed medically necessary. Estimated cost $800 million.


**EXTENSION OF THE MEDICARE INPATIENT HOSPITAL PAYMENT ADJUSTMENT FOR LOW-VOLUME HOSPITALS—SECTION 105:** The act extends the Low Volume Hospital Program through March 31, 2015. Estimated cost $300 million.

**EXTENSION OF THE MEDICARE-DEPENDENT HOSPITAL PROGRAM—SECTION 101:** The act extends the Medicare Dependent Hospital (MDH) Program through March 31, 2015. Estimated cost $100 million.

**EXTENSION OF FUNDING OUTREACH AND ASSISTANCE FOR LOW-INCOME PROGRAMS—SECTION 110:** The act extends through March 31, 2015, and provides additional funding by direct appropriation to the programs below.

- State Health Insurance Programs – Appropriates $7.5 million for FY 2014; and $3.75 million for FY 2015, before April 1, 2015.
- Additional Funding for Area Agencies on Aging – Appropriates $7.5 million for FY 2014; and $3.75 million for FY 2015 before April 1, 2015.
- Additional Funding for Aging and Disability Resource Centers – Appropriates $7.5 million for FY 2014; and $3.75 million for FY 2015, before April 1, 2015.
- Additional Funding for Contract with the National Center for Benefits and Outreach Enrollment – Appropriates $5 million for FY 2014; and $2.5 million for FY 2015 before April 1, 2015. Estimated cost less than $50 million.

**EXTENSION OF TWO-MIDNIGHT RULE—SECTION 111:** The act allows HHS to continue medical review activities described in the notice “Selecting Hospital Claims for Patient Status Reviews: Admissions On or After October 1, 2013,” through the first six months of FY 2015. It bars HHS from conducting patient status reviews, however, on a post-payment basis through recovery audit contractors unless there is evidence of systematic gaming, fraud, abuse or delays in the provision of care. Estimated cost is less than $50 million.

Healthcare organizations should take the appropriate steps in planning for the expiration of these items. If you have any questions regarding this matter please feel free to contact Dan Schoenbaechler at (502) 566-1097 or Jim Brill at (502) 566-1063.
Living a healthy lifestyle can be a challenge when you are faced with processed foods, lack of time for exercise and going out with friends. Too many options are available for fast food, poor exercise choices and alcoholic beverages that negate other healthier lifestyle choices you may have made. There are significant benefits to improving the way in which you live so you can have a healthier and longer life.

**disease prevention**

One of the long-term benefits of living a healthier lifestyle is the prevention of diseases such as heart disease, stroke and diabetes. According to Mayo Clinic, these changes can be difficult. Even though you may understand the relationship between eating specific foods and your risk for heart disease, it can be difficult to undo years of unhealthy eating habits. However, the benefit is the prevention of arthritis, osteoporosis, stroke, diabetes and other immune-mediated illnesses that are affected by the dietary and lifestyle choices we make every day.

**injury prevention**

Living a healthy lifestyle includes paying close attention to safety issues that may increase your potential for being injured. For instance, according to FamilyDoctor.org, using appropriate lifting techniques when weight lifting will help to prevent back injuries that can plague you for the remainder of your life. Other smart lifestyle choices include wearing a helmet when bike riding, wearing seatbelts in the car and using appropriate safety gear when playing sports.

**increased energy**

Changing lifestyle choices and eating healthy food are not about being unrealistically thin but rather about having more energy and staying as healthy as possible. According to HelpGuide.org, eating smart is about both what you eat and how you eat. Eating healthy can boost your energy levels and allow you to participate in more activities on a daily basis. According to a study at the University of Georgia, researchers found overwhelming evidence that regular exercise also plays a role in increasing energy levels and reducing fatigue. Researcher Patrick O’Connor, from the exercise physiology laboratory at the University of Georgia, commented that while people may not want to exercise while fatigued, a bit more activity will often help to reduce feelings of fatigue and exhaustion.

**healthy weight**

The healthy lifestyle choices of stopping smoking, reducing alcohol intake and eating a well-balanced diet that is high in fruits and vegetables and low in processed foods and fats will help to maintain a healthy weight. According to the Cleveland Clinic, reducing weight to within normal limits can also significantly reduce the risk of heart disease and improve overall health and well-being.

**Good mental health**

Your mental health also depends upon your healthy lifestyle choices. According to HelpGuide.org, eating well and exercising can help defend against depression and will sharpen your memory and stabilize your mood. By learning to expand your range of food choices and make smart lifestyle decisions, such as reducing or eliminating alcohol from the diet and stopping smoking, you can benefit with an improved mood and a better outlook on life.

---

HFMA offers many different levels of sponsorships at each of the Institutes. The sponsorships range from $300 for a breakfast sponsorship to $500 for a lunch or event sponsorship. HFMA also offers exhibitor booths for $600. If you are interested please contact Dennis Kennedy dkennedy@dbllaw.com 859.341.6239
If you are a Medicaid provider, there is a very good chance that you, or someone you know, has received notification of an audit conducted of your claims by Optuminsight. For several years, Optuminsight (formerly Ingenix) has been under contract with Kentucky’s Cabinet for Health and Family Services to provide Surveillance Utilization Review for the state’s Medicaid program. Upon the federally-mandated expansion of the Recovery Audit Contractor program to the state Medicaid programs, Kentucky then awarded Optuminsight with the state RAC contract. Optuminsight then began its use of algorithm-based queries to identify providers and claims for review. In our experience, Optuminsight has taken an equal-opportunity approach to its provider reviews. Optuminsight’s demand letters have been delivered to hospitals and individual providers alike; to family physician practices as well as dentists; demands have been made for $5,000 and for in excess of $2 million. Medicaid has recovered payments that it has made to providers, and Medicaid has done so by compensating Optuminsight at a rate of 12.5 cents on every dollar Optuminsight collects. In its contract, Optuminsight must identify overpayments for collection and then assist Medicaid in its collection process. Optuminsight agreed to furnish Medicaid with certified individuals who would be qualified, undoubtedly, in order to testify in administrative hearings against providers who would protest Medicaid’s demands.

Providers are given an administrative remedy to protest overpayment demands. Providers, upon receiving a demand letter, may thereafter request a dispute resolution meeting (DRM) to discuss its protest to the demand. During this DRM process, providers can provide additional documentation in an effort to justify its claims. Often times, these DRMs are met with mixed success. While DRMs are supposed to be informal and non-adversarial, it is important to note that the DRM is a critical point in the appeal, as any further appeals will be limited to the issues raised at the DRM. Any provider not satisfied following the DRM can thereafter demand an administrative hearing before a Hearing Officer from the Cabinet for Health and Family Services. It is at the hearing that Medicaid must, by solicitation of testimony, satisfy its burden of presumption that it is entitled to recovery of the alleged overpayment.

It has been at the hearing stage that Medicaid’s recovery actions have proven the most vulnerable to attack. Several arguments have proven successful at this stage and rendered very positive results. The first area of vulnerability rests with Optuminsight’s contract, itself. As stated previously, Optuminsight is compensated contingent on the outcome of the hearing. If Medicaid does not recover, Optuminsight does not get paid. The inherent biases that arise from this chancery relationship should be obvious. Optuminsight is also under contract to provide Medicaid with individuals qualified with clinical and coding expertise to assist in recovery activities. These activities were spelled out in greater detail in Medicaid’s RAC and SUR RFP, which stated that the contractor would have to provide testimony, as needed. Because testimony on the issues of medical coding and billing are most certainly outside the purview of the lay witness, it is apparent that Optuminsight is under contract to provide expert testimony at the administrative hearing. Herein lies the problem: Kentucky’s Supreme Court Rules of Professional Conduct forbid attorneys (including Cabinet attorneys) from offering “an inducement to a witness that is prohibited by law.” The official comment to this Rule states explicitly that “it is improper to pay an expert witness a contingent fee.” Plainly put, Medicaid’s very act of using Optuminsight as an expert witness in administrative hearings violates the Rules of Professional Conduct governing the practice of law. The position that Optuminsight employees should be excluded from testifying on the basis that the contract violates professional ethical rules, thereby making their testimony more prejudicial than probative has roundly met success. The issue that Optuminsight’s algorithms and work product are similarly testimonial and therefore should be excluded is also open for challenge, but is still as of yet undecided.

The exclusion of Optuminsight as a witness is only the first argument that has been successful in these administrative hearings and dealt deadly blows to Medicaid’s attempt to recover monies paid to providers for services rendered to Medicaid beneficiaries. Another argument that has been successful deals with Medicaid and Optuminsight’s convenient departure from Medicaid’s own historic
interpretations of its regulations. A common theme that is evident in Optuminsight’s analyses is that Optuminsight often challenges payments that were made for billing that was done at Medicaid’s direction, or reimbursement methodologies which have been held by Medicaid for years. Medicaid has been content to allow Optuminsight to claim that Medicaid’s interpretation of regulations and reimbursement methodologies which have been commonly held for years are incorrect and that Medicaid can therefore recover payments from providers. This runs afoul of a long-standing canon referred to as the doctrine of contemporaneous construction. This doctrine, which applies to an agency’s interpretation of its own regulations, simply means that when an agency has historically interpreted an ambiguous regulation in one way, the agency cannot thereafter change its interpretation to suit its own desires, without changing the regulation. Just as the ethical rules prohibit reimbursing an expert witness contingent on the outcome of the proceedings exists to preserve the dignity of the proceedings, the doctrine of contemporaneous construction exists to enforce consistency in agency actions.

Finally, the other vulnerability that has been identified in Medicaid’s overpayment recovery actions rest in Medicaid’s disregard for its own regulations. Case law permits administrative agencies to act only insofar as their regulations permit. An agency cannot engage in any action without an accompanying regulation granting power to engage in such action. Medicaid has, through Optuminsight, engaged in numerous attempts to recover large sums of alleged overpayments based upon Optuminsight’s use of sampling and extrapolation. Medicaid has relied upon 907 KAR 1-671§3(7) which allows for the Department and/or its contractors to utilize sampling and extrapolation in recovering overpayments. Hearing Officers have agreed, however that this reliance is misplaced, as this subsection is housed in Section 3 of the regulation, which applies to recovery in instances of “Unacceptable Practices.” Unacceptable practices is a defined term and is equated essentially with fraudulent activity. As such, the regulatory prescription for sampling and extrapolation is inapplicable to run-of-the-mill overpayment recoveries such as those conducted by Optuminsight, but should be reserved for instances of provider fraud.

Medicaid’s partnership with Optuminsight has proven a formidable avenue for the Cabinet to recover Medicaid payments made to providers for services rendered. However, providers are finding relief in the laws and regulations while in the administrative hearing stage. The administrative hearing process is therefore, proving to be a bona fide alternative to simple reimbursement or allowance of recoupment by Medicaid.
Living a healthy lifestyle can be a challenge when you are faced with processed foods, lack of time for exercise and going out with friends. Too many options are available for fast food, poor exercise choices and alcoholic beverages that negate other healthier lifestyle choices you may have made. There are significant benefits to improving the way in which you live so you can have a healthier and longer life.

**Disease Prevention**

One of the long-term benefits of living a healthier lifestyle is the prevention of diseases such as heart disease, stroke and diabetes. According to Mayo Clinic, these changes can be difficult. Even though you may understand the relationship between eating specific foods and your risk for heart disease, it can be difficult to undo years of unhealthy eating habits. However, the benefit is the prevention of arthritis, osteoporosis, stroke, diabetes and other immune-mediated illnesses that are affected by the dietary and lifestyle choices we make every day.

**Injury Prevention**

Living a healthy lifestyle includes paying close attention to safety issues that may increase your potential for being injured. For instance, according to FamilyDoctor.org, using appropriate lifting techniques when weight lifting will help to prevent back injuries that can plague you for the remainder of your life. Other smart lifestyle choices include wearing a helmet when bike riding, wearing seatbelts in the car and using appropriate safety gear when playing sports.

**Increased Energy**

Changing lifestyle choices and eating healthy food are not about being unrealistically thin but rather about having more energy and staying as healthy as possible. According to HelpGuide.org, eating smart is about both what you eat and how you eat. Eating healthy can boost your energy levels and allow you to participate in more activities on a daily basis. According to a study at the University of Georgia, researchers found overwhelming evidence that regular exercise also plays a role in increasing energy levels and reducing fatigue. Researcher Patrick O’Connor, from the exercise physiology laboratory at the University of Georgia, commented that while people may not want to exercise while fatigued, a bit more activity will often help to reduce feelings of fatigue and exhaustion.

**Healthy Weight**

The healthy lifestyle choices of stopping smoking, reducing alcohol intake and eating a well-balanced diet that is high in fruits and vegetables and low in processed foods and fats will help to maintain a healthy weight. According to the Cleveland Clinic, reducing weight to within normal limits can also significantly reduce the risk of heart disease and improve overall health and well-being.

**Good Mental Health**

Your mental health also depends upon your healthy lifestyle choices. According to HelpGuide.org, eating well and exercising can help defend against depression and will sharpen your memory and stabilize your mood. By learning to expand your range of food choices and make smart lifestyle decisions, such as reducing or eliminating alcohol from the diet and stopping smoking, you can benefit with an improved mood and a better outlook on life.
Thank you for all you do!

Congratulations to our members with anniversaries during the months of March, April and May 2015.

30 YEARS
Carl G. Herde

25 YEARS
Vincent A. Coale
Robert E. Moore
Martha J. Calfee
Paul B. Gasser

20 YEARS
Suzan L. Winters

10 YEARS
Brandon M. Harrison
Robert M. Hall
Jonda C. Lockhart
Christina A. Henson
Jeremy Sprecher

5 YEARS
Edward McDonald
Nick Ficklin
Lisa M. Duncan
Patty A. Daniels
Stephanie Bunch
Christopher A. Snyder

1 YEAR
Ambra Knoche
Becca Burrus
Rachel Meade
Nancy C. Howard
Shelley Tiebens
Deborah A. Pittman
Matthew L. Brown
Joseph D. Willis
Melanie Franklin
James L. Sellmer
Christina Rioux
Matt Ullum
Kevin Cunningham
Marcella D. Johnson
Carolyn Robinson
Jessica J. Vargas
Amanda Kinman
Charles Housley
Daniel S. Petersmith
John Burich
Jacqueline Bell Lewis
Luanne H. Yeley
Deobrah Held

Lisa Andrews
Ralph Blair
Missy DeArk
Stephanie Epstein
Karen Graddy
Torya Hamilton
Blake Hood
Justin Meers
Drew Moss
Ken Roberts
Shannon Simon
Darrell Wedding
Adam Bethel
Tracy Brown
Billy Craft
Bill Harrod
Tammy Williams
John Allen
Shannon Cummings
Mendy Goonan
Leah Potts
Andrea Thompson
We are on Twitter and LinkedIn!

@KYHFMA  HFMA Kentucky

We are posting information about our upcoming events including dates, prices, speaker’s slides and more. You can also find membership information and major healthcare updates. This is a great way to network with other HFMA participants. If you have anything you would like to post on our social media please forward it to Becca Burrus at rburrus@blueandco.com.

TRYING TO FIGURE OUT THE BEST WAY TO GET INVOLVED AT HFMA?

Just contact the Volunteer Committee Chairman for more information. We will guide you to an area of service custom made for you!

Trae Christian, Volunteer Committee Chairman – 502-523-0636
tchristian@frostarnett.com

Don’t Miss the 2014 Hospital-Owned Physician Group Study.

Dean Dorton is following its 2013 report on physician group integration with a 2014 study delving deeper into key issues, including what constitutes a true integration process, how to address underperformance, and payor mix/physician compensation issues.

Survey participants are provided with early access to the report, and are eligible for a customized review of their operations compared to overall results.

To participate, or for any questions, please contact Gary Ermers at germers@deandorton.com.
HFMA MEMBERSHIP INFORMATION

The benefits of HFMA membership are many including hfm, the number one publication among healthcare CFOs, HFMA weekly news, online forums and webinars to just name a few. HFMA National is currently reaching out to members that have not renewed their membership through May 2015. If you have not renewed your membership please go online at www.hfma.org to renew your membership to keep all these great benefits from being an HFMA member. HFMA also has a promotion for member get a member program that you can earn exciting rewards, find out how at www.hfma.org/mgam/.
HFMA of Kentucky thanks the following sponsors who have made this year’s newsletter possible:
(sponsors as of October 2014)

<table>
<thead>
<tr>
<th>Platinum Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>BKD, LLP</td>
</tr>
<tr>
<td>Blue and Co.</td>
</tr>
<tr>
<td>Commerce Bank</td>
</tr>
<tr>
<td>Credit Bureau Systems</td>
</tr>
<tr>
<td>Credit Solutions</td>
</tr>
<tr>
<td>Dean Dorton Allen Ford, PLLC</td>
</tr>
<tr>
<td>MEDS</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gold Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleverly &amp; Associates</td>
</tr>
<tr>
<td>Med A/Rx</td>
</tr>
<tr>
<td>Revenue Recovery Corporation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Silver Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare Strategy Group</td>
</tr>
<tr>
<td>MedAssist</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bronze Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Berlin Wheeler Receivables Management</td>
</tr>
<tr>
<td>Bottom Line Systems, Inc.</td>
</tr>
<tr>
<td>Claim Services</td>
</tr>
<tr>
<td>Collection Associates, LLC</td>
</tr>
<tr>
<td>Dressman, Benzinger &amp; LaVelle, PSC</td>
</tr>
<tr>
<td>Ernst &amp; Young, LLP</td>
</tr>
<tr>
<td>Franklin Collection Services, Inc.</td>
</tr>
<tr>
<td>Frost-Arnett</td>
</tr>
<tr>
<td>GLA Collection Company</td>
</tr>
<tr>
<td>HSI Financial Services</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional Sponsors</th>
</tr>
</thead>
<tbody>
<tr>
<td>MedShield Inc.</td>
</tr>
<tr>
<td>Mountjoy Chilton Medley, LLP</td>
</tr>
<tr>
<td>PatientCo</td>
</tr>
<tr>
<td>PNC Healthcare</td>
</tr>
<tr>
<td>Pro-Assurance Casualty Co.</td>
</tr>
<tr>
<td>Quadax</td>
</tr>
<tr>
<td>Rev Spring</td>
</tr>
<tr>
<td>Rycan</td>
</tr>
<tr>
<td>United Collection Bureau</td>
</tr>
</tbody>
</table>
In closing, I want to share a word of thanks to our current volunteer team. They've been there for me and each other throughout this journey. I've also become closer friends with people that I already knew, because we gained another area of mutual interest in the chapter. If you've been giving volunteering some thought and have questions, reach out to Kourtney or me to express your interest and to discuss how you can get involved.

If you've been thinking about dipping your toe into the water and volunteering, now is a great time to do it. We are always in need of a few more volunteers, as needs always arise during the year. Some of those needs are easy to fulfill, perhaps by working on a one-time project or by helping at an event. You don't have to sign your life away to help make a difference for the chapter!

As a volunteer, I have gained friendships that I wouldn't have otherwise. There is great value in having friends and colleagues across the state and country, in various roles, including some that have agreed to volunteer in some capacity, thank you for your commitment to serve our chapter and its membership. It can be very hard, but also very rewarding, to see how things work, and to learn exactly what's going on behind the scenes. It was an easy, safe way to get involved without a long commitment or time.

The KY HFMA President is Don Frank. The KHA Liaison is Steve Miller. The President Elect/Link is Kourtney Nett. The Chapter Assistant is Jennifer Hignite. The Treasurer is Chris Graff. The Vice Presidents are Shelley Gast, Jennifer Thomas, Mark Kircher, Bill Leachman, and Chris Wilson. The Co-Chairs of the PFS Workshop are Charlotte Ekart and Adam Kempf. The Co-Chairs of the Spring Institute are Dawn Dollar and Rick Albertini. The Co-Chairs of the Winter Institute are David Richard and Larry Parker. The Co-Chairs of the Fall Institute are Michael Logan and David Vining. The Co-Chairs of the HFMA Leadership Training Conference in National Harbor, MD. are Linda Brown and Mike Weaver. The Co-Chairs of the YERGER Awards are Tim Cooper and Bebe Johnson. The Co-Chairs of the Student Membership Chair are Kevin Price and Mary McKinley. The Co-Chairs of the Chapter Policy Committee are Chris Woosley and Amy Karp. The Co-Chairs of the Membership Service Committee are Kyle Monroe and Mary McKinley. The Co-Chairs of the Community Service Committee are Kourtney Nett and Jennifer Williams. The Co-Chairs of the Volunteer Committee are Trae Christian and Jennifer Thomas. The Co-Chairs of the Social Media Chair are Anne McEwen and Jennifer Thomas. The Co-Chairs of the Membership Directory Committee are Nick Motta and Matt Kuerzi. The Co-Chairs of the Mentor Program Committee are Jennifer Williams and Nancy Smith. The Co-Chairs of the PAST President Advisory Committee are Jim Morris and Tony Miranda. The Co-Chairs of the News Letter Committee are Anne McEwen and Jennifer Thomas. The Co-Chairs of the AFFILIATIONS Committee are Jonathan Hendricks and Steve Miller. The Co-Chairs of the VOLUNTEER COMMITTEE are Trae Christian and Jennifer Thomas. The Co-Chairs of the PAST PRESIDENT Committee are Mike Evans and Steve Miller. The Co-Chairs of the SPONSORSHIP Committee are Dennis Kennedy and Steve Miller. The Co-Chairs of the REGISTRATION CHAIR Committee are Rachel Meade and Steve Miller. The Co-Chairs of the REGISTRATION CHAIR Committee are Rachel Meade and Steve Miller. The Co-Chairs of the FOUNDERS POINTS Committee are Amy Karp and Nancy Smith. The Co-Chairs of the MARKETING Committee are Will Shoemaker and Will Shoemaker. The Co-Chairs of the ASST. TREASURER Committee are Nick Motta and Matt Kuerzi. The Co-Chairs of the TREASURER Committee are Chris Graff and Mary McKinley. The Co-Chairs of the ASST. SECRETARY Committee are Grace Martin and Jennifer Thomas. The Co-Chairs of the NEWSLETTER Committee are Anne McEwen and Jennifer Thomas. The Co-Chairs of the COMMITTEE on PAST PRESIDENT are Mike Evans and Steve Miller. The Co-Chairs of the TREASURER Committee are Chris Graff and Mary McKinley. The Co-Chairs of the TREASURER Committee are Chris Graff and Mary McKinley. The Co-Chairs of the FOUNDERS POINTS Committee are Amy Karp and Nancy Smith. The Co-Chairs of the VOLUNTEER COMMITTEE are Trae Christian and Jennifer Thomas. The Co-Chairs of the VOLUNTEER COMMITTEE are Trae Christian and Jennifer Thomas. The Co-Chairs of the AFFILIATIONS Committee are Jonathan Hendricks and Steve Miller. The Co-Chairs of the ADVISORY COMMITTEE are Mike Evans and Steve Miller. The Co-Chairs of the PAST PRESIDENT Committee are Mike Evans and Steve Miller. The Co-Chairs of the SPONSORSHIP Committee are Dennis Kennedy and Steve Miller. The Co-Chairs of the REGISTRATION CHAIR Committee are Rachel Meade and Steve Miller. The Co-Chairs of the REGISTRATION CHAIR Committee are Rachel Meade and Steve Miller. The Co-Chairs of the FOUNDERS POINTS Committee are Amy Karp and Nancy Smith. The Co-Chairs of the MARKETING Committee are Will Shoemaker and Will Shoemaker. The Co-Chairs of the ASST. TREASURER Committee are Nick Motta and Matt Kuerzi. The Co-Chairs of the TREASURER Committee are Chris Graff and Mary McKinley. The Co-Chairs of the FOUNDERS POINTS Committee are Amy Karp and Nancy Smith. The Co-Chairs of the VOLUNTEER COMMITTEE are Trae Christian and Jennifer Thomas. The Co-Chairs of the PAST PRESIDENT Committee are Mike Evans and Steve Miller. The Co-Chairs of the SPONSORSHIP Committee are Dennis Kennedy and Steve Miller. The Co-Chairs of the REGISTRATION CHAIR Committee are Rachel Meade and Steve Miller. The Co-Chairs of the PAST PRESIDENT Committee are Mike Evans and Steve Miller. The Co-Chairs of the SPONSORSHIP Committee are Dennis Kennedy and Steve Miller. The Co-Chairs of the REGISTRATION CHAIR Committee are Rachel Meade and Steve Miller. The Co-Chairs of the PAST PRESIDENT Committee are Mike Evans and Steve Miller. The Co-Chairs of the SPONSORSHIP Committee are Dennis Kennedy and Steve Miller. The Co-Chairs of the REGISTRATION CHAIR Committee are Rachel Meade and Steve Miller. The Co-Chairs of the PAST PRESIDENT Committee are Mike Evans and Steve Miller.

The HFMA Kentucky Chapter is better off than ever before as a result of the effort, commitment, and sacrifice on the chapter's behalf. The KHA Liaison is Steve Miller. The President Elect/Link is Kourtney Nett. The Chapter Assistant is Jennifer Hignite. The Treasurer is Chris Graff. The Vice Presidents are Shelley Gast, Jennifer Thomas, Mark Kircher, Bill Leachman, and Chris Wilson. The Co-Chairs of the PFS Workshop are Charlotte Ekart and Adam Kempf. The Co-Chairs of the Spring Institute are Dawn Dollar and Rick Albertini. The Co-Chairs of the Winter Institute are Michael Logan and David Vining. The Co-Chairs of the Fall Institute are David Richard and Larry Parker. The Co-Chairs of the HFMA Leadership Training Conference in National Harbor, MD. are Linda Brown and Mike Weaver. The Co-Chairs of the YERGER Awards are Tim Cooper and Bebe Johnson. The Co-Chairs of the Student Membership Chair are Kevin Price and Mary McKinley. The Co-Chairs of the Chapter Policy Committee are Chris Woosley and Amy Karp. The Co-Chairs of the Membership Service Committee are Kyle Monroe and Mary McKinley. The Co-Chairs of the Community Service Committee are Kourtney Nett and Jennifer Williams. The Co-Chairs of the Volunteer Committee are Trae Christian and Jennifer Thomas. The Co-Chairs of the News Letter Committee are Anne McEwen and Jennifer Thomas. The Co-Chairs of the AFFILIATIONS Committee are Jonathan Hendricks and Steve Miller. The Co-Chairs of the TREASURER Committee are Chris Graff and Mary McKinley. The Co-Chairs of the ASST. SECRETARY Committee are Grace Martin and Jennifer Thomas. The Co-Chairs of the TREASURER Committee are Chris Graff and Mary McKinley. The Co-Chairs of the ASST. SECRETARY Committee are Grace Martin and Jennifer Thomas. The Co-Chairs of the FOUNDERS POINTS Committee are Amy Karp and Nancy Smith. The Co-Chairs of the MARKETING Committee are Will Shoemaker and Will Shoemaker. The Co-Chairs of the ASST. TREASURER Committee are Nick Motta and Matt Kuerzi. The Co-Chairs of the TREASURER Committee are Chris Graff and Mary McKinley. The Co-Chairs of the FOUNDERS POINTS Committee are Amy Karp and Nancy Smith. The Co-Chairs of the MARKETING Committee are Will Shoemaker and Will Shoemaker. The Co-Chairs of the ASST. TREASURER Committee are Nick Motta and Matt Kuerzi. The Co-Chairs of the TREASURER Committee are Chris Graff and Mary McKinley. The Co-Chairs of the FOUNDERS POINTS Committee are Amy Karp and Nancy Smith. The Co-Chairs of the MARKETING Committee are Will Shoemaker and Will Shoemaker. The Co-Chairs of the ASST. TREASURER Committee are Nick Motta and Matt Kuerzi. The Co-Chairs of the TREASURER Committee are Chris Graff and Mary McKinley. The Co-Chairs of the FOUNDERS POINTS Committee are Amy Karp and Nancy Smith. The Co-Chairs of the MARKETING Committee are Will Shoemaker and Will Shoemaker. The Co-Chairs of the ASST. TREASURER Committee are Nick Motta and Matt Kuerzi. The Co-Chairs of the TREASURER Committee are Chris Graff and Mary McKinley. The Co-Chairs of the FOUNDERS POINTS Committee are Amy Karp and Nancy Smith. The Co-Chairs of the MARKETING Committee are Will Shoemaker and Will Shoemaker. The Co-Chairs of the ASST. TREASURER Committee are Nick Motta and Matt Kuerzi. The Co-Chairs of the TREASURER Committee are Chris Graff and Mary McKinley. The Co-Chairs of the FOUNDERS POINTS Committee are Amy Karp and Nancy Smith. The Co-Chairs of the MARKETING Committee are Will Shoemaker and Will Shoemaker. The Co-Chairs of the ASST. TREASURER Committee are Nick Motta and Matt Kuerzi. The Co-Chairs of the TREASURER Committee are Chris Graff and Mary McKinley.