Reserve These Dates

Fall Education Conference – September 20-22, 2006 Oglebay Resort, Wheeling, WV
Mid-Atlantic Regional Conference—October 22-25, 2006. Richmond, VA
Winter Education Conference—January 17-19, 2007 Marriott TownCenter Charleston, WV
Spring Education Conference—May 16-18, 2007 Stonewall Resort, Roanoke, WV

Officers Installed at Spring Education Conference
By Danielle Heston-Raddish

The WV Chapter of HFMA and the WV Hospital Association held a joint conference at The Stonewall Jackson Resort May 17-19.

The theme of the conference “Unmasking the Future of West Virginia’s Healthcare” featured education sessions for almost all types of healthcare professionals.

The conference also featured installation of WV HFMA officers for the 2006-2007 Chapter Year.

Past President, Jim Holden conducted the installation. Immediate Past President Alex McFadden, presented President John Byrne with the President’s Pin.

2006-2007 WV Chapter Strategic Plan

The Chapter’s mission begins with the adoption of HFMA National’s mission, which is: “To help members and other finance related healthcare professionals excel thereby improving the business performance of organizations operating in or serving the healthcare industry.” The Chapter further expands its mission, as noted in the Bylaws, to include:

• Fostering and increasing knowledge of and proficiency in financial management;
• Conducting and participating in educational programs and activities concerning financial management;
• Providing media for the interchange of ideas and disciplines in financial management;
• Strengthening cooperation among individuals of varying disciplines in financial management;
• Developing curricula and financial management supporting material for use by educational institutions;
• Cooperating with healthcare institutions and related health care organizations and agen-

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“Courage is what it takes to stand up and speak; courage is also what it takes to sit down and listen.” -Winston Churchill

Courage In Leadership is the theme for National HFMA for 2006 - 2007. Although not a member of HFMA, Winston Churchill’s quote makes me believe he understands exactly what HFMA is all about. The goal of HFMA is to better prepare you for your current position and set you up to take your next position. How better to prepare yourself than to talk and listen to your peers and friends that have already experienced some of the issues facing you? Once you understand, what better gift can you give than to help others by being a part of the solutions to their problems?

Courage in Leadership shows itself in many ways and with many variables. The ability to continue with outstanding performance of your duties with fears about the future of healthcare, your institution, your specific job is an example of courage. Doing what is right, all the time, no matter the circumstances is an example of courage. Courage is the manifestation of overcoming the day to day obstacles with grace and humor.

Now that we understand what level of courage we have inside of us, what are we going to do about it? There are many opportunities for you to show off what and who you are. Just inside your chapter of HFMA, there are ways that you can assist in helping others, and the reward will surprise you.

Special thanks go out to all of our Chapter Chairs this year. With the support of Education Committee, including Sandy Michaels, Jan Strope and Lisa Simmons, as well as many others, our education sessions this year will be timely and insightful, as well as fun. Our Fundraising committee, headed up by Linda Dugan is off to another great year of contributions. Every person who has taken the time to make your Chapter better will be recognized, as well as the sponsors who keep us in business.

Please take a minute at our September meeting and let me know if you interested in growing the chapter and growing yourself.

Continued Success,

John Byrne

See the WV Chapter website for information on upcoming education events, the latest edition of Mountain Talk, chapter awards and other details.

The site is located at www.wvhfma.org and is maintained by Board Members Keith Morgan and Brad Corder.

Current career opportunities and vendor information are also posted on the website. If you are interested in posting information, please contact Brad via e-mail at bvcsorder@cvty.com.
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<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Organization</th>
<th>Address</th>
<th>Phone</th>
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<td>Amy Garcia</td>
<td>Revenue Cycle Trainer</td>
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<tr>
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<tr>
<td>Dewey G Clayton</td>
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<td><a href="mailto:dclayton@bmh.org">dclayton@bmh.org</a></td>
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We look forward to seeing you at upcoming education sessions.
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We’ve all heard the term “the more things change, the more they stay the same.” Forty years ago the West Virginia Chapter of the American Association of Hospital Accountants (later to become the Hospital Financial Management Association and the Healthcare Financial Management Association) had three major projects planned for its 54 members. Those projects dealt with Medicare, Cost Finding, and Contractual Discounts and Allowance—much as you might find at an HFMA conference this year.

The Chapter’s focus on Medicare at that time, was specifically to develop a form to be used in computing a temporary “GOING IN” rate for Medicare patients. The Cost Finding effort was designed to assist Members who needed help with their Cost Finding work by CPAs. Finally, the Chapter partnered with the West Virginia Hospital Association in surveying hospitals statewide on their practices regarding “Discounts and Allowances” and assembled a written report of the findings, which was to be submitted to the Hospital Association.

The Chapter theme for the 1966-1967 year was “The Year of Appraisal.” Five meetings were scheduled for the year by Program Committee Chair Lucille P. Craft, and just as today, the meetings were scheduled across the State to accommodate as many members as possible. The Fall Institute was held at The Uptowner in Parkersburg September 18-20 spotlighting a Cost Finding Workshop. The previous Fall Institute was held at the Pleasant Point Resort in Point Pleasant, however the late 1966 sighting of the Mothman in Point Pleasant made Parkersburg a better choice this particular year. The November evening meeting featured “An Up-to-Date Appraisal of Medicare” at The Uptowner in Huntington. The Winter Workshop was a two-day “Cost Finding Follow-up” at the Holliday Motel in Morgantown, followed six weeks later by a “Public Relations Meeting” in Charleston. The Chapter year was finalized with a Joint Institute with the Virginia Chapter May 21-23 in Warrenton, Virginia, to be spotlighted later this year.

Sister Mary Madeleine of St. Mary’s Hospital was the Chapter President for the 1966-1967 Chapter year. State Officers and Directors included:

**First Vice President**  

**Second Vice President**  
H. Kenneth Reed, Memorial General Hosp., Elkins

**Secretary**  

**Treasurer**  
Willard H. Erwin, Jr., Fitzhugh, Erwin, McKee, and Hickman

**Directors**  
Laird Boddorf, Wheeling Hospital  
Jack W. Jones, St. Joseph’s Hosp. Parkersburg  
Robert L. Evans, Mt. State Memorial Hosp.  
Orville Moen, H.J. Thomas Memorial Hosp.

From the Chapter Newsletter “Chapter Links”…”May 1967: “According to the AMA News, hospital expenses per patient day in January 1967 was $5.31 higher than a year earlier. Higher wages and the need for more personnel is said to have caused the increase.”

Once again, the more things change, the more they stay the same.
cies, and other interested groups in matters pertaining to financial management;

- Establishing and promulgating principles relative to financial management;
- Promoting and encouraging financial management standards of performance for individuals and institutions in the various areas of financial management.
- Undertaking research in financial management related to these objectives.

External Assessment

Assessment of Customer Needs

A new national HFMA Survey was completed of for the implementation for the 2006-2007 year. This survey includes the West Virginia Chapter and compares us to all chapters and Rural State Chapters. The good news is we, as a Chapter, are higher than the national average for overall membership satisfaction. The Survey is included in the LTC handout. 55% of the respondents attended a meeting within the past 6 months, and 70% within the past year. 10% never have been to a meeting. 186 sample surveys were sent out, 62 responded, a 37% response rate.

As we have seen in previous Survey’s, the number one opportunity to increase membership and overall satisfaction is to increase what our members perceive as applicable educational topics. This survey’s results have shown that the respondents want to have more programs addressing the following topics:

- Accounting and Financial Reporting
- Medicare Reimbursement Policies
- Regulatory and Legislative Updates
- Compliance and Legal Issues
- Billing and Collections
- Trends and outlook for Healthcare Industry
- Medicare Payment and/or policies
- Fiscal intermediary

Sponsorship Assessment:
The sponsors were not included in this survey. From the previous survey, and my conversations with the sponsors, I believe that we need to give them networking opportunities they feel are productive.

Environmental Assessment

Now more than ever our members need education and an understanding of the issues that are facing them each and every day. Healthcare continues to evolve, and pressures continue to increase on fewer and fewer people to do more of the workload. Pressure from reduced reimbursements will continue, we need to find a way to do more with less.

Internal Assessment

Our Chapter has maintained a 91.5% retention rate, higher than the national average, in the 25% quartile. This has been a positive trend over increasing from 84% in the 2000-2001 year.

Internal SWOT

Strengths: The Chapter has a core group of leaders and members who volunteer and attend meetings on a regular basis who are hard-working and network well together. The Chapter also has a core group of sponsors who provide a steady and consistent base for building a strong fundraising program.

Weaknesses: Perception by respondents of the educational programs, this needs to be improved.

Opportunities: Ask the members what they want and provide it.

Threats: Not providing the needed educational session, membership retention and attendance will drop.

Chapter Goals and Objectives

The following is a list of the Chapter’s goals for the 2006-2007 Chapter year and the related strategies for obtaining those goals.

- Increase meeting attendance

Based on the survey results and input solicited from Chapter members, provide meetings geared to what the members want to see. To accomplish this goal, we’ll need more to communication, and require more feedback from our members.

- Maintain our High Level of Proficiency in all other Areas

WV Chapter Members enjoy dinner at the 2006 Annual National Institute (ANI) held in Orlando Florida. Pictured are: David McCartney, Dianna Cesa, Gary Cesa, Julie Shaw, Jan Strope, Susan Cunningham, Jane Flor, Alex McFadden and Brent Parrish.
In 1987, the Board of Directors of the West Virginia Chapter of HFMA established the WVHFMA Scholarship Fund to provide scholarships to deserving students, and to honor the charter members and other Chapter members who have given exemplary service to the Chapter.

The initial contribution of $5,000 to the WVHFMA Scholarship Fund was made in honor of Willard H. Erwin, Jr., for his past service to the Chapter and to the healthcare industry in West Virginia.

In 1994, the Board voted to rename the WVHFMA Scholarship Fund in memory of the late Willard H. Erwin, Jr. The Fund is now known as the Willard H. Erwin, Jr. Memorial Scholarship Fund.

An annual scholarship of $1,000 is available to an eligible student pursuing a degree in a healthcare finance or other business-related education program. Eligible students are juniors, seniors, or graduate students enrolled in a college or university operated by the State of West Virginia.

Each scholarship recipient shall be chosen on the basis of an evaluation of need for financial assistance, academic performance, leadership abilities, and demonstrated and/or potential for contributions to school and community.

The Greater Kanawha Valley Foundation is the administrator of the scholarship fund. The Foundation administers over 200 charitable funds, of which approximately 58 are scholarship funds.

Applications for the scholarship may be obtained from The Greater Kanawha Valley Foundation at (304) 346-3620. Applications (in Adobe's 'Acrobat Reader' .pdf format) can also be downloaded from the Foundation's website at http://www.tgkvf.org.

For additional information contact the West Virginia Chapter of HFMA Scholarship Committee Chairman, whose current contact information may be found on the Committees Page.

Congratulations to Norm Mosrie, CPA, FHFMA who was recently awarded HFMA Fellowship certification. Fellowship requires completion of CHFP testing, volunteer activities and educational requirements. Information on certification can be obtained at www.hfma.org.

Mike Moriarty and Susan Cunningham participate in the Myers Briggs Session conducted by Jody DeBias at the Spring Education Conference Stonewall Resort in Roanoke, WV. The meeting was held in conjunction with the WV Hospital Association.
West Virginia Chapter – HFMA
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President John Byrne presents outgoing President Alex McFadden with a commemorative plaque for his service to the WV Chapter.
The Virginia Chapter of HFMA is hosting the Region IV Mid-Atlantic Conference October 22-25, 2006 at the Richmond Omni Hotel. Organizers are looking forward to seeing great participation from Mid-Atlantic members.

A golf outing at The Crossings Golf Club in Glen Allen, sessions on denials management, APR DRGs, enterprise risk management, bond rating, bariatric surgery and others are planned. A special trolley tour of Richmond Museums and dinner at the Virginia Museum of Fine Art are also proposed.

Save these dates and watch your mail for additional details.

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**2006-2007 Chapter Committees**

<table>
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<tr>
<th>Committee Name</th>
<th>Chair(s):</th>
<th>Liaison:</th>
<th>Members:</th>
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<tr>
<td>Advisory and Nominating:</td>
<td>Alex McFadden</td>
<td>John Byrne</td>
<td>All Board and Officers</td>
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<td>Awards:</td>
<td>Belinda Bennett</td>
<td>Susan Cunningham</td>
<td>Susan Shiffbauer</td>
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<td>Stu Barnes</td>
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<td>Jan Strope</td>
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<td>Susan Cunningham</td>
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<td>Keith Morgan</td>
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<td>Member Services:</td>
<td>Mike Robbins</td>
<td>Alex McFadden</td>
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<td>MidAtlantic:</td>
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<td>Newsletter:</td>
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<td>Brenda Glaspell</td>
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<td>Program and Entertainment:</td>
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<td>MaryAnn Brown</td>
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<td>Scholarship:</td>
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<td>Special Projects:</td>
<td>John Byrne</td>
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If you have an interest in participating in chapter committee activities or if you have an idea or suggestion, please contact the committee chair or President John Byrne. Member participation is welcome at any time.

**Region IV Mid-Atlantic Planned**

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