MS HFMA

February 2015

MISSISSIPPI HEADLINES

PUBLICATION FOR THE MISSISSIPPI HEALTHCARE FINANCE COMMUNITY



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OFFICIAL NEWSLETTER OF THE MISSISSIPPI CHAPTER OF HEALTHCARE FINANCIAL MANAGEMENT ASSOCIATION

MS HFMA PRESIDENT'S MESSAGE



Rhonda Atkins

Well it's the beginning of a new year which promises to be filled with changes and challenges for the healthcare industry. ICD-10 implementation is fast approaching. CMS has announced their aggressive goals and timeline of achieving payments based on value and quality. The President's 2016 proposed budget contains provisions that will greatly reduce hospital reimbursement. So, as healthcare financial leaders, we will need to attempt to stay ahead of the changes. HFMA is a great resource for education and networking to assist each of us and our organizations to succeed. The chapter's goal is to provide you with current educational topics that will leave you prepared for the coming challenges.

Since our last newsletter, the Region 9 meeting was held in New Orleans in November. The committee did a fantastic job of providing informative sessions. David Williams and Jerry Knighton are the Mississippi representatives on the committee. Please join me in congratulating them on a job well done.

The Tristate Institute (Arkansas, Mississippi, and Tennessee) was held the last week in January in Tunica. This was another successful meeting. The sessions were very beneficial to those attending. Topics ranged from discussions of payment delivery to a touching presentation on the results of a healthcare mistake. This is the second year that the meeting was planned by the joint committee. The committee led by chair, Mark Hartman, did a tremendous job. David Butler, David Williams and Lexie Fuller are the Mississippi representatives on the committee along with three members each from Arkansas and Tennessee. The three chapter presidents are also on the committee. Again join me in congratulating the Tristate committee on a successful meeting.

If you weren't able to be at one of these meetings, please make plans to attend one or both in the coming year. The education and networking offered shouldn't be missed.

Our chapter's annual meeting will be held April 22-24 in Biloxi at the Hard Rock Hotel and Casino. There's a great agenda of speakers and timely topics that you shouldn't miss. The complete agenda and meetings details will be available soon. Please watch your emails and check the chapter website, mshfma.org for up to date information. I hope to see all of you there.

If you would like to volunteer and become more involved with the chapter, please contact me via email at ratkins@mrhc.org or by telephone at 662-293-7650.

Sincerely,

Rhonda Atkins

President

MISSISSIPPI HEADLINES

PUBLICATION FOR THE MISSISSIPPI HEALTHCARE FINANCE COMMUNITY

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Please email your submission to:

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Mississippi HFMA…Your Educational Resource...

HFMA's Online Membership Directory

Have you visited HFMA's Online Membership Directory lately? Log in at **www.mshfma.org** or

http://www.hfma.org/login/index.cfm. When you select "HFMA Directory," not only can you search for members of your chapter, you can also search for all your HFMA colleagues by name, company, and location—regardless of chapter! Using an online directory instead of a printed directory ensures that you always have the most up-to-date contact information. While accessing HFMA's Online Membership Directory, you can view your current contact information and make edits to your profile. You can also see products you have ordered, events you have registered for, your CPE credits, your Founders points, and more! It's vital that HFMA has your correct information, so please take a moment to review your record now. By doing so, you'll ensure that HFMA continues to provide you with valuable information and insights that further your success.

HFMA Membership Benefits

As you experience the value HFMA provides, don't forget to value the experience. HFMA offers opportunities to network with those who face similar challenges and successes. If you are looking to gain experience in a safe environment, or would like to share the experiences you've gained, opportunities to volunteer at the Mississippi Chapter or at a national level are plentiful.

The bottom line is that HFMA is comprised of more than 35,000 people just like you. What do we know about our members? We are value driven. We are forward thinking. We are innovative. And together, we are defining, realizing, and advancing the profession of the financial management of health care.

To learn more about the benefits of your HFMA membership visit **http://www.hfma.org/Membership/**.

We've Gone Social!

'Like' our Facebook Page and join in the conversation with others just like you.

Follow us on Twitter to learn about upcoming educational events and other chapter information.

We'd like to connect with you on LinkedIn.

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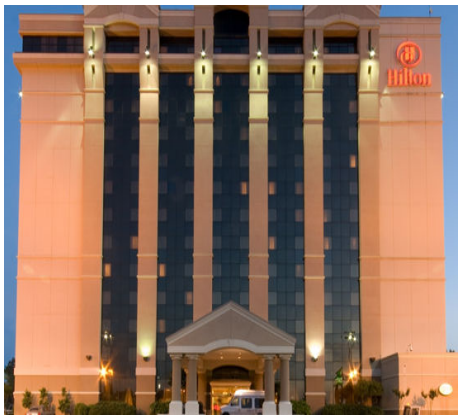
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MS HFMA
Annual Institute

Hard Rock Casino
Biloxi, Mississippi
April 22-24, 2015



HFMA
A & A Workshop

The Hilton Hotel
County Line Road, Jackson, Mississippi
June 18, 2015

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HFMA Region 9 Free Webinar
Tuesday, February 17, 2015
11:30-12:30 pm CST

Webinar Title: "Medicare DSH, Year 2 of the ACA"

RESERVE YOUR WEBINAR SEAT NOW: https://attendee.gotowebinar.com/register/421625689834969857



HFMA's Virtual Conference * April 16, 2015 * MAP Conference Mar 18, 2015

Recorded sessions from Thursday, Feb 5 will be available on line for 60 days.

What is HFMA's Virtual Conference?

The Virtual Conference provides members and non-members with unique, interactive educational experiences, including real-time presentations with nationally recognized experts (CPEs available), networking opportunities, and industry solutions. All you need is a computer and a high-speed internet connection to participate. You don't need to leave your home or office!

Experience HFMA's Virtual Conference created for healthcare finance leaders. This interactive, live 4-day event includes influential speakers, dynamic education sessions, online networking opportunities, industry solutions, and CPE credits.* Available online and in real-time.

- Free for HFMA members
- $175 for non-HFMA members (includes membership through May 31, 2015 for those new to HFMA)

**1 CPE credit will be awarded for each live session attended. With 4 events, 12 CPEs are available!*

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MS HFMA Works

Because of people like you!

Thank you to all of our sponsors and to the Board Members, Officers and Committee Members for their dedication to MS HFMA! Here are a few pictures from the January Tri State HFMA meeting in Tunica, Miss.

Please follow MS HFMA's Facebook page for more information on upcoming events and photos and don't forget to email us your photos for future publications and posts.



MS HFMA congratulates Jim Wadlington of Horne LLP as our newest "Fellow".



The Mississippi Chapter was well represented at the Tri State HFMA meeting in January 2015. Thanks to all that were able to attend!









Tri State HFMA Meeting 2015 - Photos









The Future of Population Health Management

Healthcare leaders are under significant pressure to improve population health while containing costs. In fact, it's one of their top priorities in 2015, according to a recent survey from B.E. Smith.

To better manage population health, senior executives must analyze risk among their patient base to determine how to best allocate resources.

"It's been known for a long time that the cost of providing medical services has escalated to the point where it can no longer be perpetuated into the future," Michael Hunt, chief medical officer and chief medical information officer at St. Vincent's Health Partners in Bridgeport, Connecticut, told *FierceHealthcare* in an exclusive interview.

This means in the future, providers must coordinate healthcare in ways that allow populations and individual patients to participate in their own care and aid decisions about medical resources, he said, "so we can manage the whole population at large."

In this special report, *FierceHealthcare* examines the evolution of population health management, the challenges involved, and what hospital and system leaders can do to make a real difference in their communities.

>>CLICK HERE TO READ THE FULL REPORT

SOURCE: FierceHealthcare.com



Read more about: Population Health Management, electronic health records, St. Vincent's Health Partners

Feds speed plans for value-based payments

By Ron Shinkman

The U.S. Department of Health and Human Services (HHS) on Monday said it would fundamentally reform how it pays providers for treating Medicare patients in the coming years.

The intent, according to HHS officials, is to cut down on the volume of unnecessary procedures while improving patient outcomes.

For the first time, HHS Secretary Sylvia Mathews Burwell said in a statement, her agency was "setting clear goals--and establishing a clear timeline--for moving from volume to value in Medicare payments. We will use benchmarks and metrics to measure our progress; and hold ourselves accountable for reaching our goals."

During a press conference, Patrick Conway, M.D., deputy administrator for innovation and quality and the chief medical officer for the Centers for Medicare & Medicaid Services, said the agency will tie 30 percent of all fee-for-service payments to providers to quality initiatives through alternative payment models--particularly accountable care organizations (ACOs) and bundled payments--by 2016. It will rise to 50 percent by 2018.

--> READ THE FULL ARTICLE AT *FierceHealthFinance*

CMS to release doc payment data annually



Unclear if agency will expand data collection methods to address concerns of misleading information

February 2, 2015 | By Zack Budryk

The federal government will publicly release Medicare physician payment data every year, according to the *Wall Street Journal*.

Last year, the Centers for Medicare & Medicaid Services (CMS) released a year's worth of physician payment data in the wake of a court ruling that threw out a 1979 injunction against the release of such information. However, physicians' groups objected to the decision, saying the data painted an incomplete picture, as the numbers indicated revenue, not net earnings. For example, according to the *WSJ*, the data indicated some of the strongest earnings among ophthalmologists, but doesn't state that much of the information included major expenditures such as drugs used to treat macular degeneration.

The American Medical Association (AMA) later called for CMS to contextualize the data and clarify that "higher payments from Medicare typically represent higher expenses."
In addition, the data released last year did not include any patient information, which makes it difficult to draw conclusions about outcomes or care quality, according to the *WSJ*. CMS drew further criticism over what detractors called unnecessarily complex formatting and gaps in the data, *FierceHealthFinance* previously reported.

The AMA has urged CMS to improve the publication process before releasing any more data, arguing that 2014's data release was inaccurate and enabled "sensationalist" coverage, the *WSJ* reported. CMS has not stated whether it will alter or expand the next data release.

Despite the industry criticism, Gail Wilensky, Ph.D., who headed Medicare under President George H.W. Bush, argued continuing to publish the data could provide a better perspective on spending and care patterns, according to the article.

"As imperfect as the data may be," she said, "its continued release makes it in the physicians' interest to make it better--more useful and accurate--instead of just fighting its release."

To learn more:
- read the *WSJ* article (subscription may be required)

SOURCE: FierceHealthcare.com

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What's in store for 2015?

Ron Shinkman, FierceHealthFinance.com



Last year brought healthcare finance costly Ebola cases and millions of newly insured Americans as the result of the Affordable Care Act. What will 2015 bring?

First, expect greater price transparency in the upcoming year. That initiative began last year when the Centers for Medicare & Medicaid Services released data regarding how much individual doctors were paid by the Medicare program--information kept secret for decades due to litigation. And the push continues with the release of the new Treasury Department rules for not-for-profit hospitals released late last year, *Accounting Today* reported. The rules nudge hospitals to provide more financial aid to uninsured patients and require that they do not charge them more for care than those who have health insurance.

However, this is far from a universal salve for the challenges bedeviling individual consumers trying to make sense of the U.S. healthcare system. See it more as a band-aid--trying to cover one of the nostrils of Mount Rushmore. And expect most changes that address transparency issues moving forward to be similar in their overall effect. Steven Brill doesn't expect costs to be going down anytime soon in healthcare delivery, and that is a rational assumption to take this year.

There should also continue to be a spate of startup companies that specialize in price transparency for healthcare services and assisting patients, although it is likely years before one or two companies become dominant and a shakeout occurs.
Expect also to see big profits and stock gains among publicly-traded healthcare companies, both hospitals and health plans, particularly the latter that deal in Medicaid managed care. These companies all gained from the millions of Americans who gained health insurance as a result of the ACA--consider them paying customers from their point of view.

As a result, do not expect to see any major moves to address the continuing rise in pay for executives at or near the top of the pyramid at hospitals and health insurers. There may be some tweaks around the edges, but the relentless march toward the seven-figure payday will move on, mostly unabated.

SOURCE: FierceHealthfinance.com

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Mississippi Hospital Adds New Surgical Capabilities



RUSH FOUNDATION HOSPITAL ADDS da VINCI Xi SURGICAL SYSTEM TO SURGICAL ROBOTICS CAPABILITIES

Rush Foundation Hospital recently acquired the *da Vinci Xi* Surgical System. The *da Vinci Xi* complements the *daVinci Si* robotic surgical system already in use at Rush. The *da Vinci Xi* System was designed with the goal of further advancing the technology used in minimally invasive surgery. The System can be used across a spectrum of minimally invasive surgical procedures and has been optimized for multi-quadrant surgeries in the areas of gynecology, urology, thoracic, cardiac and general surgery.

Rush Foundation Hospital is the first institution in the state of Mississippi to use this advanced surgical platform.

Dr. Brooks Gray, general and vascular surgeon at Rush Foundation Hospital performed the first surgery utilizing the new *da Vinci Xi* at Rush. Dr. Gray
says, “The new instrumentation of the *Xi* provides great access to the entire abdomen, along with excellent visualization. It’s definitely cutting edge technology.”

By enabling efficient access throughout the abdomen or chest, the *da Vinci Xi* System expands upon core *da Vinci* System features, including wristed instruments, 3D-HD visualization, intuitive motion, and an ergonomic design. As with all *da Vinci* Surgical Systems, the surgeon is 100% in control of the robotic-assisted *da Vinci* System, which translates his/her hand movements into smaller, more precise movements of tiny instruments inside the patient’s body. The *Xi* System’s immersive 3D-HD vision system provides surgeons a highly magnified view, virtually extending their eyes and hands into the patient.

Dr. James Purdy, Medical Director of the Robotic Surgery Program at Rush Foundation Hospital said the *da Vinci Xi’s Firefly* ™ Fluorescence Guidance system provides real-time, image-guided identification of key anatomical structures and blood vessels during surgery. Dr. Purdy performed the first da Vinci Xi hysterectomy in the state of Mississippi and first use of the Firefly technology with a hysterectomy for endometriosis using the Xi platform.

“Fluorescence imaging allows surgeons to see and assess anatomy better than the naked eye, further enhancing the vision, precision and control of minimally invasive surgery. The *Firefly* technology is especially useful when performing surgery, especially advanced gynecologic procedures such as sacrocolpopexy and treating endometriosis,” said Dr. Purdy.

Rush Foundation Hospital is affiliated with Rush Health Systems which headquartered in Meridian, Mississippi with healthcare facilities in East Mississippi and West Alabama. In addition to Rush Foundation Hospital, the organization includes Specialty Hospital of Meridian, Medical Foundation, Inc., Rush Medical Group, Laird Hospital, Union, Mississippi, H.C. Watkins Hospital in Quitman, Mississippi, Scott Regional Hospital in Morton, Mississippi, John C. Stennis Memorial Hospital, DeKalb, MS, and Choctaw General Hospital in Butler, AL.

Mississippi HFMA Membership

We at MS HFMA always want to thank you, the member, for your participation in MS HFMA.

We hope to begin a new page within our newsletter in the coming months that highlights members, past leadership and past members that have been a key part of the growth of our organization. This month we thought we would highlight a member that was so helpful in creating the MS HFMA newsletter, Irena Zaneva.

Irena Zaneva helped to make our newsletter what it is today and did a lot for MS HFMA. The newsletter you see today is a result of her many hours of work on its design and content. She set the stage for growth with this publication and we cannot express how appreciative we are as a group.

She was kind enough to provide us with a picture of her new baby girl. We wish Irena the very best in years to come and we hope to hear from her often.







FUTURE HFMA MEMBERS!

MS HFMA would like to congratulate our President Elect **Joyce Turnage** and her husband Wesley on the arrival of their new baby boy!

Owen Ryan Turnage was born January 22nd, 2015, weighing in at six pounds ten ounces. Young Mr. Turnage was 19.5 inches long.

We wish Joyce and her family the absolute best and look forward to seeing her again soon.

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The mission of our chapter is to provide healthcare financial professionals in our state the education and information to assist them with better job performance and career enhancement. We believe our organization is in the best position to provide this education and information and we intend to do that.

Our intent is to offer healthcare professionals a quality product and a value for their money. We strive to enhance the value of our meetings in a number of ways, some of which include ensuring our topics and programming are relevant, providing consistent communication, expanding our agendas to offer more hours and a variety of topics, and partnering with other groups to leverage our resources for better speakers.

So how does this impact you? In order to keep our educational sessions at the highest level and also at an affordable price, we need your sponsorship commitment to subsidize those meetings. Your corporate sponsorship plays an essential role in ensuring the success of our chapter and our ability to meet the educational needs of healthcare professionals in our state. The Corporate Sponsorship Program details the different sponsorship levels available as well as the cost and various benefits you will receive as a corporate sponsor.

Your corporate sponsorship is key to the continued success of our chapter. Thank you for getting involved with our chapter and becoming a part of an organization with a strong tradition of excellence and service.

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Mississippi HFMA would like to thank our Platinum Sponsors. Each edition, we will try to highlight individual Platinum Sponsors; however, since we were unable to do so in the past two editions, we will highlight multiple sponsors in this newsletter and in the next.

RevClaims, LLC's core business is injury claims billing. Based in Jackson, Mississippi, the RevClaims team of attorneys, paralegals and liability claims specialists work closely together to assist healthcare providers and patients in getting injury claims billed. Working with clients across the country, RevClaims' goal is to increase and expedite recovery of claims arising from automobile accidents (MVAs), slips and falls, burns, catastrophic injuries and work related injuries (workers' compensation).

For providers, injury claims usually represent less than 5% of the total claims it handles. Yet, these claims involve a significant amount of labor and specialized knowledge to handle properly. RevClaims' efficient and streamlined processes help healthcare providers and patients to find all available payment sources.

MS HFMA would like to thank RevClaims for their continued support.

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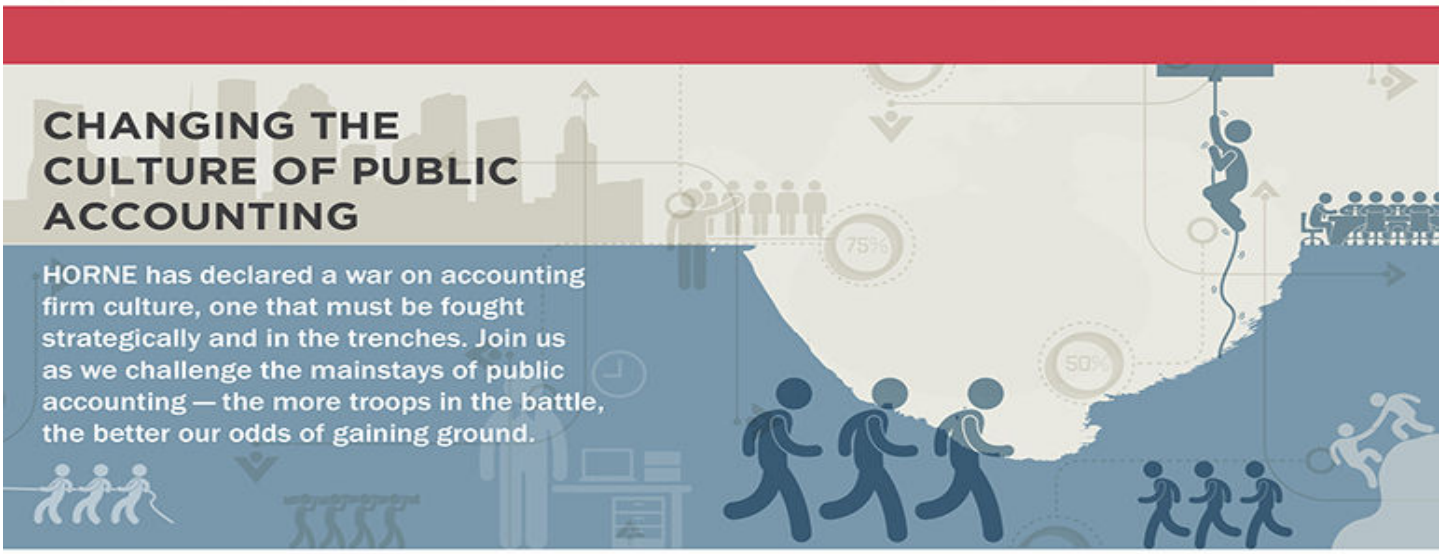
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MS HFMA would like to thank HORNE for their continued support and leadership over the years.

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KPMG LLP, the audit, tax and advisory firm, is the U.S. member firm of KPMG International Cooperative ("KPMG International"). KPMG International's member firms have 145,000 professionals, including more than 8,000 partners, in 152 countries.

KPMG delivers a globally consistent set of multidisciplinary services based on deep industry knowledge. Our industry focus helps KPMG professionals develop a rich understanding of clients' businesses and the insight, skills, and resources required to address industry-specific issues and opportunities.

Our history spans three centuries and features a number of significant mergers, most recently the combination of Peat Marwick International and Klynveld Main Goerdeler, and their individual member firms, into KPMG in 1987.

KPMG global member firm combined revenues totaled $22.7 billion for the fiscal year ending September 30, 2011, a 10.1 percent increase in U.S. dollars, or 6.2 percent in local currency terms. Global revenue by function and region can be found in KPMG's International Annual Review.

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At KPMG LLP, we take our responsibility to each of our stakeholders seriously. As an accounting firm, we have a central responsibility as a steward of the capital markets and this obligation underscores the services we offer, the employees we hire and promote, the clients we engage with, and the way we intersect with and invest in our communities.

MS HFMA would like to thank KPMG for their continued support.

The Value of Certification

Many healthcare organizations in today's challenging economy recognize their workforce as their most valuable asset. As such, these organizations tend to hold workforce development as a primary business strategy.

Investment in developing the talents, knowledge and skill sets of staffs are critical to the organization's success. HFMA's *Healthcare Financial Pulse* research identified this dynamic and noted that successful organizations today commit to the "bread and butter" of financial management, i.e. technically strong and comprehensive financial management.

Likewise, many individual financial managers today recognize the importance of assuming personal responsibility for their careers' success. More than ever before, individuals understand the importance of acquiring and maintaining comprehensive skill sets to ensure their ability to provide the financial management demanded today. These individuals frequently seek out relevant professional development opportunities.

The larger business environment resulting from these forces is a heightened interest in workforce development initiatives including certifications and credentialing. Credentialing programs have exploded across the past couple of decades and include:

- professional associations offering certifications
- community colleges offering curriculum-based certificates
- corporate sponsored in-house credentials for employees
- technology companies providing proprietary credentials to customers

HFMA certification provides a fundamental business service to our industry, namely HFMA certification offers:

- Assessment of job-related competency
- The opportunity for an individual to demonstrate skills and knowledge
- Independent verification of the skills and knowledge
- Confirmation that an individual is current in the practice field

The value of HFMA certification can be seen in several reported "value-adds":

- Increased departmental cooperation
- Heightened self-confidence among participants
- Increased performance against selected metrics
- Verification of staff knowledge and skills
- Assistance in structuring career paths

HFMA is committed to being the indispensable resource that defines, realizes and advances healthcare financial management practice. As such, HFMA provides professional certifications to achieve this purpose in today's business environment. This makes HFMA Certification a smart workforce investment strategy.

For more information on HFMA Certification, visit http://www.hfma.org/certification/.

CERTIFICATION MATTERS



David Williams

HORNE LLP

The process for application, testing and certification can be found on the HFMA.org website or for further information contact:

David Williams, Certification Chair

@ 601-326-1320 or david.williams@horne-llp.com

HFMA Reinvents the CHFP Certification Program

New Focus on Skills to Address Needs of Changing Healthcare Industry: Business Acumen, Strategy, Collaboration, and Leadership

Starting in June 2015, the healthcare industry's premier certification in healthcare finance will adopt an integrated approach that extends beyond its traditional focus on demonstrating competence in finance and accounting. The changes in Healthcare Financial Management Association's (HFMA) signature certification program, the Certified Healthcare Finance Professional (CHFP), are designed to prepare leaders for a new era in health care.

"HFMA's goal is to build a broad understanding of healthcare finance together with leadership skills, business acumen, practical knowledge, and a collaborative spirit – skills essential for succeeding in today's environment," said HFMA President and CEO Joseph J. Fifer, FHFMA, CPA. "Healthcare leaders in all sectors will require a deep understanding of the new financial realities of health care that reflect an integrated delivery system with the complexities of the provider, payor, and physician perspectives intertwined."

The reconfigured CHFP consists of two online modules:

- **The Business of Healthcare:** A big-picture overview of healthcare finance, risk and risk mitigation, new payment models, financial accounting and cost analysis, strategic financial issues, managing financial resources, and shifting payment models.
- **Operational Excellence:** The application of business acumen includes exercises that use a case study approach to understanding the business of health care.

The CHFP, which was first awarded in 1969, has long been seen as a must-have credential for healthcare finance professionals. The current program is highly technical and narrowly focused on accounting and finance skills. In June 2014, the HFMA Board of Examiners recommended that the program be reorganized. "We saw the need to focus on issues that reflect the contemporary healthcare environment," said Cindy Price, FHFMA, Chief Executive Officer, Parallon Business Performance Group - Houston, and Chair of the National Board of Examiners. "We wanted the preparation to emphasize ongoing learning, which is critical for providing leadership amid today's policy and economic shifts, and also to align CHFP with HFMA's strategic vision, where providers, physicians, and payers must work together to ensure financial sustainability." HFMA's National Board of Directors affirmed the recommendation.

More information is at **hfma.org/chfp**.

HFMA's certification programs prepare you for increasingly responsible positions in the healthcare finance industry. Certification demonstrates your comprehensive understanding of healthcare financial management overall, as well as your proficiency in one or more specialty areas of healthcare finance. If you would like additional information on the levels of certifications offered by HFMA as well as changes to the Certified Healthcare Financial Professional (CHFP) exam effective January 2011, please click on the link below.

www.hfma.org/certification

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ABOUT HFMA

HFMA is the nation's leading membership organization for healthcare financial management executives and leaders. More than 35,000 members—ranging from CFOs to controllers to accountants—consider HFMA a respected thought leader on top trends and issues facing the healthcare industry. HFMA members can be found in all areas of the healthcare system, including hospitals, managed care organizations, physician practices, accounting firms, and insurance companies.

The Mississippi Chapter of HFMA, along with other regional chapters and the national HFMA, helps healthcare finance professionals in Mississippi meet the challenges of the modern healthcare environment by:

- Providing education, analysis, and guidance.
- Building and supporting coalitions with other healthcare associations to ensure accurate representation of the healthcare finance profession.
- Educating a broad spectrum of key industry decision makers on the intricacies and realities of maintaining fiscally healthy healthcare organizations.
- Working with a broad cross-section of stakeholders to improve the healthcare industry by identifying and bridging gaps in knowledge, best practices, and standards.

Vision

HFMA's vision is: "To be the indispensable resource for healthcare finance."

Purpose Statement

To define, realize, and advance the financial management of health care by helping members and others improve the business performance of organizations operating in or serving the healthcare field.

Quality Statement

Quality is the foundation of the Association and the keystone of its efforts to ensure member and customer satisfaction. HFMA's objective is to:

- Consistently provide services and products that meet the quality expectations of its members, customers, and employees.
- Actively pursue a program of continuous quality improvement that enables employees and volunteers to do their jobs right the first time.
- Quality is a major, strategic association goal. It lies at the heart of everything done for members and customers. HFMA strives continually to improve the quality of services and products offered, the processes and procedures used to produce them, and the manner in which they are delivered.

Values Statement

We believe that service to members is our highest priority.

We believe in excellence in all that we do.

We believe that teamwork is essential in meeting the objectives of HFMA.

We believe in the importance of individuals.

We believe in encouraging innovation and creativity.

We believe in conducting HFMA with financial responsibility and a prudent approach to business.

Mississippi HFMA…Your Educational Resource...