

August 2009

## SDHFMA 08-09 Awards



Pictured above are Geoff Knobloch with the Bronze Award for Membership, Anne Christiansen with the Bronze Award for Certification and the Yerger Award for Member Services, Rita Blasius with the Yerger Award for Innovation (Serving at the Banquet) and Mark Thompson with the Silver Award for Education and Yerger Award also for Education.

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# **PRESIDENT'S MESSAGE**

**By Anne Christiansen**



Wow! It is amazing how quickly the last four years have gone by. I have thoroughly enjoyed the road through the officer's positions and the personal satisfaction that I have gained from volunteering my time to SDHFMA. During my journey, I have been fortunate to have been coached and mentored by the best - Maureen Cadwell, Bryce Pattison, Tom Loff and most recently Julie Norton. The success of SDHFMA can be attributed to the many talented and dedicated members of our organization. We are a great group of people!!

First, I want to recognize and celebrate the accomplishments of our chapter for the 2008-2009 year. These accomplishments were achieved through the dedication and hard work of our chapter leaders, committee volunteers, and most importantly our members. Please join me in thanking Julie Norton for her outstanding leadership this past year. Julie recently attended the President's Dinner at HFMA's Annual National Institute in Seattle, and on behalf of the chapter, Julie accepted the following awards for the 2008-2009 year:

Silver Award for "Excellence in Education"

Bronze Award for "Excellence in Membership Growth and Retention"

Bronze Award for "Excellence for Certification"

Yerger Award for "Outstanding Performance in Member Services"

Yerger Award for "Outstanding Performance in Innovation"

Yerger Award for "Outstanding Performance in Education" (Iowa, Nebraska & South Dakota)

In achieving these awards, I especially would like to thank the following committees. The Program Committee, led by Mark Thompson, for providing quality programming to our members (18.12 hours of education per member). The Membership Committee, led by Geoff Knobloch, for their work in achieving membership growth (0.68% from last year). The Certification Committee, led by Maureen Cadwell, for having two passed exams. The Public Relations Committee, led by Rita Blasius, for their innovation in networking events.

As we move into the 2009-2010 year, I would like to welcome our newest volunteer leaders: Geoff Knobloch (Treasurer) and Jamie Schaefer (Board Member). I thank these individuals along with the other Officers, Board Members and Committee Chairs for their dedication and leadership in making SDHFMA the leading organization in healthcare finance in South Dakota.

The 2009-2010 year kicked off with the Strategic Planning Meeting in March. The Officers and Board Members have again set the goals to challenge ourselves and push the envelope. We continue to be committed to our members by providing quality education, networking opportunities, website resources and new and improved delivery methods.

In April, the Officers attended the Leadership Training Conference in Ft. Lauderdale, Florida. LTC provides a great opportunity to share best practices with other HFMA chapters. At LTC, Catherine A. Jacobson, HFMA's 2009-2010 Chair, announced her theme **Making It Count**. Her theme will help focus HFMA's various services and initiatives around a core quality in its members that needs to be recognized and nurtured: the drive to make it count by putting their business leadership skills in the service of improving our healthcare system.

The Summer Workshop held July 30-31 was a success. Thank you to the Stan Knobloch and the Program Committee for an outstanding job. The next education event will be the SDAHO Convention September 23-25 in Sioux Falls. I hope to see you there.

HFMA National will be conducting a Member Satisfaction Survey on the behalf of HFMA chapters in late October or early November. The survey will be emailed to you, and I strongly encourage you to complete the survey. The chapter leaders will use the results of the survey to improve services to our members and to help in the planning process. The survey results will be available to chapter leaders in January.

In conclusion, I strongly encourage and challenge each member to stay active in our Chapter by joining a committee, attending our education and networking events, sharing of best practices, and encouraging other members to become involved. I look forward to working with you over the coming months as we strive to have another successful year.

Pictures from LTC in Fort Lauderdale and ANI in Seattle



Mark, Stan, Renae, Anne, Geoff, and Mike



The Gang under the Horse at P F Changs



Renae, Anne, Mark and his wife, Geoff, Mike, Stan and his wife.



Julie at ANI with Past Chair Robert Broadway and Current Chair Catherine Jacobson

## ***Region 8 Connection***

### ***Region 8 Webinar Series Announcement***

*By Carol A. Friesen, Regional Executive*

The Presidents and Presidents-Elects of Region 8 including Greater St. Louis Chapter, Heart of American Chapter, Iowa Chapter, Minnesota Chapter, Nebraska Chapter, North Dakota Chapter, Show Me of Missouri Chapter, South Dakota Chapter, and Sunflower (Kansas) Chapter would like to announce the upcoming Region 8 Webinar Series. The webinars will be hosted by each chapter once per year for a total of nine offerings between the months of September and May. The webinars are intended to be a low cost, high quality, and easily accessible form of current and up-to-date education for our membership without the cost or inconvenience of leaving your organization. The webinars will be offered at a facility rate. So, please utilize this as a way to provide continuing education to your front line, as well as, management staff on issues facing healthcare and your organization.

The webinars will be held on the second Tuesday of each month from 12:00-1:30. The first quarter of webinars include:

September 8<sup>th</sup>

**Disaster Preparedness**

Sponsored by Greater St. Louis Chapter

October 13<sup>th</sup>

**Healthcare Reform**

Sponsored by Minnesota Chapter

November 10<sup>th</sup>

**Revenue Cycle Impacts of RACs**

Sponsored by Heart of America Chapter

Your home chapter will be distributing reminders on the upcoming webinars including dates and topics. Thank you in advance for your support of this collaborative relationship and programming!

## Hospitals Reaching Out to Communities to Provide More Charity Care

By Bruce Nelson, Vice President, SearchAmerica, A part of Experian

It may come as a surprise to the general public, but a little known fact is that millions of patients are automatically identified and enrolled in hospital sponsored charity care programs nationwide. It is unlikely that your patients understand much about a hospital's generosity, let alone the technologies that automate its community benefit programs. These charity care systems enable hospitals to execute their community benefit programs more effectively, providing medical services free of charge or at a significantly reduced rate to qualified patients - *amounting to billions in savings annually to U.S. consumers*. This practice is at the core of the mission of our nation's not-for-profit healthcare networks.

Unfortunately, it can be difficult and time consuming to manually identify all qualified patients and efficiently enroll them in a hospital's charity care program. Doing so without automation is wrought with errors and inconsistencies, so many hospitals have taken a new approach for improved accuracy and consistency.

These systems have greatly impacted the lives of millions of patients and their families over the years who otherwise may not have received charity care. The following are excerpts from actual thank you notes from hospitals and patients who have seen the benefits of these systems first-hand:

*'Our automated charity care screening system approved two patients yesterday-one's wife shed tears of gratitude. We were also able to approve another just now, a child whose father lost his regular job recently, and is now making \$9 per hour. This is a wonderful service that we are providing. The staff feels good and the patients are truly grateful that the financial stress has been lifted and they can focus on their health.'*

### Automation = More Charity Benefits for your Patients

Since 2001, it is estimated that more than five million low income patients been enrolled in charity care programs through automated solutions from third party providers.

These solutions rapidly identify patients who meet the criteria for a hospital's charity care program, Medicaid or other financial assistance programs. Using data from third party service provider ensures that each patient's need is assessed on their financial need, eliminating factors such as age, race, gender, etc. from the process.

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## Hospitals Reaching Out to Communities to Provide More Charity Care – Continued

More and more hospitals are having these systems routinely check all incoming patients to see whether or not they are qualified for their community benefit program. This ensures that all qualified patients are identified and eliminates any bias.

Automated qualification and enrollment processes connect patients with the programs that were designed to help them. This process saves the patients money, but just as importantly, it preserves their dignity by eliminating concentrated collection efforts.

### **Saving Time and Money for Patients and Hospitals**

Hospitals need to reduce costs across their organizations, but wish to do so without negatively impacting their services or the patient's satisfaction. Third party charity care solutions are one of very few methods that offer a win-win scenario for the hospital and the patient alike by:

**Reducing Enrollment Time:** Automating this step reduces the enrollment process to just minutes, instead of the hour or more needed to manually process an application -- saving a hospital's financial counselors hours of time spent on paperwork. Likewise, patients find out immediately whether or not they qualify, eliminating added stress from their medical situation.

**Improving Compliance with Government Regulations:** Hospitals need to demonstrate their commitment to serving their communities. Charity care solutions provide the results and reporting needed to comply with the IRS' 990 Form Schedule H and other state and local requirements.

**Stopping Unproductive Collection Efforts:** Hospitals can save on their collection processes by eliminating any collection activities on patient accounts that qualify for charity care. Its efforts can be better focused on those who have the ability to pay. In addition, patients enrolled in charity care programs eliminate the anxiety often caused by collection efforts on hospital bills that they are truly unable to pay.

### **Curing a Nation's Misperception**

Hospitals have been wrongly portrayed as organizations focused more on money than care. Those of us in the healthcare industry know that this is just not true. How can we prove that we are living up to our mission? The clearest answer is by demonstrating community benefit.

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## Hospitals Reaching Out to Communities to Provide More Charity Care – Continued

Unfortunately healthcare networks are often unable to publicly demonstrate their mission of serving their communities. Manual and inconsistent qualification and enrollment processes offer varied results that are often understate their level of generosity.

Using automated charity care solutions, healthcare networks can provide reliable statistics showing their community benefit through the number of patients they have aided, both medically and financially, and the cost of these services absorbed by the healthcare network within their charity care program. Positive public relations are critical to every hospital.

Today's public is mostly unaware of the healthcare industry's generosity to those in need through their unique charity care programs. To address this issue, smart hospitals are implementing strict processes and technologies to enroll all qualified patients and use this information to show their communities their commitment to their mission.

Automating charity care programs is good for the patient, the hospital, and our nation. Thank you notes from patients and hospital staff are just the tip of the iceberg of the appreciation and impact of these systems.

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### 09–10 SDHFMA Officers and Directors

President Anne Christiansen

President-Elect Mark Thompson

Vice-President Stan Knobloch

Secretary Renae Tisdall

Treasurer Geoff Knobloch

Director Rita Blasius

Director Debbie Pullman

Director Erica Peterson

Director Paul Gerhart

Director Jeff Sandene

Director Jamie Schaefer

## Thank You 2009 Sponsors

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### *Platinum*

Advanced Asset Alliance  
Avera McKennan Hospital  
Cassling Diagnostic  
Eide Bailly, L.L.P.  
Kaufman Hall  
Quality Reimbursement Services  
Regional Health  
RSM McGladrey  
Rycan  
Sanford Health

### *Gold*

Credit Collections Bureau  
Dakotacare  
Fisher Consulting  
Wellmark BCBS

### *Silver*

Accounts Management, Inc.  
Howalt McDowell Insurance Inc.

### *Bronze*

1st National Bank Sioux Falls  
Avera Queen of Peace  
Avera Sacred Heart Hospital  
Avera St. Luke's Hospital  
Deloitte & Touche  
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Qualified Presort  
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# SOUTH DAKOTA HFMA

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Rose Benson  
Paul Gerhart  
Geoff Knobloch  
Laura Sibson  
Jake Suekow

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LaVonne Linneman

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Kory Holt  
Lynn Moller  
Paul Gerhart  
Gil Johnson  
Jamie Schaefer  
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Carletta Vasknetz

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Jeff Sandene

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Glenn Jakober  
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Tim Renelt  
Jim Thurm  
Ken Trammell  
John Vetsch

### Financial Review Committee

Phyllis Birk, Chair  
Renee Logan

### Nominating Committee

Julie Norton, Chair  
Tom Loff  
Bryce Pattison

## Mark Your Calendar - Upcoming Events

September 8, 2009 Disaster Preparedness Webinar  
Sponsored by Greater St. Louis Chapter

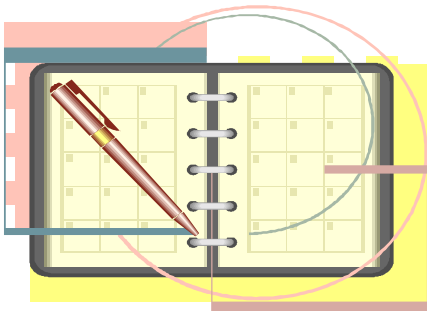
September 23 -25, 2009 SDAHO Meeting Sioux Falls, SD

October 13, 2009 Healthcare Reform Webinar  
Sponsored by Minnesota Chapter

November 10, 2009 Revenue Cycle Impacts of RACs  
Sponsored by Heart of America Chapter

October 29 -30, 2009 Fall Meeting Rapid City, SD

January 28, 2010 - Winter Meeting Chamberlain, SD



For additional information, please contact  
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*Chapter business meeting minutes and other relevant chapter information is available  
at [www.sdhfma.org/chapter\\_business.htm](http://www.sdhfma.org/chapter_business.htm).*

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