



## 2005-2006 SDHFMA Officers



L to R: Richard Rodriguez, Chariman, National HFMA; Maureen Cadwell, President; Bryce Pattison, Pres-Elect; ; Tom Loff, Vice-Pres; Julie Norton, Secretary; Anne Christiansen, Treasurer

## 2005-2006 SDHFMA Board of Directors



L to R: James Frank; Renae Tisdall; Tina Horner; Mark Thompson, Robert Bohm; Stan Knobloch

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## President's Message by Maureen Cadwell

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We are off to a great year! In April, the officers attended the Leadership Training Conference (LTC) in New Orleans and gained vast information for our chapter. In May, the Board and Committee leaders met here in Chamberlain to work on the strategic plan and chapter projects for the upcoming year. I am so impressed with the leaders of this organization and am honored to be a part of it all.

We have an exciting year planned and you can review our strategic plan included in this newsletter to see what our goals and objectives are for the year. Our number 1 goal is to provide quality, affordable education and networking opportunities. The Program Committee has set the dates of the educational sessions so put these on your schedule now. The topics that are planned cover a variety of areas and I know the committee will work hard to ensure they meet the needs of our members so plan on attending. Besides the

education you will receive, the networking opportunities are especially beneficial. This year we are planning on sit down breakfast times that members can get together to network and meet new members, and as usual we will have our after the meeting gatherings as well.

Membership is our second goal and by demonstrating the benefits of HFMA, we hope to attract new members. There are so many benefits outside of the educational programs that we offer here in South Dakota. The HFMA National website has a variety of information at your fingertips and has links to numerous resources as well. The HFMA Magazine has articles and information on current issues that we deal with every day. And you have a vast network of members from every size of healthcare facility to ask questions of or to seek advice.

Speaking of Website, have you seen ours? At [www.sdhfma.org](http://www.sdhfma.org), our chapter leaders, newsletters, educational information, and chapter operations information is available to you. This project has been fun to work on and is such a useful tool for our chapter. Please utilize this tool and pass on if there are any improvements that you see we need.

We are off to a great start and I hope to see you at this year's events.

Maureen Cadwell, CHFP  
SDHFMA Chapter President

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## Upcoming SDHFMA Meetings

**July 21, 2005**—Chamberlain

**September 21-23, 2005**—SDAHO,  
Rapid City

**November 3-4, 2005**—Chamberlain

**February 2, 2006**—Chamberlain

**March 30-31, 2006**—Spring  
Symposium, Sioux Falls

## Member Profile: *Herding Cats No Problem for Cadwell*

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Meet the current President of SDHFMA....Article copied from *SDAHO Newsletter*, May 31, 2005. Vol. 8, Issue 22 as written by Bud Jones

When you are accustomed to organizing a household with 11 children in it, dealing with a 21-member hospital board is less like herding cats than most people would think. Maureen Cadwell has downsized both of those areas in recent years with only two kids left at home and a board that is now only 14 at Mid Dakota Medical Center in Chamberlain.



But that doesn't mean she has turned it into a sleepy out of the way hospital. It has taken about a year, but the hospital and nursing home have been sold to Sioux Valley Hospitals and Health System, and the first project is construction of the nursing home, Mid Dakota Medical Center, LTC, next to the hospital.

Cadwell looks like she could work with a large hospital board, but she doesn't look old enough to have 11 children and 13 grandchildren. Well, this Wagner native with extensive healthcare business and financial background has a mathematical explanation. "Six are Jim's (husband) kids, two are mine, we had two together, and adopted one more," she said.

She picks up dealing with large families easily as she had two sisters and three brothers. In fact she and Jim didn't stop with raising just their combined family, but took in foster children until they moved to Pierre where the state wouldn't let them have more than six children in the house at the same time and have foster children.

Cadwell who has her degrees in business administration and public accounting from the University of Sioux Falls, is currently working on her masters and noticing how much time it takes. "I have a Harley and Jim has a custom bike, and we are now ready to have fun and travel," she adds. That usually includes a trip to the Sturgis Rally each year with the family pull-along camper and this year with 13 year old Kirstie and nine year old Josh.

They often travel to Pow Wow's around the state where their children perform as accomplished dancers. Cadwell says they have been going and enjoying the Native American celebrations with their children for years. She added that all of the children have participated in dance and activities at the Pow Wow's.

There are many different kinds of dances and costumes, including, "traditional", "grass", "fancy" and the "Jingle Dance" where the costume includes chewing tobacco tin lids which when they hit each other make a unique sound. Over the years their children have competed in dance competitions at the Pow Wow and they participate by dressing in traditional costume.

Maureen and Jim met while she was attending school in Norfolk, Nebraska, with Jim's sister. He was living at Crow Creek and came down for his sister's graduation and he and Maureen began dating. Their love of

*(Continued on page 4)*

## Member Profile continued

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children and big families kept them busy as Maureen took her two year business and general education degree from Norfolk and headed to Sioux Falls.

She completed her degree at USF while working as an accountant at the Sioux Falls YWCA and then worked for Dial Bank Credit Card company before becoming a Budget Analyst for the Department of Social Services in Pierre.

Cadwell then became the Director of Budget and Finance for the Department of Human Services and in 1998 she left state government to become the CFO at Mid Dakota Medical Center in Chamberlain. She was named CEO in 2003 and began working with a board that included representatives from six towns, three counties, two reservations, and the medical staff.

She meets each month on the two reservations to keep track of issues outside of Chamberlain. She said the challenge with such a diverse and large board is keeping them out of operations and focused on strategy for the facility. Until the recent merger with Sioux Valley, the hospital has been owned by those living in the three counties who form a "hospital association". Members of the association were appointed to the hospital board by city, county, and reservation governments.

Although there have been years of strife within the Chamberlain health care community, the transition to Sioux Valley ownership received 90 percent approval of the 1,200 members in the "hospital association", and they voted to disband the association.

With a smaller board and smaller household Cadwell is looking forward to relaxing motorcycle rides, camping around the state, and finishing her MBA.

The Cadwells know each other pretty well after raising so many children, in fact, they participated in a "Marriage Game" program at Cedar Shore Resort recently. The game was based on the 70s television game show where spouses were asked a question and it was up to the other spouse to match it.

The Cadwells won the game when Jim was able to match Maureen's answer to the question, "What will your husband say that you never run out of in the house?" His answer, "K-Y jelly." (*Jones*)

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**Check out the SDHMFA Website**  
**[www.sdhfma.org](http://www.sdhfma.org)**

# HEALTHCARE FINANCIAL MANAGEMENT- SOUTH DAKOTA CHAPTER

## STRATEGIC PLAN - FISCAL YEAR 2005-2006

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### VISION

SDHFMA will be the leading professional resource in South Dakota for individuals seeking excellence in healthcare related financial management.

### MISSION

SDHFMA will serve its members by providing opportunities for professional growth, education and networking, while promoting the direction of healthcare in the state of South Dakota.

### VALUES

Service Excellence to Chapter Members  
Commitment to Leadership and Teamwork  
Mutual Respect and Professionalism to all we Serve  
Fiscal Responsibility in Chapter Management

### STRENGTHS

Quality Educational Programs  
Financial Stability  
Size of Chapter Promotes Member Interaction  
Commitment of Active Members  
Sponsorship Support  
Dedicated Board and Officers

### WEAKNESSES

Rural geography of state  
Same active members from year to year  
Limited Communication to non-member Facilities  
Diff. target audiences: PPS vs. CAH - Hosp. vs. Phys.  
Membership Recruitment  
Stable attendance at educational programs

### OPPORTUNITIES

Increase Membership Involvement  
Offering Specific Educational Meetings/Topics  
Reaching out to experienced members to promote HFMA to their employees  
Educational Programming co-sponsored with other Associations, HFMA chapters or Organizations (ACHE)  
Offering Educational Assistance/Dues Relief in accordance with policies  
Partnering with SDAHO on Statewide Issues

### THREATS

Educational programs being offered by other organizations and health systems  
HFMA programming perceived as costly rather than value added  
Time constraints and expanded job responsibilities for HFMA Members  
Variance in educational needs for members from Large vs. Small facilities  
Increasing cost of quality speakers  
Continued specialized finance fields in South Dakota

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**GOAL #1**

Provide quality, affordable education and networking opportunities to meet members' needs and expectations.

**Objectives**

- Focus on in-depth, specific programs
- Provide discounted registration for financially stressed facilities
- Organize effective networking opportunities at each meeting
- Evaluate and utilize survey and meeting evaluation data programs
- Use cash reserves as may be necessary to underwrite national speakers

**Performance Measures**

- Hold 5 educational meetings throughout the year
- Two meetings will provide a "program specific" topic
- Three meetings will be 1.5 days in length to facilitate networking
- Obtain budgeted sponsorship support for our education
- Reach at least a silver level for registrant hours/member
- Overall program survey results should reach the 75<sup>th</sup> percentile

**GOAL #2**

Promote recruitment and retention through greater involvement of membership.

**Objectives**

- Involve new members with committee activities
- Encourage Certification by highlighting the details at chapter meetings
- Increase personal interaction with all members
- Recruit members from facilities without HFMA members

**Performance Measures**

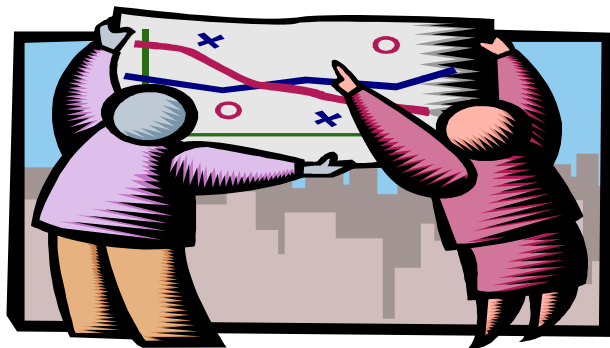
- Have two new certified members
- Targeted membership - 135
- Officer greeting at each meeting
- Recruit 3 new members from facilities without an HFMA member
- Personal "welcoming" contact with every new member
- Provide "value" information about HFMA membership

**CHAPTER MANAGEMENT OF STRATEGIC PLAN**

To review and monitor the progress of the strategic plan throughout the year.

**Performance Measures**

- Approve strategic plan at the planning meeting
- Publish the strategic plan in the membership service plan & directory book
- Publish the strategic plan in the first newsletter
- Provide performance results at each business meeting
- Review strategic plan at SDAHO to review and establish new objectives / measures if needed
- Submit two Yerger awards



**South Dakota HFMA**  
**Budget FY 2006**

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<b>Revenue</b>	<b><u>Budget FY2006</u></b>
Education meetings:	
Summer meeting	\$ 3,000
SDAHO	2,500
Fall meeting	3,000
February meeting	5,500
Spring symposium	10,000
Total education meetings	<u>24,000</u>
Sponsorship:	
Platinum	4,000
Gold	750
Silver	4,000
Bronze	3,750
Total sponsorship	<u>12,500</u>
Rebated dues	2,400
Miscellaneous	50
Interest income	250
<b>Total Revenue</b>	<b><u>39,200</u></b>
<b>Expenses</b>	
Education expenses:	
Summer meeting	1,500
SDAHO	2,500
Fall meeting	3,000
February meeting	4,000
Spring symposium	10,500
Total education expenses	<u>21,500</u>
Officer travel and meeting	12,500
Newsletter printing	0
Directory printing	1,800
Office supplies	100
Scholarships	1,000
History	2,000
Miscellaneous	900
HFMA membership Dues	600
Postage	200
Website maintenance	600
<b>Total Expenses</b>	<b><u>41,200</u></b>
<b>Revenue in Excess of Expenses</b>	<b><u>( \$2,000)</u></b>

# “Recognizing the Volunteer in You”

## The HFMA Founders Merit Award Program

By Stan Knobloch

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### Background

The Healthcare Financial Management Association (HFMA) recognizes that its strength lies in volunteers, who contribute their time, ideas, and energy to serve the healthcare industry, their profession, and one another. Active participation in HFMA at the national, regional and/or chapter levels provides members with numerous opportunities for professional development, information, networking, and advocacy. Established in 1960, the Founders Merit Award Series acknowledges the contributions made by HFMA members. These awards are part of a merit-rating plan in which specific activities are assigned a range of point values.

The Founders Merit Award Series was revised in April 2004, returning to its core purpose of "Recognizing the Volunteer in You". Point categories were adjusted to reflect volunteer activity only - eliminating the accumulation of points for membership and educational attendance. Corresponding point allocations and award levels were simultaneously adjusted.

HFMA encourages continuous active participation at the local and national levels. Therefore, the point system and award levels have been established to promote continuous active participation in HFMA

### The Awards

The William G. Follmer Bronze Award is awarded after an individual has earned 25 (formerly 100) member points. This award is named after William G. Follmer, who is credited with the creation of the American Association of Hospital Accountants (AAHA) (now HFMA).

The Robert H. Reeves Silver Award is awarded to an individual who has earned 50 (formerly 200) total member points. Reeves, an organizing member of the AAHA, was elected president of AAHA in 1956 and was instrumental in creating the structure of AAHA.

The Frederick T. Muncie Gold Award is presented to a member who has earned a total of 75 (formerly 300) member points. This award honors Frederick T. Muncie, an organizing member of the AAHA, and the first president of the association (1947-1949). Muncie also assisted in the organization of the first AAHA chapter (First Illinois).

The Founders Medal of Honor was added in 1986 and is conferred by nomination of the Chapter Board of Directors. This prestigious award recognizes an individual who has been actively involved in HFMA for at least three years after earning the Muncie Gold Award, has provided significant service at the chapter, regional and/or national level in at least two of those years, and remains a member in good standing. A chapter may nominate members for this award at any time during the year.

### Instructions

It's time to update your founder's points!

Please review your HFMA National Founders points for the 2003-04 year between now and July 23rd and communicate any changes/additions to your Founders Merit Award points for the 2003-04 year to me by email at [knoblocs@siouxvalley.org](mailto:knoblocs@siouxvalley.org), by phone at (507) 449-1252, or by fax at (507) 283-2091.

Click here to access your membership record in the HFMA National directory and review your Founders Points, under activities, in your personal profile as tracked by HFMA National for 2003-04: [http://www.hfma.org/access\\_eseries.cfm](http://www.hfma.org/access_eseries.cfm)

Please note: Although HFMA National and the chapter track most member points, you are ultimately responsible for tracking and notifying your Founders Contact of your activity. The points shown here only include National activities through May 31, 2004-NOT chapter activities.

I am responsible for collecting chapter activity from chapter members and returning the data to HFMA National by August 10 as part of the Davis Chapter Management System.

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# “Recognizing the Volunteer in You” Continued

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## Recent Changes

In order to address the issues raised by chapter leaders during the 2004 Fall President’s Meetings and throughout the first year of the new program, management suggested the following recommendations, the Regional Executive Council approved the following recommendations at the recent LTC meeting in New Orleans, LA:

1. The Gold award level was re-aligned from 100 to **75 points**, effective for the 04-05 year.
2. Point allocations adjusted as follows, effective for the 04-05 year:
  - ◆ Article—raised from 1 point to **2 points per article published**
  - ◆ Committee Co-Chair—reduce from 4 to **3 points per co-chair position**
3. Approved language to more clearly define significant service for the Medal of Honor Award criteria, effective for the 04-05 year.

## Additional Notes

- ⇒ Points earned by members during the prior fiscal year are reported by the Chapter’s Founders Award Chairperson to HFMA National by the tenth of August each year. Member points are totaled and an award list is generated for each chapter. The Chapter’s Founders Award Chairperson verifies the list, and the awards are then ordered.
- ⇒ Member points are automatically transferred from one chapter to another. Retroactive scoring of points for all categories is permissible if appropriate documentation is provided.
- ⇒ No points are earned for serving terms of office of less than one-half of a chapter’s fiscal year for any category; services a member is paid to perform; or for chapter participation prior to HFMA membership.

## Founders Award Point Categories and Allocations

Literary Contributions	Points entered by HFMA National	Points entered by chapter	Definition
Write Articles—Local Chapter		2	Write and publish an article in local HFMA chapter publication ( <i>points awarded for each time published</i> )
Write Article—National	2		Write and publish an article in an HFMA national publication: <i>HFMA, Notes from National</i>
Article Review—National	1		Review for HFMA National any of the following: E-learning/Manuscript/Self Study/Article
Book Review	1		Complete a book review and publish in <i>HFMA</i>

## Founders Award Point Categories and Allocations continued

<b>Chapter Committees/Titles</b>	<b>Points entered by HFMA National</b>	<b>Points entered by chapter</b>	<b>Definition</b>
Chapter President	8		Serve as Chapter President
Chapter Officers	5		Chapter Officers include: President-elect, VP, Treasurer, Secretary, Sec/Tr, Director (Board member), Newsletter Chair, Program Chair, Certification Contact, Founders Contact, DCMS Contact, Membership Chair, Sponsorship Chair and Membership Directory Contact
Chapter Board of Directors	3		Participate as a member of the Chapter Board
Committee Chair	4		Chair of any chapter committee-excludes officer positions <i>Chair of regional committee—officer positions NOT excluded</i>
Co-Chair	3		Co-Chair of any chapter committee—excludes officer positions <i>Co-Chair of regional committee—officer positions NOT excluded</i>
Committee Member	2		Member of any chapter committee—excludes Chapter Board Member of regional committee—officer positions NOT excluded
<b>National Committees</b>	<b>Points entered by HFMA National</b>	<b>Points entered by Chapter</b>	<b>Definition</b>
National Chairman	12		Serve as National Chairman
National Officers	8		Includes—Chair-elect and Secretary/Treasurer
National Board of Directors	4		Serve on National Committee. Includes: P&P Board, Executive Committee, BOE, Standing Policy, Cat Consultant, Forums, NAC Governance Committee, RE Council Chair and Co-Chair
National Board of Directors	6		Serves on the National Board of Directors
National Task Force	2		Serves on a National Task Force or National Judging Committee
Regional Executive	6		Serves as primary liaison for the region at the National level, participates in RE Council meetings
<b>Miscellaneous</b>	<b>Points entered by HFMA National</b>	<b>Points entered by chapter</b>	<b>Definition</b>
Regional Executive –elect	4		Serves as liaison for the region at the National level, participates in Fall President Meetings
Mentor		1	Serve as a mentor for a one-year term, complete any chapter required activities
Proctor	1		Serve as a Proctor for an HFMA Certification Exam (It is 1 point total no matter how many exams are proctors)
Speakers—4 speaking hours or less		1	Participate as a faculty member in a formal HFMA National or chapter program
Speakers—More than 4 speaking hours		2	Participate as a faculty member in formal HFMA National or chapter program
Event Volunteers	2	2	Participate in a chapter or national meeting in a volunteer role. Includes: ANI Floor Manager, ANI Course Coordinator, Chapter meetings/event set up

# **SDHFMA Annual Business Meeting**

## **Minutes – Spring Symposium**

Sioux Falls, SD 03/31/05

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### **Meeting was called to order by Brian Bertsch at 6:00 P.M.**

Attending: Bryce Pattison, Tom Loff, Julie Norton, Renae Tisdall, Ken Trammel, Stan Knobloch, Maureen Cadwell.

### **Minutes to January 11, 2005 Planning Meeting– Tom Loff**

Tom presented the minutes to the January conference call to the membership. Bob Bohm motioned and Bert Olson seconded that they be accepted. Motion carried.

#### **1. Finance Report – Julie Norton**

Julie presented the financial report for February. After discussion, Bob Bohm moved and Bert Olson seconded that the report be accepted. Motion carried.

#### **2. Nominating Committee – Allison Bolger**

Allison introduced Anne Christiansen as the committee's recommendation for Treasurer. Anne was approved unanimously by the membership.

Board candidates included Bob Bohm, Jim Frank, Tina Horner, and Tom Wagner. Based on ballot vote by the membership, Jim Frank and Tina Horner were elected to three year terms and Bob Bohm was selected to complete the unexpired two-year term.

#### **3. History and By-laws – Dave Timpe**

Dave hi-lighted the minor changes in the By-laws for the membership. After discussion, Ken Trammell moved and Bob Bohm seconded that the revised by-laws be accepted. Motion carried

#### **4. 2005 Strategic Plan – Maureen Cadwell**

Maureen presented the progress report for the current year. SDHFMA is meeting most of its goals including education programs, certification, membership greetings and contacts, and website development.

#### **5. Introduction of Richard Rodriguez, HFMA Chairman-elect**

Brian Bertsch introduced Richard Rodriguez to the membership. Richard will become chairman at the June ANI.

#### **6. Program Committee – Bryce Pattison**

Bryce commented on the positive evaluations on previous meetings and the upcoming Symposium agenda. Bryce also introduced Robin Bradbury with Resolution Consulting. He thanked the committee for its efforts this past year.

#### **7. Newsletter – Allison Bolger**

Allison was thanked for her fine efforts in producing the newsletter this past year.

#### **8. Membership – Cindy Townsend**

Cindy Townsend provided some membership specifics. At the end of February, current membership is at 125. Although there were 11 new members this year, 35 members transferred, retired, or discontinued student membership. Since then, 6 have reinstated. Cindy expressed hope that SDHFMA would increase in the next two months to achieve the bronze award.

#### **9. Sponsorship – Mark Thompson**

Mark told the membership that the committee had collected \$12,000 and had a remaining \$750 pledge to collect. Mark reminded everyone to stop by the sponsors displays and thank them for their support.

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## 1/11/05 Business Meeting Minutes continued

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### 10. Certification – Brian Bertsch

Brian reported that four SDHFMA members have been certified this past year and that one more member is currently pursuing certification.

### 11. Financial Review – Anne Christiansen

Anne stated that the committee is preparing for the year-end review.

### 12. Job Referral – Renae Tisdall

Renae reported that there has not been much activity, although a recent job opening in Montana was communicated. Discussion ensued.

### 13. President's Comments – Brian Bertsch

- Brian thanked all the volunteers for their time this past year
- Brian recommended that a person be identified to maintenance the website
- Brian reviewed the education report from HFMA with the membership. He noted that prior year information included the symposium while the current year excluded it until the May report is submitted.

The 2005-06 Planning Meeting will be held in Chamberlain on May 19-20. Brian invited all members to attend if they are interested.

### 14. Richard Rodriguez, HFMA Chairman-elect

Richard described his background in HFMA and encouraged continued participating in the local chapter's governance and committees.

### 15. President's Closing Comments – Brian Bertsch

Brian thanked everyone for their help this past year and turned the meeting over to Maureen Cadwell, President-Elect. Maureen and Brian handed out gifts of appreciation to the officers, board members, and committee chairs.

*Meeting was adjourned by membership consensus at 7:00 P.M.*

Respectfully submitted,

Thomas Loff

SDHFMA Secretary

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Tom Loff (*left*) presented Roger Peterson (*right*) with the HFMA lifetime membership certificate and letter of congratulations from Maureen Cadwell, SDHFMA President

# **SDHFMA Strategic Planning Meeting**

## **Minutes – Planning Meeting**

Chamberlain, SD                      05/19/05—5/20/05

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**Meeting was called to order by Maureen Cadwell at 10:10 A.M on May 19, 2005.**

Members present: Bryce Pattison, Tom Loff, Cindy Townsend, Jim Frank, Anne Christiansen, Maureen Cadwell, Mark Thompson, Brian Bertsch, Bob Bohm, Stan Knobloch, Julie Norton, Renae Tisdall, Cindy Thompson

### **The Strategic Planning Book was distributed and reviewed by Maureen Cadwell**

1. Website tools available to officers and committee chairs were reviewed.
2. Definitions for DCMS and LTC were discussed.
3. The chapter profile was reviewed including forum membership, new member trends, gender of members, designations, job levels and organization types.
4. Maureen presented the Davis Chapter Management Report for the reporting period of 5/1/04 to 3/29/05.
  - a. We have met all Charter Requirements.
  - b. The educational programming report shows us under our benchmarks. However this will improve with our final submission for the last quarter.
  - c. We anticipate ending the year at the Silver level for Awards of Excellence for Education which is between 14.97 and 19.51 hours per member.
  - d. We do not anticipate achieving our goal of a 6.8% increase in hours per member for Education Performance Improvement.
  - e. Chapter members passed 4 certification exams giving us the gold level for the Awards of Excellence for Certification.
  - f. We do not anticipate achieving our goal of new member retention or membership growth.
  - g. Additional reports regarding national education programming, member communications and historical chapter awards were reviewed.
5. Maureen presented the Chapter Metrics
  - a. The Market Segment Report was reviewed.
  - b. Several reports comparing the chapters for 2003 – 2004 were reviewed. Overall it was noted that our chapter compares favorably with other chapters:
    - i. The SD chapter had 25.3% of its revenue from advertising and sponsorships. The chapter average was 26.7% and the median was 24.8%.
    - ii. The SD chapter had membership growth of 4.4%. The chapter average was 1.7% and the median was 2.1%.
    - iii. The SD chapter had new member retention of 81.4%. The chapter average was 76.5% and the median was 76.7%.
    - iv. The SD chapter had 7.1% of its members certified. The chapter average was 7.1% and the median was 6.9%.

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## Strategic Planning Meeting Minutes continued

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- v. The SD chapter had 449 days cash on hand. The chapter average was 400 days and the median was 335.
  - vi. The SD chapter had 22.79 registrant hours per member. The chapter average was 13.33 and the median was 12.26.
  - vii. The SD chapter had member retention of 88.9%. The chapter average was 87.8% and the median was 88.1%.
  - viii. The SD chapter had 2.93 for member satisfaction. The chapter average was 3.09 and the median was 3.11.
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- 6. The February 2004 Chapter Survey was reviewed. This survey is done every 2 years so will be completed next in 2006. The 2004 report showed overall satisfaction was good. The area requested for most improvement was in programs with the most requested topic being regulatory updates. Discussion ensued around our current initiatives with agreement that initiatives appear to be working and we should continue to focus on “doing what we are doing”. Our biggest issue for the coming year is membership and we need to direct focus on recruitment and retention over the next year recognizing that providing good education is the foundation for our membership. A recommendation was made that we should showcase member benefits at our education sessions.
  - 7. Bryce Pattison summarized our FY 2005 program evaluations. All meetings were well received for the year with rankings on speakers and overall sessions very high. A recommendation was made to put the history of education sessions on our website to highlight activities occurring during the year.
  - 8. The Organizational chart for FY 2006, job descriptions for officers, directors and committee chairs and the policy manual were reviewed. Both the job descriptions and the policy manual were reviewed in FY 2005 and no updates were recommended.
  - 9. Maureen Cadwell presented the 2004 – 2005 Strategic Plan. Under the goal of providing quality and affordable education to meet the members’ needs and expectations we achieved all performance measures with the exception of presenting a formal plan for the feasibility of Lunch/Video or Web based meetings. Under the goal of promoting recruitment and retention through greater involvement of membership, we anticipate meeting all performance measures with the exception of our targeted membership of 145. Within the chapter measure of monitoring the strategic plan, we have met the performance measures with the exception of the Yerger awards. The goal was to submit 3, but only 2 were submitted. It was discussed that the 2 awards submitted were great success stories and was believed that it was better to have 2 solid applications than 3 that were not strong.
  - 10. Maureen Cadwell presented the 2005 – 2006 Strategic Plan that was put together by the Officers at the Leadership Training Conference. See attached strategic plan. A recommendation was made to have Tom Loff, Julie Norton and Bryce Pattison meet with SDAHO to discuss statewide issues and to promote coordination of efforts. Stan Knobloch motioned and Mark Thompson seconded that the 2005 – 2006 Strategic Plan be approved. Motion carried.
  - 11. Julie Norton presented the draft of the FY 2006 Operating Budget. A report showing historical results for 2004 and 2005 compared to the proposed 2006 budget was reviewed. Overall recommendations are to keep education and sponsorship revenue consistent with trends. Expenses related to education were increased to ensure continuation of quality programming to benefit member recruitment. Officer travel was increased from 2005 due to the LTC conference being in Florida. Website expenses were reduced to maintenance fees as the implementation is now complete. Recommended changes included increasing the revenue for the February meeting, increasing expenses for SDAHO and allowing for 2 membership dues to be paid by the chapter. Miscellaneous expenses were reduced as the study guides were purchased in 2005. The budget will reflect a break even bottom line. Approval of the budget was

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## Strategic Planning Meeting Minutes continued

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deferred to 5/20/05 to allow for discussion on programming and other committee priorities.

12. Julie Norton presented the year to date financial statements as of 5/18/05. The remaining items for the year will be minimal so FY 2005 should end very strong. Anticipated net income will be around \$10,000 compared to a budgeted loss of \$3,000. Revenue on programming exceeded expectations while education expenses were significantly under budget. Website development also came in under budget. Julie recommended that the chapter discuss better investment options as the amount of cash on hand is rising and is earning very little interest. A motion was made by Tom Loff to create a committee of 3 members to provide a recommendation on an investment strategy including amount with Julie Norton and Anne Christiansen being 2 members of the committee. Motion was seconded by Jim Frank. Discussion by Brian Bertsch to ensure that long time sponsors are contacted as part of the process. Motion carried. The group called for a 3<sup>rd</sup> volunteer and Bob Bohm agreed to be the third committee member.
13. Maureen Cadwell distributed the SDHFMA 2005-2006 Committee List including committee chairs and members.
  - a. Financial Review committee – Discussion was raised on the relative risk of finances being reviewed by a member who is also a board member due to conflict of interest. After discussion it was determined that the board accepts the risk knowing that our officers and board are volunteers. A recommendation was made to have financial review committee members serve 2 years or less.
  - b. Membership Plan and Directory committee– The group discussed the format of the directory and the value of sponsor recognition in the directory. The sponsor page was raised as to whether we should switch to a listing of sponsors rather than the logo and ad. A recommendation was made that Mark Thompson send letters to sponsors asking them what they value for future decisions. For the current year, it was decided to keep the same format as in prior years but to add the website address.
  - c. Sponsorship committee – Recommendations were made to look at vendor displays, putting logos or links on the website, having vendor tables at meetings and allowing sponsors to give 1-2 minute presentations at the Spring Symposium. It was also recommended that the committee overall develop a plan for different ways to recognize sponsors.
  - d. Program committee – Tom Loff distributed a tentative program calendar. New ideas discussed included having a breakfast for new members, look at using a print shop for a more professional brochure and changing the pricing structure for members v. nonmembers. Maureen indicated she would write up an article on the e-learning from National and have available information at each meeting. Following are the recommended dates, locations and possible topics:
    - i. June 20-21 Eide Bailly co-sponsored in Sioux Falls
    - ii. July 21 in Chamberlain – CAH reimbursement, CFO roundtable
    - iii. September 21–23 SDAHO in Rapid City – Motivational speaker, Games Payors Play, Generational Leadership, Electronic Medical Records
    - iv. November 3-4 in Chamberlain – Tax, Compliance and Charity Care issues. Discussion occurred on concern of timing in Chamberlain with the hunting season. The location will be assessed if rooms are not flexible.
    - v. February 2 in Chamberlain – Long Term Care
    - vi. March 30-31 Spring Symposium in Sioux Falls – Provider based, Financial Strategic Planning. Potential to do jointly with ACHE again.
  - e. Founders Points – Stan Knobloch reported that he reports to National the points for articles, volunteers at events and speakers. He also indicated that National has changed their structure to 25 points for Bronze, 50 points for Silver, and 75 points for Gold. We have changed the 400 Club to the Platinum Club.

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## Strategic Planning Meeting Minutes continued

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In anticipation of breaking for the day, discussion occurred on having our CAT consultant come to next year's planning meeting to focus on sustained excellence and the Shelton Award. A motion was made by Tom Loff, seconded by Mark Thompson to bring in the CAT consultant next year. Motion carried.

The minutes of the meeting held on 3/31/05 were also reviewed. Recommended changes to reference that 4 certification tests were passed and member attendees needed to be revised. Renae Tisdall motioned to approve as amended. Seconded by Stan Knobloch. Motion carried.

Meeting was adjourned at 4:05 PM

### **Meeting was called to order on May 20, 2005**

Members present: Bryce Pattison, Tom Loff, Anne Christiansen, Maureen Cadwell, Mark Thompson, Brian Bertsch, Bob Bohm, Renae Tisdall

#### 1. Continued discussion on Committees

- a. Newsletter committee – Anticipate 6 for the next year – 6/30, 8/31, 10/31, 12/31, 2/28, 4/30. It was noted that a digital camera is needed for the PR and Newsletter chairs to manage. Tom Loff moved and Renae Tisdall seconded that a new digital camera, not to exceed \$300 be purchased and the PR chair be responsible for the camera. Motion carried. The job description of the PR chair will be updated to include responsibility for the camera and the secretary job description will be updated to include responsibility for the digital recorder. Regarding the old camera, Tom Loff motioned and Mark Thompson seconded that HFMA sell its 35mm camera to Maureen Cadwell for \$50. Motion carried. Discussion occurred on want ads being posted in the newsletter. Allison Bolger had indicated that these should be on the website. The group agreed. The committee was asked to develop a policy on the content of the newsletter and bring the policy back to the board for approval.
- b. Job Referral committee – The group discussed the role of this committee. Brian Bertsch motioned and Renae Tisdall seconded that this committee be merged into the PR/Website committee. Motion carried.
- c. PR/Website committee – Maureen Cadwell met with the website developer and discussed online registration, links to sponsor websites, classified ads, pictures of board members and committee chairs. It was also discussed to add a section entitled “What’s New”.
- d. History and By-laws committee – The committee was directed to work on getting the history put together and work with the PR/Website committee to determine what can be put on the website. The group agreed to designate \$2,000 for history archive development and to give the committee authority to investigate options to present at the next meeting. Discussion also occurred on determining when our chapter will celebrate our 50<sup>th</sup> anniversary. Discussion on the Patrick Finn Award ensued as well and Maureen indicated she will visit with

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## Strategic Planning Meeting Minutes continued

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some of the seasoned members to get input on how to get this award back to active for our chapter.

- e. Certification committee - Discussion occurred on having more information available on certification at the meetings. Last year, study guides were purchased by the chapter and it was noted that we should establish a limit on the time a member has the books. Mark Thompson motioned and Bryce Pattison seconded that the study guides be available to members for a maximum of 6 months. Motion carried. It was recommended that enforcement of this rule be at the discretion of the committee chair.
  - f. Membership committee – Discussion occurred on hosting a breakfast at meetings for new members. In addition, the committee is asked to look at personal contact for recruitment.
2. The budget was discussed and changes were recommended to add \$2,000 for the history project and to add \$300 to miscellaneous expenses. The February meeting revenue was also increased. Bob Bohm motioned for approval of the budget. Motion was seconded by Mark Thompson. Motion carried.

Tom Loff motioned and Anne Christiansen seconded to adjourn the meeting. Meeting was adjourned at 10:15 a.m.

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Julie Norton, Mark Thompson, Brian Bertsch (*left to right*) listen intently during Planning Meeting in Chamberlain



Bryce Pattison (*left*) and Cindy Thompson (*right*) listen to Tom Loff (*center*) express his point during Planning Meeting

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## About HFMA

HFMA is the nation's leading personal membership organization for more than 33,000 financial management professionals employed by hospitals, integrated delivery systems, long-term and ambulatory care facilities, managed care organizations, medical group practices, public accounting and consulting firms, insurance companies, government agencies, and other healthcare organizations.

Members' positions include chief executive officer, chief financial officer, controller, patient accounts manager, accountant, information management specialist, consultant, and other professionals who seek excellence in the financial management of integrated health systems and other healthcare organizations.

HFMA, through its chapters, regions, and National office, helps members meet challenges by providing professional development opportunities, networking and communicating information and technical data with the ultimate goal being to create a more supportive environment in which members do their business.

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### The Quill Exchange

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Healthcare Financial Management Association

3708 Brook Place, Suite 1

Sioux Falls, South Dakota 57106

Newsletter Committee: Allison Bolger, Cindy Thompson, Joel Aas

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Please plan to attend SDFHMA's summer meeting:

### Critical Access Hospitals "Beyond the Basics"

July 21, 2005

Chamberlain, SD

9:00am—4:00pm

8:30—9:00am: Registration & Refreshments

1:00—2:15pm: Contract and payment issues with Medicare Advantage payers for Critical Access Hospitals

9:00—10:15am: Understanding the opportunities in reimbursement and billing for physician services

2:15—2:30pm: Break

10:15—10:30am: Break

2:30—3:30pm: Break out discussion sessions—what are the CAH issues in your facility?

10:30—Noon: Continuation of Understanding the opportunities and billing for physician services

3:30—4:00pm: Intermediary update

Noon—1:00pm: Lunch

4:00pm: Adjourn