A Message from Arkansas HFMA President, Tracy Young

Fall is finally here. Cooler weather is on the way and we will soon be changing our clocks in order for the time to fall back. However, your HFMA Leadership continues to look ahead. Every year the President and President-elect from each HFMA Chapter across the nation attends their respective regional Fall Presidents’ Meeting (FPM) in order to collaborate on best practices for providing quality education to our members as well as to discuss challenges we face in our chapter and industry. This September, all chapters in the nation were brought into one centralized location for FPM – Chicago, IL.

Joe Fifer, HFMA President and CEO, and Kari Cornicelli, HFMA National Board Chair, opened FPM by providing all of the regions with National HFMA’s strategic direction update. Joe and Kari discussed that as the healthcare environment continues to change, HFMA must also change. The gist of their presentation was that while HFMA will stay true to its core mission of leading the financial management of healthcare, HFMA’s vision is to bring value to the industry as the leading organization for healthcare finance. Joe and Kari discussed the three circles of healthcare – hospitals, physicians and payers. While each circle has historically moved in separate orbits, the lines between them are becoming more blurred, driven by the demands for care transformation. While we all believe that HFMA is currently the leading organization in healthcare finance, remaining so will mean that our organization must bring these other two groups, physicians and payers, to the table. This must be done through additional educational opportunities and by increasing membership from these groups.

Following the opening session, Bryan Jackson and I had the opportunity of spending a few days networking with our fellow Region 9 chapter leaders from Louisiana, Mississippi, Oklahoma and Texas. We were also honored to have our Region 9 Executive, Brenda Cox; Executive-elect, Carley Williams; HFMA National Board Member, Michael Freed and HFMA National Chapter Relations Specialist, Pat Kosar, present at our meeting. Topics discussed included promoting the value of HFMA membership to assist with membership recruitment, retention and satisfaction. We also shared success stories on valuable speakers and topics relevant to our industry needs and in light of National HFMA’s strategic direction.

In addition, each year at FPM the chapters in our region elect the next Regional Executive-elect. I am very pleased and proud to announce that our very own Mark Hartman was elected to serve as the Region 9 Executive-elect for the 2015-2016 year and will then serve as the Region 9 Executive during the 2016-2017 year. Be sure to tell Mark congratulations as this is a tremendous honor for both him and our chapter!

Our ongoing focus is on member satisfaction. Our members are given the opportunity to evaluate each conference/meeting through our electronic evaluation that is emailed after each meeting. Also, National HFMA provides an opportunity each year for members to provide input on their overall satisfaction by completing the HFMA Chapter Survey, which was emailed to our membership on October 21st. The Arkansas Chapter would like to encourage you to participate in this survey. The survey will
close on November 17th. Chapter leaders use this feedback to gain an understanding of what the chapter is doing successfully so we can continue doing that and also what areas may need some improvement. Please know that we do take all feedback into consideration when making decisions as to what is best for our overall chapter. We have addressed feedback such as comments involving meeting location, speaker content, etc., and will continue to do so as we obtain feedback. Last year we had an overall participation rate of 25% and hope to have more participate this year. I know we all are challenged with time constraints with our jobs and personal lives so many times people only complete surveys when they have something specifically to address. However, we’d appreciate everyone giving us feedback regardless of where your satisfaction rating stands so we are able to continue meeting our members’ needs. This past year our overall satisfaction percentage was 77%, which is eight points higher than the National average of 69%. Also, our chapter leaders are always open to discuss your needs at any time so please reach out to us if we can help impact your overall HFMA experience.

Our Program Committee has been hard at it with planning meetings with valuable speakers/topics. The Revenue Cycle/Program Committee just successfully held a one day seminar in September. While the Fall Meeting will be in progress as this is published, I want to remind you of other upcoming educational opportunities. The Region 9 Conference will be held November 16-18 in New Orleans, LA. This is a great conference that offers over 20 hours of CPE credits! In addition, our annual one-day CPA session will be held on Thursday, December 11th at the Arkansas Hospital Association. Lastly, our annual Tri-State meeting with the Mississippi and Tennessee chapters will be held January 28-30, 2015, at the Gold Strike Casino in Tunica, MS. You can learn more about these future meetings by visiting our website at www.arkansashfma.org, as well as www.hfmaregion9.org and www.tristateinstitute.org.

In closing, I’d like to mention that the joint survey that our chapter is conducting with the Arkansas Hospital Association regarding the benefits of the Arkansas Private Option is close to being finalized. This is expected to be released in early November. Thank you to all members that have helped complete this important survey! Our chapter is also in the middle of a website upgrade that we believe will make navigating the website much smoother and easier to locate pertinent information. A special thanks to Raydodd Hester, our chapter webmaster, for overseeing this project.

Thanks to all of our members and corporate sponsors for your support of the Arkansas HFMA Chapter and the healthcare industry! I look forward to seeing you all at our future meetings.