

SDHFMA Strategic Planning Meeting

Chamberlain, SD 05/18/06 – 05/19/06

Meeting was called to order by Bryce Pattison at 10:20 a.m. on May 18, 2006.

Members present: Bryce Pattison, Tom Loff, Jeff Sandene, Bob Bohm, Renae Tisdall, Jim Frank, Mark Thompson, Maureen Cadwell, Julie Norton, Tina Horner and Anne Christiansen.

The Strategic Planning Book was distributed Bryce Pattison.

Bryce presented a Review of National Information:

1. Membership satisfaction drivers that were presented at the National HFMA Leadership Training Conference included: education, state and regulatory issues, networking, member communications and website.
2. National terminologies were reviewed.
 - HFMA is organized by three levels: National, Regions and Chapters.
 - Matt Levsen is the Regional Executive and Tim Renalt is the Regional Executive Elect for Regional 8 which includes the Chapters in North Dakota, South Dakota, Minnesota, Iowa, Nebraska, Kansas and Missouri.
 - Davis Chapter Management System (DCMS) is a data collection system for reporting Chapter activities and the requirements that need to be met by the Chapter. Data is submitted four times during the Chapter year. THE DCMS Chapter Acknowledgement Reports are available on the National website to Chapter leaders. Discussion on posting the DCMS information on the Chapter website. Bryce will check with National to see who has access to the report.
 - Leadership Training Conference (LTC) is an excellent learning opportunity and valuable for the Officers. The sessions include the sharing of best practices, programming-national speakers and networking with other chapters.
 - Fall Presidents Meeting is the Regional meeting for Presidents and President Elects. South Dakota is in Region 8. This is our opportunity to meet with the Regional Executive/Elect and to speak as one voice with National.
 - Yerger Awards recognize chapters for outstanding performance in meeting the goals of their chapters. The results need to be measurable. A sample application form was distributed. A possible Yerger Award would be our Website-History Project.
3. National website has been revamped and offers important volunteer tools. It was recommended that we show our members how to use the HFMA National website and the Chapter website during the workshops.
4. Communication from National to assist the leaders is timely.
5. Succession of Leadership – Beginning in January, the officers begin to get emails to transition them to their next position.

Organization Chart: Bryce reviewed the SDHFMA organizational chart.

Chapter Profile Metrics for 2004-2005 Year: Bryce presented the Chapter Profile Metrics for the 2004-2005 year:

1. The SD chapter had 607 days cash on hand. The chapter average was 387 and the median was 321.
2. The SD chapter had registrant hours per member of 20.09. The chapter average is 13.76 and the median was 12.84.

3. The SD chapter had new member retention of 81.1%. The chapter average was 86.8% and the median was 86.7%.
4. The SD chapter had 30.8% of its revenue from sponsorships and advertising as a percentage of total revenue. The chapter average was 28.1% and the median was 28.8%.
5. The SD chapter had membership growth of -8.5%. The chapter average was 3.2% and the median was 3.1%.
6. The SD chapter had new member retention of 70.2%. The chapter average was 75.5% and the median was 74.2%.
7. The SD chapter had 7.8% of its members certified. The chapter average was 7.4% and the median was 7.5%.

Davis Chapter Management Report: Bryce presented the Davis Chapter Management Report for the reporting period from 05/01/05 to 04/26/2006.

1. We have met all Chapter requirements.
2. The Educational Programming for registrant hours/member is 18.75 compared to 20.09 for last year. We anticipate ending the year at the silver level for the Awards of Excellence for Education which is between 14.97 and 19.51 hours per member.
3. We will not achieve the goal of 7.10% increase in hours per members for Education Performance Improvement. We have seen a decrease of 14.6% from last year.
4. Chapter members passed 3 certification exams for the bronze level for the Awards of Excellence for Certification.
5. The current net membership growth is 5.43%. We anticipate ending the year at the silver level for the Awards of Excellence for Membership Growth and Retention which is between 4.95% and 10.36% increase.

Chapter Member Survey Report for FY 2006: Bryce presented the Chapter Member Survey Report for FY 2006. This survey is completed by National every two years. The survey was performed in November, 2005. The survey response rate was 57% with 49 members responding to the survey. The next survey will be November 2007. The results of the Chapter Overall Satisfaction was 3.30 which was a significant improvement from FY04 and compared to All Chapters:

	<u>All Chapters</u>	<u>Rural States</u>	<u>SD Chapter</u>
FY 06	3.02	3.16	3.30
FY 04	3.11	3.10	2.93

The top five topics for education were: (1) Compliance and legal issues, (2) Accounting and financial reporting, (3) Medicare reimbursement policies, (4) Chargemaster, and (5) Cost analysis and control.

The top written comments addressed location of workshops; time of the month workshops are held, and networking events and opportunities.

Tom Loff reviewed the Overall Meeting Evaluations for FY04, FY05 and FY06. Overall Meeting evaluations for FY06 ranged from 4.56 to 4.82 based on a 5.00 scale. Tom reviewed Speaker Evaluation Summary for FY05 and FY06, and our speakers have rated very well.

FY 2007 Strategic Plan: Tom Loff presented the draft of the FY 2007 Strategic Plan.

1. Vision, Mission and Values were reviewed, and no changes were made.
2. Strengths were reviewed and the following changes were made:

- Add: “Positive relationships with other healthcare organizations”.
 - Add: “Stable member base”.
3. The Weaknesses were reviewed, and the following changes were made:
 - Revise “Rural geography of state” to read “Rural geography of state/distant population centers”.
 - Revise “Same active members from year to year” to read “Difficulty engaging member volunteers”.
 - Revise “Membership recruitment” to read “Membership recruitment and retention”.
 - Delete “Stable attendance at educational programs”.
 4. Opportunities were reviewed, and the following changes were made:
 - Add: “Increase number of members”.
 - Add: “Expansion of sponsor base”.
 - Revise: “Reaching out to experienced members ...” to read “Reaching out to existing members to promote HFMA to their employees”.
 - Delete: “Offering educational assistance/dues relief in accordance with policies”.
 5. Threats were reviewed, and the following changes were made:
 - Delete: “Increasing cost of quality speakers”.
 - Revise: “HFMA programming perceived as costly rather than value added” to read “Maintain value-added HFMA programming”.
 6. Goal # 1 was reviewed.
 - a. The following changes were made for the Objectives:
 - Delete: “Provide discounted registration for financially stressed facilities”.
 - Revise: “Evaluate and utilize...” to read “Analyze and utilize survey and meeting evaluation data”.
 - b. The following changes were made in Performance Measures:
 - Revise: “Hold 5 educational meetings throughout the year” to read “Hold 5 educational meetings throughout the year with program content being survey/evaluation-driven”.
 - Delete: “Two meetings will provide a program specific topic”.
 - Delete: “Obtain budgeted sponsorship support for our education programs”.
 - Revise: “Overall program survey results should reach the 75th percentile” to read “Overall program evaluations average 4.5 of 5.00”.
 7. Goal # 2 was reviewed.
 - a. The following change was made for the Objectives:
 - Add: “Provide financial incentives for meeting attendance as appropriate”.
 - b. The following changes were made to the Performance Measures:
 - Revise: “Have two new certified members” to read “Have three “passed exams” for certification”.
 - Revise: “Targeted membership – 135” to read “Targeted membership – 140”.
 - Delete: “Officer greeting at each meeting”.
 - Add: “Provide specific networking events at each meeting”.
 - Add: “Implement voucher meeting attendance program”.

Motion by Bob Bohm and seconded by Mark Thompson to approve the 2006-2007 Strategic Plan with the above mentioned changes. Motion carried.

Membership Committee: Renae Tisdall reported that we have 137 members and will hopefully have 140 members by the end of May. Discussion on dues relief was held. Suggestions were made to recognize new members, and suggestions were to: Identify on name badge and registration list, and give a welcome basket to new members.

Dues / Fees Relief: The group reviewed and made no changes to the policy. The group approved that the Membership Committee can provide up to five Dues Relief applicants for 2006-2007.

Chapter Accounting Records: Mark Thompson reviewed that National has available on-line Quick Books for maintaining chapter accounting records. National will provide this service at no charge and will provide training on the software. Motion by Renae Tisdall and seconded by Jim Frank to approve Quick Books HFMA on-line for 2006-2007. Motion carried.

FY2006 Financial Statement Review: Anne Christiansen presented the current year-to-date financial statements as of 05/17/06 with projected Officer Travel for LTC and the Strategic Planning Session. Anticipated net income will be around \$7,200 compared to the budgeted loss of \$2,000. Programming revenue exceeded budget by \$500 while the education expenses were significantly under budget. Sponsorship revenue was under budget by \$2,250. There were 27 sponsors in FY05, and 20 sponsors in FY06. The decrease was in the bronze sponsorship. The website maintenance expenses were over budget but included costs for redesigning the website for the history project.

FY2007 Budget: Anne Christiansen presented the draft of the FY 2007 Operating Budget. A report showing the historical results for FY2005 and FY2006 compared to the proposed FY2007 budget was reviewed. The education revenue will be kept consistent with the trend. The sponsorship revenue will increase from the current year and closer to past trends. Education expenses were increased to ensure continuation of quality programming to benefit member recruitment. Officer travel remained consistent with the prior year. The Newsletter Chairperson will not go to LTC in 2007, but airline tickets are projected to increase. A new expense line was added for Networking Events. We have budgeted four networking events at \$300 per event. The Public Relations Committee will be responsible for the networking events and will work with the Program Committee in coordinating the events. Directory printing costs increased because the directory will be printed by Rapid City Regional, and the first year cost is significantly higher with the initial printing setup. Website costs increased from the current year for routine website maintenance and the continuation of the History Project. Even though the chapter did not pay for any membership dues in 2006, two memberships were included in the budget. A scholarship was not awarded in 2006. The budget does propose one scholarship for 2007. The group discussed whether or not SDHFMA should sponsor the USD scholarship. Motion by Renae Tisdall and seconded by Mark Thompson to terminate the USD scholarship. Motion carried.

Recommended changes to the budget included: (1) Eliminate the \$1,000 scholarship expense. (2) Increase membership dues from 2 memberships - \$600 to 5 memberships - \$1,500. (3) Decrease website maintenance from \$1,550 to \$1,400. (4) The education expense for the Spring Symposium will be decreased to \$8,550 with the flexibility to add additional funds for programming if necessary. (5) The Networking Events will be assigned to the Public Relations Committee. (6) The budget will reflect a break even bottom line. Motion by Jeff Sandene and seconded by Renae Tisdall to approve the 2007 Operating Budget with the above recommended changes and a break even bottom line. Motion carried.

Establish a 3-Year Educational Outline (Date and Locations): Tom Loff requested that a formal calendar be established for programming events for the next three years. This will help to book popular speakers and facilities. The 3-Year Educational Outline was assigned to Julie Norton and the Program Committee to develop a plan to implement.

Dave Timpe Retirement: Dave Timpe will be retiring in April 2007. A recognition event will be planned for the Spring Symposium. Bryce will contact Dick Clark and invite him to the recognition event.

Chapter Banner: Discussion was held on the purchase of a chapter banner. Motion by Maureen Cadwell and seconded by Jeff Sandene to approve the purchase of a chapter banner up to \$300 by the Public Relations Committee. Motion carried.

New Certification Study Guides: New guides will need to be purchased in 2007.

Sponsor Logos: Sponsors will need to be contacted for approval in the use of sponsor logos.

Patrick Finn Award: Maureen Cadwell reviewed the requirements of the Patrick Finn award. The award was last given in 1996. It was recommended that nominations be submitted by January 31. Bryce will contact Allison Bolger to have it reported in the newsletter.

Job Descriptions: Bryce asked each Officer, Board Member and Committee Chairman review the job description for their position.

Dues Relief: The policy for Dues Relief Educational Seminar Fees Relief was reviewed. Two changes were recommended.

- Dues Relief Requirements (2): Replace "...the applicant must actively participate..." to "it is recommended that the applicant actively participates..."
- Eliminate the paragraph starting "Facilities (Hospital and Nursing Homes) that do not currently....."

Meeting adjourned at 4:30 p.m.

Meeting was called to order on May 19, 2006 at 8:05 a.m.

Members present: Bryce Pattison, Tom Loff, Jeff Sandene, Jim Frank, Mark Thompson, Julie Norton, Tina Horner, Anne Christiansen and Rita Blasius.

Chapter Policies and Procedures: The policy manual was reviewed, and the following items were noted:

1. **Annual Financial Review:** Discussion on the Financial Review Committee presenting the written report to the Chapter's Board no later than September 1st. The written report is presented to the chapter membership at the SDAH Convention. The group felt the dates were appropriate. No changes were recommended.
2. **Depository Institutions:** The PrimeVest account is not FDIC approved. Mark Thompson will check with National HFMA on the FDIC depository requirements on chapter reserves. Mark Thompson will check into CD rates for the PrimeVest account or if the PrimeVest account can be rolled into CD's. No changes were recommended.
3. **Expense Reimbursement –Chapter Operations:** The group discussed the difficulties in paying for the spouses' meals at LTC when we eat as a large group. Julie Norton will review the IRS meal per diems. No changes were recommended.

Motion by Tom Loff and seconded by Mark Thompson to accept the policy manual and recommended changes. Motion carried.

Committees: Bryce Pattison distributed the SDHFMA 2006-2007 Committee List including committee chairs, co-chairs and members.

1. **Program Committee:** Julie Norton distributed a tentative program calendar. Julie utilized the results of the 2006 Chapter Member Survey in planning the educational topics. The survey also identified that the first week of the month does not work well with finance people with month end closeouts. With this in mind, the November meeting was moved to the last week of October. An audio webcast will be offered in December to fill the time from October to February. This year, the networking events will be assigned to the Public Relations Committee to coordinate. Following are the recommended dates, locations and possible topics:
 - a. Co-Sponsor with the North Dakota chapter the Eide Bailly Symposium in Fargo, ND.
 - b. July 27 in Chamberlain – Medicare/Medicaid update, cost reports, financial board education. This will be a 1-day workshop with a networking event the day before.
 - c. September 19-22 SDAHO in Sioux Falls – Chargemaster, pricing/pricing transparency, and technology implementation.
 - d. October 26-27 in Rapid City – Compliance, fraud, legal, accounting and regulatory updates (Crossover from the Eide Bailly symposium).
 - e. December – Audio web cast – Charity care, community benefits reporting. Hold the web cast over the lunch hour – 1 ½ to 2 hours in length.
 - f. February 1 in Chamberlain – Offer two tracks – Longterm Care and CAH.
 - g. March 28-30 – Spring Symposium in Sioux Falls – Cost Analysis and control, healthcare trends and outlook.
2. **Sponsorship Committee:** Mark Thompson reported on items discussed at the LTC sponsorship session – base sponsorship year on the sponsors anniversary date, involve senior level CFO members in asking for sponsor dollars, recommended not having vendors on the sponsorship committee, voucher coupon for free educational sessions, run a vendor slide show on LCD screen, sponsorship chair to be a 2-year position for succession planning and move co-chair into chair position. It was recommended that the sponsors be listed on the back of the directory.
3. **Website Committee:** Tina Horner had the group view the preliminary link to the history website and asked for input and recommendations from the group. Tina inquired if we could post a dashboard for DCMS awards. Tina would like to expand the members section to identify how to become a member; comments from longstanding members on the personal impact of being a member of HFMA; website highlights in the newsletter. When the email goes out for the newsletter, the newsletter will not be attached to the email but instead a link will be created to the website to retrieve the newsletter. The SD Chapter will have its 45th anniversary in June 2007. We need to get sponsor approval for the sponsor logos on the sponsorship tab on the website.
4. **Public Relations Committee:** Tina Horner reported that the Public Relations Committee will be working with the Program Committee for the networking events.
5. **Newsletter Committee:** Tina Horner reported that the committee is looking at the following changes: Change the layout of the newsletter to a two column approach. Add more technical bulletins on accounting standards/issues, CMS and articles from members. Add a chit chat section to announce certifications, weddings, babies, etc.
6. **History and Bylaws Committe:** Bryce reported that record retention will be discussed at the Fall Presidents Meeting in December.

7. Membership Directory Committee: Bryce reported that Deb Heupel has accepted to chair the committee. The printing of the directory will be done at Rapid City Regional. The directory is due to National by November 10.
8. Possible Committee Appointments: Additional appointments were made to the committees.
9. Nominating Committee: Tom Loff reported that the Committee List did not include the Nominating Committee which is needed for succession planning for Officers and Board of Directors. Motion by Tom Loff and seconded by Julie Norton to approve the reinstatement of the Nominating Committee which will be comprised of the three immediate past Chapter Presidents. Motion carried.

Bryce ended by the Planning Session with a thank you to everyone for their commitment and volunteer service to SDHFMA.

Motion by Tom Loff and seconded by Mark Thompson to adjourn the meeting. Motion carried. Meeting was adjourned at 11:25 a.m.

Anne Christiansen, Secretary