2007 HFMA Chapter Awards

Yerger Awards for Outstanding Performance in Collaboration, Member Communication and Member Service

Awards for Education, Educational Performance Improvement, Membership Growth & Retention and New Member Retention

<table>
<thead>
<tr>
<th>Inside this issue:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>President’s Message by Tom Loff</td>
<td>Platinum Sponsor Spotlight</td>
</tr>
<tr>
<td>ANI by Bryce Pattison</td>
<td>Platinum and Bronze Sponsors</td>
</tr>
<tr>
<td>Yerger Awards by Tina Horner</td>
<td>LTC Member Highlights</td>
</tr>
<tr>
<td>Recognizing the Volunteer in You</td>
<td>LTC Continued</td>
</tr>
<tr>
<td>Summer Meeting Preview</td>
<td>LTC Continued</td>
</tr>
<tr>
<td>Membership Update</td>
<td>About HFMA, Calendar</td>
</tr>
</tbody>
</table>
President’s Message by Tom Loff

First of all, it is a tremendous honor for me to be president of the South Dakota Chapter of HFMA. Anyone who attended the celebration of past SDHFMA presidents at this year’s Spring Symposium knows that this is a fraternity of very successful individuals. I have been fortunate to serve with Brian Bertsch, Maureen Cadwell, and Bryce Pattison these past few years, and I am determined not to let them or you down during my term as your president.

One of the great things about being a member of SDHFMA is that I get the opportunity to work with very talented and dedicated members who share a common vision – to continually set the bar higher in programming and services for the benefit of our members. This was on display at our annual planning meeting in April. Although HFMA National sets performance targets in areas such as education and member satisfaction, your chapter leaders committed to more challenging goals for the 2007-08 fiscal year. I am fortunate to have these people on the leadership team and I thank you for electing the board and officers.

I also want to thank all the committee members in advance for donating their time and talent to benefit the Chapter this year. You really make SDHFMA what it is, and this organization could not exist without you.

Finally, I am continually impressed by the camaraderie that exists in our chapter. Although we all work for competing facilities, vendors, and systems, we choose to work together for the betterment of the healthcare delivery services in our state. That is something for which we can all take pride.

Here is a little background information:

**Job:** Vice President of Finance, Sanford Health Network, Sioux Falls, SD

**Background:** 27 years in healthcare finance at facility, network, and corporate locations. MBA from Regis University, Denver, Colorado.

**Responsibilities:** Financial management for the healthcare operations of Sanford facilities in the four state region surrounding Sioux Falls.

**I’ve worked at this company since:** 2000.

**My first job:** Yard man at Robertson Lumber Company in Edmore, ND.

**The best part of my job:** Working with facility leaders to improve healthcare operations in the communities we serve.

**My family includes:** My wife, Kate; three daughters (Kristie, Elisa, and Kari); two sons-in-law (Aaron and Chris); and one grandson (Gabriel). And two cats (Carcass and Mr. Boy)

If I’m not at work, you’ll find me:
Making music somewhere.

**My proudest moments:** Watching my daughters grow up into loving, responsible, and self-sufficient adults.

The most difficult goal I’ve ever achieved: Speaking or performing in front of a crowd.

**The best advice I’ve ever received:** It is amazing what a person can accomplish if one does not mind who gets the credit.

A fact about me that would surprise people: I once swam 4 miles and jogged 5 miles in the same day. And lived.

**I joined HFMA because:** A college education is not enough to prepare one for the complicated world of healthcare finance. I’ve obtained most of my healthcare finance knowledge through the publications, education programs, and networking available through HFMA.

I recently became a grandpa, and it has hastened the aging process or at least the loss of memory. After a particularly difficult day on the job recently, I went home very tired. I walked up to my wife and said, “Kate…” and she replied, “Yes Tom, that’s correct.”
As your immediate past President, I enjoyed a South Dakota chapter tradition by attending HFMA’s Annual National Institute (ANI) a couple weeks ago.

For those of you that have attended an ANI conference, you know the great location (in San Diego this year) and quality educational sessions draw a big crowd. This was my first conference and I look forward to attending again.

The Sunday afternoon prior to the sessions, a small group of South Dakota HFMA’ers attended the San Diego Padres / Boston Red Sox baseball game. John Wodziniski, Tim Renelt, Jeff Sandene, Mark Thompson and I watched the Red Sox defeat the Padres 4 – 2. It was a fun, relaxing way to start the week.

The conference sessions kicked off Monday morning with former Secretary of State, General Colin Powell, addressing 4,000+ attendees. General Powell shared stories of his amazing life while providing thoughts and insight on leadership. As you can imagine, it was an outstanding presentation.

The highlight of my ANI experience was attending the annual President’s Dinner to accept the awards received by our chapter. We received seven awards and I was proud to be the “honorary recipient.” The awards were given for the following categories:

- **Hottum Award** for Educational Performance Improvement
- **Gold Award** of Excellence for Education
  - Thank you to Julie Norton and the Programming Committee for a great year!
- **Bronze Award** of Excellence for New Member Retention
- **Bronze Award** of Excellence for Membership Growth and Retention
  - Thank you to Renae Tisdall and the Membership Committee for a job well done!
- **Yerger Award** for Outstanding Performance in Member Service
- **Yerger Award** for Outstanding Performance in Member Communications
  - Thank you to Tina Horner and the Public Relations / Website Committee for enhancing the membership experience. Thanks also to our chapter members for providing the feedback necessary to document these improvements. More details on the Yerger awards are presented on page four.
- **Yerger Award** for Outstanding Performance in Collaboration (with NE and IA)
  - The South Dakota, Nebraska and Iowa chapters came together to collaborate on a one day educational meeting focused on “Community Benefit.” The meeting was held in Omaha on February 14 and included several speakers and a panel discussion.

The Presidents’ Dinner was an enjoyable way to cap a successful year. The quality of our chapter leaders and chapter members is something of which we can all be proud. 

Editor’s Note: To catch a glimpse of the excitement at this event, check out the video from the 2006 Presidents’ Dinner. Watch the video stream at 1:00 minute and 2:16 minutes for our very own Maureen Cadwell. http://www.hfma.org/events/ani/ — 2006 Award Video
The Helen M. Yerger Award recognizes chapters for outstanding performance achieved by excellent efforts in programs, services, and administration.

An award for Member Services recognizes excellence and results in a program, service or project. One of the 2006 – 2007 Yerger Awards in this category goes to our Public Relations Committee for the networking events conducted during the year.

Members consistently inform us that networking is a key component of their membership in SD HFMA. During our 2006 – 2007 year, the Board dedicated more resources to meeting the networking requests of its membership. We were overwhelmingly rewarded for that additional effort. By hosting events prior to or in conjunction with the education sessions, we were able to get forty-eight percent of the education session attendees together for networking. Once together, the members rated their satisfaction level with the networking opportunity at an average of 4.55 where 5.0 represents high satisfaction. We provided these events to the members while being mindful of the Chapter resources and staying within the established budget for each event attendee.

An award for Member Communication recognizes a chapter’s overall member communications programs. One of the 2006 – 2007 Yerger Awards in this category goes to our Website Committee for the website enhancements conducted during the year. Members are becoming more attached to the internet as a valuable business resource. In an effort to respond to the needs of our members, the Board dedicated more resources to enhancing the existing website. The enhancements ensured that our members would have access to the following information around the clock:

- our published history from 1962 to today;
- our sponsors;
- our education session information and online registration;
- our newsletter;
- our officers and our committee chairpersons;
- our strategic plan, business meeting information and minutes;
- our national HFMA resources;
- our directory information, including member contacts and policy manual;
- an online election of officers and directors; and
- information for potential new members.

Website enhancements are far from finished as the needs of our membership are ever-changing. During this next year, the Committee plans to further expand the website to include the completion of the historical album including a past awards gallery; the option of online payments with online registrations; the chapter dashboard to report progress on strategic goals; and the new background to take the website up a notch.
Recognizing the Volunteer in You—A Review of the HFMA Founders Merit Award Program by Stan Knobloch

On May 31, 2007, another fiscal year ended for the HFMA. The Founders Merit Award Series was revised in April 2004, when point categories were adjusted to reflect volunteer activity only - eliminating the accumulation of points for membership and educational attendance.

As your Founders Contact, I need your help to ensure I accurately record all the time and effort you expended on HFMA’s behalf during the last fiscal year. Please email me at knoblocs@sanfordhealth.org by July 31, 2007 if you have contributed to our chapter in any of the following ways. These are the only contributions for which I can assign Founders Points.

- Written and published an article in the SD HFMA newsletter;
- Volunteered at a chapter meeting or event by (setting-up, registering attendees, etc.);
- Served as a Mentor for a one-year term; or
- Participated as a faculty member in an HFMA National or local chapter event.

HFMA National will enter your points for your contributions in the following areas:

- Write and publish an article in an HFMA national publication;
- Reviewing for HFMA National any of the following: E-learning/Manuscript/Self Study/Article/Peer Review;
- Complete a book review and publish in HFM, including Peer reviews;
- Serve as Chapter President/Officers/Board of Directors / Committee Chairs/Committee Co-Chairs/Committee Members as reported to HFMA National through the Davis Chapter Management System by the Chapter President;
- Serve as National HFMA Chairman/Officers/Board of Directors/Committee Members/Regional Executive/ National Task Force; or
- Serve as Proctor for an HFMA Certification Exam.

Although HFMA National and the local chapter track most member points, it is ultimately your responsibility to report points earned to me, the chapter’s Founders Contact and liaison to HFMA National. I encourage you to view your Founders points on the HFMA National web site under Activities in your personal profile after you log in.
Recognizing the Volunteer in You (continued)

Award levels have been established to promote continuous active participation in HFMA.

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.

The local chapter hosts an event during the Spring Symposium for members who are inducted into the **Platinum Club** by having earned 100 member points. Speeches (roasts!), drinks, and fun are enjoyed by all in attendance for this very special occasion.

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. Please volunteer and participate!

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July 2007

Page 6
Networking

Join us for a birthday celebration this month in Chamberlain.

On the evening of July 19th, HFMA will be hosting a party to celebrate our chapter’s 45th birthday. Starting after the business meeting, members will enjoy supper and beverages on the Waterfront Pub deck. After the happy hour, members will be treated to a pontoon ride on the Missouri River to relax them into the evening hours. Should Mother Nature give us not-so-great weather, we will enjoy instead member networking inside the fabulous Cedar Shores Resort. Whether you are a new member or a seasoned veteran, we invite you to help us celebrate and to come enjoy the fun!

Location: Cedar Shore Resort in Chamberlain, SD

Education Agenda:

♦ Harnessing the Power of Revenue Cycle
♦ Medicaid Update
♦ Medicare Cost Report Audit
♦ SDHFMA Business Meeting
♦ Financing Options for Community & Rural Hospitals
♦ Developing New Healthcare Board Members

For event registration, go to www.sdhfma.org/programs.htm

Membership Update

Starting Count (April 30, 2007): 142
New Member: 3
Reinstated Members: 1
Transfer-In: 0
Ending Count (May 31, 2007) 146

A Warm Welcome to our Newest Members:

♦ Teresa Mallett- Director of Accounting, Madison Community Hospital
♦ Matthew Richard - Perot Systems
♦ Josh Merkley - Financial Analyst, Avera Heart Hospital of South Dakota
Platinum Sponsor Spotlight

Happy 45th Birthday

From

Regional Health

Regional Health, Inc. (RHI) is an integrated health care system that includes Rapid City Regional Hospital, Inc. (RCRH), Regional Health Network, Inc. (RHN), Regional Health Physicians, Inc. (RHP) the largest network of primary and specialty clinics in western South Dakota, Western Health, Inc. and Western Services Health Maintenance Organization, Inc. (WSHMO). Rapid City Regional Hospital is a not-for-profit tertiary care hospital licensed for 417 beds and includes the John T. Vucurevich Cancer Care Institute, Regional Rehabilitation Institute and a Behavioral Health Center. Regional Health Network consists of four community hospitals and

Thank You 2007 Platinum and Bronze Sponsors

Platinum

Advanced Asset Alliance
Eide Bailly, L.L.P.
Quality Reimbursement Services
Regional Health
RSM McGladrey
Sanford Health

Bronze

Accounts Management, Inc.
Avera Queen of Peace
Avera Sacred Heart
Avera St. Luke’s
Credit Collection Bureau
The First National Bank of Sioux Falls
Hauge Associates, Inc.
Qualified Presort, Inc.
Tom Loff writes, Kate and I both enjoyed San Diego. We liked walking through the Gas Lamp section of downtown, the battleship in the harbor, and the ferry trip to the hotel on the beach. We really noticed a substantial military presence with the number of times helicopters flew overhead each day. We also enjoyed the walk around the harbor and the San Diego skyline at night.

I found the meetings to be informative and the speakers outstanding! Not sure if you want to record the comment about how women pee at 26,000 feet, but the climber was very inspirational. The last speaker, astronaut and space shuttle pilot, was also very good...I correctly answered one of the trivia questions and received an autographed copy of his book.

Dave Timpe writes, As usual, I thought HFMA National did a GREAT job organizing the LTC as well as obtaining excellent keynote speakers. I believe it's great to meet with and get to know your peers from the Region and nationally. The time spent with the Chapter people was fun, too. Bunny and I appreciate the group's hospitality as I (we) were primarily representing National.
Julie Norton writes, LTC once again provided an excellent opportunity to meet our peers from other regions, understand our accountability as officers and learn what tools are available to assist us in our roles. My focus was on the President-Elect position and I began the session with regional planning time with the Presidents and President-Elects from our region. The main conference started after that session and included some great messages from Mary Beth Briscoe, our incoming National Chairman, who introduced her tagline of “Make a Difference”. I attended a specific session on utilizing online resources which navigated us through the website and tools available not only to officers, but the membership as a whole. Another session focused on maximizing the volunteer experience and included discussions on planning for success, identifying volunteers, empowering our teams and assessing skill sets and matching those to chapter needs. The last session for our group centered on strategic planning for chapters. The last two sessions were led by our own Dave Timpe who always does a great job in sharing his wisdom.

Anne Christiansen writes, As the incoming Program Chair, my focus at LTC was on programming. The sessions I attended were centered around developing educational programs that bring value to the members. Emphasis was placed on targeting your chapter market, creating dynamic educational program content, contracting outstanding speakers, developing program objectives, and putting it all together in the program brochure. The most valuable part of the programming sessions was the sharing of best practices and the opportunities to just visit with other chapters on how they provide programming events. It was interesting to note that not all chapters have good working relationship with their state hospital association like we have. I came away from LTC feeling very proud of our South Dakota Chapter and the programming success we have achieved. My hope and goal as Program Chair for the coming year is to continue providing outstanding educational opportunities that will bring value to our members. San Diego was an excellent location for LTC. We enjoyed gorgeous weather, awesome seafood, lots of laughs and a fantastic leadership team!!
Mark Thompson writes, LTC provided an excellent opportunity to network with the SDHFMA leadership team in both the formal LTC planning time as well as the opportunity to share a fine meal and good conversation. The various training opportunities provided the officers and the key committee chairs with best practice ideas as they begin their respective roles. I attended sessions related to membership growth in which we brainstormed ideas on how to increase membership by retaining members and by meeting the members' needs. HFMA National provides tools that assist the membership chair with understanding your chapter's demographics so that you can tailor your educational meetings to meet the members' needs.

Stan Knobloch writes, Other than the great food, company, and weather, I don’t remember much about the Leadership Training Conference in San Diego. No, seriously, it was a very informative and helpful event, particularly for a new officer.

There were two sessions exclusively devoted to the Treasurer’s position, one providing an introduction to the Treasurer’s job and the other providing training on the On-line QuickBooks software. The other session I attended, beside the general sessions for all officers and chairs, focused on Membership Retention and provided some interesting ideas from across the country on retention techniques relating to recognition programs, networking fun and events, customer service, and newsletters.
Mark your Calendars: Upcoming Educational Meeting

July 19-20, 2007
Summer Meeting, Chamberlain

September 19-21, 2007
SDAHO, Sioux Falls

October 25-26, 2007
Fall Meeting, Deadwood

January 31, 2008
Winter Meeting, Chamberlain

Chapter business meeting minutes and other relevant chapter information is available at www.sdhfma.org/chapter_business.htm.

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. For more information, visit HFMA’s Web site at www.hfma.org.

The SDHFMA History and Bylaws Committee would like to request that each committee chairman write a one or two paragraph summary of committee activities for FY 2007. If possible, please type this up and submit it to Ken Trammell in a Word file by the end of July. These reports will then be compiled into one document and used for historical purposes. Thank you for your assistance in preserving our chapter’s history for the future generations.

ken.trammell@averaqueenofpeace.org

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