### 7 Paths to Better Communication

Today, patients have more options and more control than ever before in selecting their care experience. How can you, as the provider, gain patient loyalty in the new world of consumer choice and empowerment?

### Aetna Inks $37B Deal to Acquire Humana: 5 Things to Know

Health insurer Aetna has entered into a definitive agreement to acquire all outstanding shares of Louisville, Ky.-based Humana in a deal valued at $37 billion. Here are five things to know about the transaction.

### 10 Steps to Create a Customer-Focused Revenue Cycle

In the new era of U.S. healthcare the patient share of medical bills is steadily growing as employers and payers reduce their coverage costs. As a result, the patient role is shifting from passive care participant to active self-advocate. Empowered by rapid advances in technology and ready access to information, patients today are rigorously evaluating healthcare providers, care options and plan choices before they receive services.

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Questions or comments? Email Becca Burrus at rburrus@blueandco.com

Don’t forget to follow us on Twitter @KYHFMA and LinkedIn Kentucky Chapter HFMA
Greetings Kentucky HFMA members! I am truly honored to serve as President for the 2015-2016 chapter year. I want to first express my appreciation to our outgoing President, Don Frank. Don provided outstanding leadership and guided our team of volunteers to achieve great things for the 2014-2015 year. As a result of all the countless hours volunteered by our members, the Chapter was honored with two individual Yerger awards and four multi-chapter Yerger awards at the Chapter Awards Dinner at ANI in June. If you’ve ever considered volunteering, now is the time. Whether you have fifteen minutes a month or the capacity to give an hour a week, we have something for you! Together we can continue to make our chapter one of the most successful Chapters in the country.

We have an incredible year planned this year. You won’t want to miss the bi-annual Tri-State Conference. This is a joint event with the Indiana, Southwest Ohio and Central Ohio Chapters, and will be held in Cincinnati on September 23rd-25th. It is an excellent opportunity to network with other healthcare leaders around the region. One of the keynote speakers will be our new National HFMA chairwoman, Melinda Hancock, who is a product of our very own Region IV. She has chosen the theme “Go Beyond” for this year, noting that we must all go beyond the ways of the past to succeed in the new era of healthcare. As a chapter we need to go beyond to help position you for success. I value and appreciate any thoughts you may have as to how our chapter can support you as a healthcare leader in Kentucky.

If there is ever anything I can do to ensure you are receiving the maximum value from your membership in HFMA, please don’t hesitate to reach out to me. I look forward to working with all of our members, volunteers and sponsors this year.

Yours Truly,

Kourtney Nett
President 2015-2016 KY HFMA
Dale Skaggs

President during chapter year: 2008 - 2009
Current employer and title: Blue & Co. CPA’s - Director
Family: Wife- Tracy, Kids- Abigail & Jackson

Most difficult part about being president of the Ky Chapter of HFMA:
The most challenging aspect of being the Chapter President was ensuring the educational institutions had something relevant for all members and the presenters were informative and engaging. Since the members were giving a day or two of their time, I tried to ensure there would be plenty of take-aways to justify attending the meetings.

Most rewarding part about being president of the chapter:
Networking - I always enjoyed seeing old friends and meeting new ones at the Chapter events.

Favorite memory from presidential year:
It’s been too many years/beers ago for me to recall any one specific event from my year as President; but the question has forced me to recall some pretty great memories from the year HFMA held the Leadership Training Conference in San Juan, Puerto Rico - THANKS

Looking back is there anything you would do differently:
No – I wouldn’t have changed a thing. I learned a great deal by serving the chapter in this capacity.

Any advice you would have for current/future presidents:
Your year as President will go by pretty quick. Enjoy the opportunity to meet new friends throughout the country by participating in as many National and Regional meetings as possible. HFMA is a great training ground, encourage young members to step up and take on leadership roles.

What has changed since your presidential year:
In the Healthcare Industry what hasn’t……. The membership seems to be getting younger or is it that I’m getting older. :)

Current chapter role and responsibilities: President-elect; to get ready for the upcoming 2016-2017 chapter year that I will be president

Employer/job title: BKD, LLP, Director

Family consists of: Mom, Dad, Sister and Niece, Brother, Sister in-law

When you were young what did you want to be when you grew up: nothing in particular

Favorite college team: Indiana Hoosiers

What music is on your phone: About everything you can think of, country, rock, pop and a little rap (old school)

Favorite song: Eric Church – Drink In My Hand

Favorite movie: The Big Lebowski

TV shows: Game of Thrones, True Detective, Big Bang Theory

Hobbies: Golf

Most prized possession: my car

Something that most people don’t know about you: I am 41 years old and not 29 or 30

Pet peeve: people that tailgate me on the road

How do you relax: watching TV and Movies

Guilty pleasure: watching Keeping Up with the Kardashians, insert joke here!

Dream job: Professional Golfer
When I began my HFMA journey 11 years ago, I had never even heard of the title Regional Executive. And now, I proudly represent that title for Region IV of HFMA. Serving on the membership committee in the Virginia -DC chapter seems a lifetime ago. Eventually, that role steered me through the ranks and I found myself serving as Chapter President. Before I knew it, I was a Regional Executive. There are so many HFMA friends that have supported me and shared this journey with me. I can’t thank them enough. I am looking forward to serving Region IV, its chapter presidents and their members during 2015-2016.

As my term begins, I want to thank all of the chapter leaders for their hard work and dedication to HFMA. The 5 chapters that make up Region IV (NC, MD, KY, VA/DC, and WV) are well respected in the ranks of HFMA. Our Region IV chapters continue to excel in all Chapter Balanced Scorecard criteria and lead the way with new initiatives designed to improve Education, Networking, Sponsorship and Certification.

Sadly, Membership within our region is in decline....mostly on the provider side. This seems to be a typical pattern in other regions across the country also. There are many reasons for this. Consolidation and budget cuts seem to be the primary reasons, though. However, we can’t let this devalue HFMA. There are plenty of our peers that need the benefits of HFMA. Let’s identify them together. Let’s find new ways to bring them into HFMA. Let’s find new ways to engage providers in HFMA. If you are a provider and you have ideas as to how to build provider membership, please contact your chapter president or me. The average age of members within Region IV is over 50 years. A national initiative is taking place now to recruit and engage young careerists (millennials) in HFMA. If you have ideas on this and wish to help, please contact your chapter president or me. We understand the value of HFMA, so let’s share that passion with others.

I want to encourage all members to get involved. Clearly, your benefits of HFMA will be equivalent to the energy you put into it. Personally speaking, HFMA has helped me grow as a leader and has provided lifelong friendships. My involvement has also afforded me the opportunity to help improve my chapter and be a part of something special. There are many ways that you can assist your chapter. Any amount of time that you can commit is valued by your chapter. Volunteering for HFMA is fun as well! Please consider volunteering for your chapter.

Thank you for being a member of HFMA. Thank you to our providers for supporting our efforts to improve Education and Programs. Thank you to our corporate sponsors and vendors for their financial support. Without your commitment to our chapters, we would not be able to do the things we do. Our industry is ever changing. HFMA is invaluable to those on the frontlines of Healthcare Financial Management. I wish everyone in Region IV a great 2015-2016 HFMA year! As always, please let me know how I can be of service.

Respectfully,

Tom Henderson
Virginia-DC Chapter of HFMA
Revenue Cycle Management: A Deeper Dive

Dean Dorton’s next healthcare survey is delving into the revenue cycle — organizational structure and governance, physician integration trends and dynamics, changes in technology, performance indicators, and much more.

We want to hear your opinion!

Survey participants are provided with early access to the report and are eligible to receive customized reviews of their organization compared to overall results.

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

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# Upcoming HFMA Events

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<th>Event</th>
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<td>Louisville</td>
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<tr>
<td>September</td>
<td>KY Rural Health Association Conference</td>
<td>Bowling Green</td>
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<tr>
<td>September</td>
<td>Tri-State Institute</td>
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<tr>
<td>March '16</td>
<td>Spring Institute</td>
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The agenda for our 2015 Summer Institute is out! You can view it [here](#).

*We hope to see you there! #KYHFMAsummer*
Healthcare financial management like a marathon can be an endurance event. More than ever healthcare is facing uncertainty and change. Ralph Waldo Emerson said, “Nothing great was ever achieved without enthusiasm.” Everyday as a healthcare financial manager you have the opportunity to help make a difference and impact in the lives of patients. In order to do be your best you need to stay energized to cross the finish line. In this article you will learn how you can remain fired up, pumped up, and inspired as healthcare financial manager.

On September 11, 2002 my life forever changed. At the age of 23 I was told by my doctor, “You have cancer.” After spreading to the fluid in my brain, I slipped into an unconscious state. Doctors did not think I would live. Against all odds, I recovered and had a successful bone marrow transplant. Due to brain damage I had to relearn how to walk and from that went on to run six marathons on six continents. Below are three victory strategies that helped me and you can use to stay fired up, pumped up, and inspired in the marathon of healthcare.

1. Visualize Your Victory

When it comes to your victory as a healthcare financial manager, it’s not the outside stuff that matters but the inside stuff that counts. It is easy to get discouraged by all the changes happening in healthcare. To stay fired up, pumped up, and inspired it is essential to be clear on the victory you want to achieve. Once you can see it, believe it’s possible, than you can do it. Lying in my hospital bed I visualized myself crossing the finish line of a marathon. The key is focus on the victory you are striving to achieve instead of focusing on all the challenges.

2. Take Action

How do you run a marathon? One step at a time. In order to fulfill the vision you are visualizing, you must take action every single day. It does not matter how small it is. The key is to do something everyday that moves you closer to your vision. This builds momentum. Think back to science class and inertia. Objects at rest tend to stay at rest, while objects in motion stay in motion. Remember it is not enough to stare up the steps, you have step up the stairs.

3. Elevate Your Attitude

In order to complete a marathon I had to have the belief it was possible. Daily I had to check the negative self-talk and the self-defeating inner dialogue. The little voice that says it is impossible. Once you have the attitude that your vision is possible, you will take the necessary action.

----Healthcare financial management like a marathon is an endurance event. It is a roller coaster with ups, downs, and surprising turns. Crossing the finish line was one of the greatest victories in my life. Through Visualizing your Victory, Taking Action, and Elevating your Attitude you will be able to cross your finish line by staying fired up, pumped up, and inspired.

Matt Jones is considered the top leadership keynote motivational speaker in healthcare. From three-time cancer conqueror to now, life changing inspirational speaker, audiences love Matt. Visit Matt at www.MatthewDJones.com
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Be sure to check out all of our 2015-2016 sponsors by clicking on their names

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