

# The Newsbreaker

HFMA Arkansas Chapter Newsletter, Summer 2019

## Note from the Editor

Hello everyone! It's hard to believe that summer is already drawing to a close. Our summer meeting is coming up soon—Wednesday, August 28, through Friday, August 30. This year will be the first Roy Nichols Honorary Golf Tournament, in honor of all the years of hard work Roy has put in to this event over the years. Keep Roy and his family in your thoughts and prayers as he continues to recover!

After the golf tournament, we'll kick off our summer conference. We will continue having a separate track for physician practices this time around. Check out the additional information about this program in this newsletter and on our website and share it with physician practice managers in your organization!

If you haven't already, head to the website and get registered for the meeting—we hope to see you there!

Bethany

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# President's Welcome

Greetings, Arkansas HFMA Family!

I am extremely honored and excited to serve as the President of the Arkansas Chapter this year. HFMA has been an integral part of my growth in healthcare finance and it is truly an honor to return some of my time and efforts to my HFMA family.

Mike Allen, the incoming National Chair, selected "Dare You 2 Move" as the 2019-2020 theme. At the Leadership Training Conference in Anaheim, CA, he challenged chapter leaders to identify areas where things are not what they could be and step out of our comfort zone to close those gaps and move things towards making them the best they can be.

I believe this new theme fits perfectly for our chapter as we continue the journey in expanding our physician practice membership. We have added afternoon breakout sessions for physician practices for our Summer 2019 and Spring 2020 meeting. We are offering one more complimentary registration for non-members of physician practices for the Summer meeting. Please encourage your physician practice colleagues to take advantage of this great opportunity.

I'm excited to announce that we will be focusing on giving back to our communities this year. I love the quote by Maya Angelou that says, "I've learned that you shouldn't go through life with a catcher's mitt on both hands. You need to be able to throw something back." As a chapter, we want to set the example and "throw something back" to our communities around Arkansas. Lynann Hill has done a great job organizing a charity drive for each of our quarterly meetings. Make sure you check out the "Arkansas HFMA Philanthropy" section of the newsletter for more information on what to bring to each meeting.

I would like to take a moment to thank our immediate Past-President, Tracye Enis, for her leadership and commitment to the chapter over the last several years. Through her leadership and the hard work of the leadership team and volunteers, our chapter earned platinum awards for Excellence for Education, Education Quality, and Membership Growth. We also received the gold award for Certification.

Thank you all again for the opportunity to serve in this role. I look forward to the year ahead, and to seeing and meeting many of you at our upcoming events.

Jamison Ashley



Jamison Ashley, 2019-2020 Chapter President



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# Meet a New Member



**Troy Brooks** is the Chief Financial Officer at Conway Regional Medical Center. Take a few minutes to get to know Troy, and be sure to welcome him to HFMA the next time you see him at a meeting!

**Q: Tell us a little bit about your family.** A: My wife's name is Wendy and we relocated to Conway in September 2018. Our two children are both living and working in Austin, TX. My wife is an elementary school teacher who worked with special education students prior to our move. She taught in Georgia for 25 years. Our son, Drew, just completed his first year of Pediatric Residency at Dell Children's Medical Center. Our daughter, Delanie, works with Behavioral issue students at a school in Austin. **Q: What are some of your hobbies?** A: My wife and I share a love of Alabama football. We go to a lot of games and have

travelled throughout a lot of the country to see them. I read a ton of books. I've been an athlete and workout person most of my life. Currently, I'm getting into cycling as a great form of exercise. I also scuba dive, something that I took up with my brother about five years ago. **Q: How did you get started working in healthcare finance?** A: During my last quarter of undergrad school at the University of South Alabama, I got a call from a man named Sam Coulter. Sam was the regional HR Director for Humana and he was recruiting for Humana's Finance Specialist Program. It was a great way to immerse myself in Healthcare Finance akin to getting a Master's Degree in that special field. My first job was at Humana Hospital Shoals which was located in Sheffield, AL and later moved to Muscle Shoals, AL. **Q: If you could choose anyone, living or dead, to have dinner with, who would it be?** A: That's easy, I'd make the same choice that I've been making for almost 35 years. I'd have dinner with Wendy Brooks.

## Meet a Leader

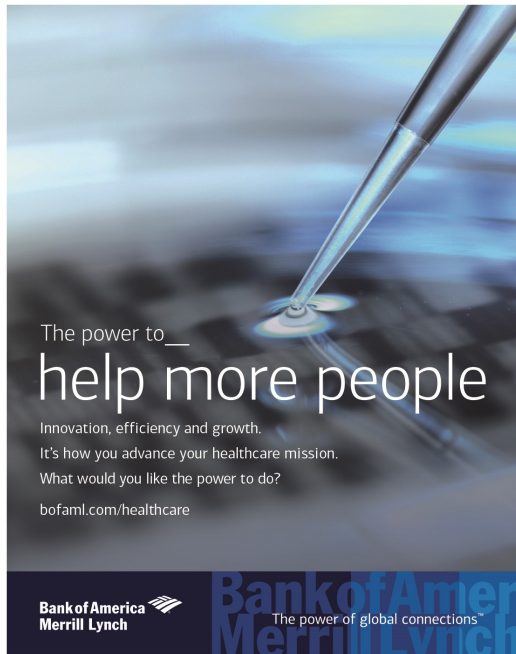
**Veronika Kryzhanovska** is a senior manager at BKD. She also serves as the Early Careerist Chair for our chapter. Take a few minutes to get to know Veronika!

**Q: Tell us a little bit about your family.** A: I have two beautiful girls, Shelby Sophia is four and Lilah Viktoria is three. I moved to Hot Springs, AR from Yalta, Crimea, Russia when I was 13 with my mom and my sister. The rest of my family still lives in Russia and we go back to visit as often as we can. **Q: What is your favorite thing about being a part of HFMA?** A: My favorite part is creating relationships with people that are passionate about their profession and their community. HFMA brings together so many wonderful people from many different walks of life in the healthcare field. It's a lot of fun! **Q: What would be your dream vacation?** A: There are so many places I have yet to visit! I love to experience different cultures and learn about their ways of life. However, I try to save up my vacation time to visit my family in Russia. My hometown, Yalta, is a very popular town located on the Black Sea. So I get to visit my family and enjoy the beach and many other beautiful places. **Q: What do you like to do in your free time?** A: I love being outdoors – camping, kayaking, swimming, hiking are my favorite. Getting to experience those things with my children is pretty awesome!





# Chapter News



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## Get Connected!

Follow Arkansas HFMA on social media to get the latest chapter news!

Twitter - @arhfma

Facebook - Arkansas HFMA

Instagram - @arhfma

LinkedIn - Arkansas HFMA

## Congratulations, Jamison!!

The chapter sends our best wishes to our new president on her marriage to Clint Ashley on June 22! We love you, Jamison!



## Job Openings

As a benefit to our members, the Arkansas HFMA website posts current job openings from around the state and region. We hope you are checking it out frequently! Go to <http://www.arkansashfma.org/careers> to see what is currently posted—you could find an amazing opportunity to advance your career!



# Arkansas HFMA Philanthropy

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At Arkansas HFMA, we feel that our members are fortunate to be in wonderful organizations with great jobs. Unfortunately, many Arkansans are not in that position. Arkansas HFMA would like our members help in giving back to our communities. For each meeting, we will have a philanthropy project with which we hope our members will participate. Since this is a new project we are undertaking, we are certainly open to any and all input.

For the Summer meeting, we would like for our members to bring school supplies that we will donate to a local charity or public school. Scissors, crayons, paper, Big Chief tablets...do they even have those any more? Whatever you choose to bring, I'm sure an Arkansas school child would be so grateful.

I'm sure you are asking...so which school? We are going to let YOU decide! For everyone that brings school supplies, your name will be put into a hat...if you so choose. We will draw the name of the member, and he/she picks where the supplies are donated. And, that person is in charge of getting the donations to that school.

So, I'm certainly going to donate school supplies! If my name is drawn, maybe I want to donate to Center for Youth & Families. Or maybe I want to donate to the North Little Rock School District. I will take those supplies and drop them off at my selected school.

Here is this year's donation schedule:

Summer: School Supplies

Fall: Toiletries (homeless centers; abused women centers; etc.)

Winter: This will be at MidSouth, so we will take cash donations for Ronald McDonald House, which serves all of Arkansas and beyond.

Spring: Cereal (to deliver to food banks to use for kids home for the summer)

If you have any questions or comments, please contact Lynann Hill at 501-258-8060 or [lynann@completecure.com](mailto:lynann@completecure.com).

**Please donate and help our communities!**

# Arkansas Chapter Summer 2019 Conference

August 28-30, 2019 The Hotel Hot Springs

## THURSDAY AUGUST 29, 2019

11:15 am – 12:30 pm | Lunch

12:30 – 1:45 pm | Course SU1905

### **Behavioral Health Integration in Medical Settings**

*Patricia Gibson, Psychiatrist, Medical Director, Arkansas Health Group Behavioral Health*

2:00 – 3:15 pm | Course SP1908

### **Stark Law and the New Anti-Kickback Statute**

*Tim Ezell, Attorney, Friday Eldredge & Clark, LLP*

*Amie Alexander, Attorney, Friday Eldredge & Clark, LLP*

3:30 – 4:45 pm | Course SU1911

### **Physician Practice Performance Evaluation and Improvement**

*Philip Meador, Director, Physician Enterprise, Premier Inc.*

## THURSDAY NETWORKING OPPORTUNITIES

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**5:00 – 6:30 pm**

**Location:**

The Hotel Hot Springs Lobby

## FRIDAY, AUGUST 30, 2019

8:30 – 9:45 am | Course SU1912

### **Arkansas Insurance Medical Provider Billing Laws and Coverage Mandates**

*Booth Rand, Managing Attorney, Arkansas Insurance Department*

10:15 – 11:30 am | Course SU1913

### **Self-Pay Collections – Are We Doing Enough to Drive Revenues?**

*Lloyd Ledet, President & CEO, Credit Bureau Systems*

### **Complimentary Registrations to entire meeting for Physician Practices, a \$250 Value!**

Use Discount Code: PHYSICIAN (for non-HFMA members only)

Our Spring meeting will have another Physician track. Become a member after this meeting and receive a free registration for our Spring 2020 meeting.

**For detailed agenda, hotel information and registration Go to:** [www.arkansashfma.org](http://www.arkansashfma.org), then click on Education & Events OR go to: <http://www.cvent.com/d/c6qyb3?RefID=summary18>

### **For additional information, contact:**

Tammy Green, AR Chapter Medical Practice Chair at [tegreen@practice-plus.com](mailto:tegreen@practice-plus.com)

Brad Harper, AR Chapter Medical Practice Co-Chair at [bharper@engagemed.com](mailto:bharper@engagemed.com)

Tami Hill, AR Chapter Manager at [arhfma@arkansashfma.org](mailto:arhfma@arkansashfma.org)







With more than 38,000 members, the Healthcare Financial Management Association (HFMA) is the nation's premier membership organization for healthcare finance leaders. HFMA builds and supports coalitions with other healthcare associations and industry groups to achieve consensus on solutions for the challenges the U.S. healthcare system faces today. Working with a broad cross-section of stakeholders, HFMA identifies gaps throughout the healthcare delivery system and bridges them through the establishment and sharing of knowledge and best practices. We help healthcare stakeholders achieve optimal results by creating and providing education, analysis, and practical tools and solutions. Our mission is to lead the financial management of health care.

At the chapter, regional, and national level, HFMA helps healthcare finance professionals meet the challenges of the modern healthcare environment by:

- Providing education, analysis, and guidance.
- Building and supporting coalitions with other healthcare associations to ensure accurate representation of the healthcare finance profession.
- Educating a broad spectrum of key industry decision makers on the intricacies and realities of maintaining fiscally healthy healthcare organizations.
- Working with a broad cross-section of stakeholders to improve the healthcare industry by identifying and bridging gaps in knowledge, best practices, and standards.

**To learn more about HFMA and become a member, go to [hfma.org](https://hfma.org)**

**To learn more about HFMA Physician Resources information, go to [hfma.org/physician](https://hfma.org/physician)**



#### **Arkansas Chapter of HFMA**

With approximately 650 members, AR HFMA Chapter is one of the highest ranked chapters in the nation based on Healthcare Financial Management Association (HFMA) satisfaction survey in 2018 and received the Robert M. Shelton award for sustained chapter excellence in 2017. The Chapter provides 4 quarterly education conferences in addition to day meetings throughout the year for Revenue Cycle, Women in Leadership, CPE and CFO Forum.

**To learn more about the Arkansas Chapter of HFMA, go to [arkansashfma.org](https://arkansashfma.org)**



# Leadership Training Conference

April 14-16, Anaheim, California





# Gary Brooks Memorial Golf Tournament



April 10, 2019

Glenwood Country Club







# Spring Annual Conference

## Hot Springs, Arkansas

### April 10-12









# Presidential order marks major push for price transparency



The President, members of Congress and consumer advocates are all [demanding price transparency](#) within the healthcare universe. The major push of late is President Trump's executive order that will be issued in June 2019; while critics hope this initiative will fade, the topic has been on the industry radar for many, many years.

How did we get to today's scenario?

We have a robust perspective on this subject at Experian Health because we've been working with healthcare organizations offering various solutions that inform consumers about the costs of their care for more than 10 years. We brought to market the first iteration of our current [Patient Estimates](#) product back in 2008, responding, in part, to the growing issue of medical debt and inherent risk to providers not getting full payment for services.

The challenges presented by medical debt are well documented, but the important point to focus on is that as long as Americans continue to lack the ability to pay for their care and health organizations struggle with collections, the push towards price transparency will continue. Perhaps this is much needed progress? Since 1957, nearly 75% of Americans have consistently reported being insured but unable to pay their medical bills, according to a study by the Centers for Disease Control. Now, more than 50 years later, many legislators hope mandated price transparency will alleviate the surprise factor of medical costs and spur a more competitive environment.

In 2008, helping patients understand their costs was intended to improve providers' collections success. The term 'price transparency,' with additional connotations (e.g. better experience for the patient, improved efficiencies), popped up about the same time as the introduction of very high deductible health plans. The phrase started gaining traction following passage of the Affordable Care Act, and as patients were responsible for more of their medical costs. Add in the rise of consumerism within healthcare and Americans' digital lifestyles, and it's no surprise there are calls for pricing to be as easy to understand as they are in the retail space.



We harness the power of data and analytics to fulfill these needs in the marketplace. The healthcare industry was ripe for change more than a decade ago, as evidenced by the desire of organizations to leverage what we could offer. While there is continued debate on the transparency topic, the good news is today's data-driven technology can create a patient financial experience that is friendly, understandable and accessible, delivering the [good-faith estimates](#) many consumers, legislators and the industry-at-large wish to see.

### Consumerism drives price transparency expectations

Ultimately, the financial aspect to care is a key component to consumers' satisfaction with a provider. This realization began to bubble to the surface over the last several years. In fact, Experian Health conducted [research](#) last year to understand consumer pain points during the healthcare journey. Consequently, it was no surprise when the study revealed consumers' biggest frustrations and challenges – above clinical areas – is dealing with the financial aspects of healthcare:

- 90 percent of respondents ranked worrying about paying their medical bills as a very important to extremely important pain point.
- 30 percent acknowledged the challenges of determining what financial support options (e.g., payment plans, government grants, and hospital charity care programs) are available
- 90 percent reported significantly underestimating the costs associated with major medical procedures (e.g., knee replacement)

The takeaway from this study is clear: consumers want a streamlined payment process that builds confidence and provides peace of mind. We know that healthcare providers want to increase the efficiency and success of their collections efforts. Ultimately, everyone benefits from clarity around pricing.

So whether government-mandated or not, there is no denying that price transparency, in some form, is here to stay and a transformation in the industry is taking hold. Experian Health is leading the way to innovations that will help healthcare organizations thrive in this new era. By leveraging our expertise in [data and analytics](#) and our understanding of healthcare costs, we can help patients successfully navigate their financial obligations from primary care appointments through subsequent diagnostic procedures and surgeries. The potential is there for everyone to benefit from an evolved, modern system.

### Related Articles:

- [How Blessing Health System personalized estimates to improve patient satisfaction](#)
- [How to make price transparency less confusing for patients](#)

# THANK YOU

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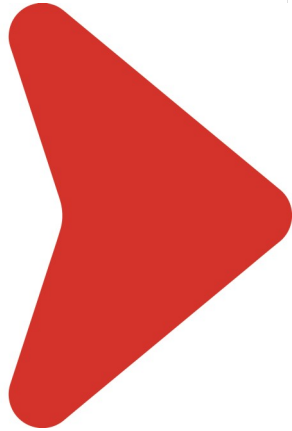
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