

2011-12 Helen M. Yerger Special Recognition Award Winners

Category	Iteration	Type	Chapter(s)	Entry Name	Description
Collaboration	First-Time Entry	Single Chapter Entry	Colorado Chapter	HFMA Colorado Chapter All Payer Day Conference	The HFMA Colorado Chapter, Colorado Managed Care Coalition, and Rocky Mountain AAHAM Chapter decided to conduct an All Payer Day Conference. The objective was to provide the memberships of all three organizations with payer updates. The payers also advocated for a joint meeting where they could reach as many providers as possible. A conference call between the three entities resulted in the formation of a Committee of 14 people comprised of members from each organization.
Collaboration	First-Time Entry	Single Chapter Entry	Connecticut Chapter	Offer an Educational Program to Include Other Healthcare Associations	Working with other local professional associations we provided our healthcare community with an educational program that would benefit all members. The program not only provided relevant information to the different association members but also provided for a networking opportunity, bringing healthcare workers from different settings together to allow for interaction and understanding of each others challenges with ICD-10 and other topics.
Collaboration	First-Time Entry	Single Chapter Entry	Iowa Chapter	ICD-10 A Sneak Peek - Assess Your Readiness and Make a Plan Workshops	As a direct response to member needs, environmental factors, industry reviews, and strategic collaboration objectives, the Iowa Chapters of Healthcare Financial Management Association (HFMA), Healthcare Information and Management Systems Society (HIMSS), American Association of Healthcare Administrative Management (AAHAM) and American Health Information Management (aHIMA) designed, built and executed a joint educational session targeting members and staff level associates on the topic of ICD-10 CM and PCS on November 9, 2011.
Collaboration	First-Time Entry	Single Chapter Entry	Minnesota Chapter	HFMA/AAHAM Joint Conference	The MN Chapter of HFMA along with the MN Chapter of AAHAM jointly developed an educational conference targeting members of each organization with common topics for an educational session in July 2011. The Joint Conference revitalizes joint educational efforts from many years ago when the two organizations had previously collaborated on educational offerings.
Collaboration	First-Time Entry	Single Chapter Entry	Nevada Chapter	Nevada Health Care Forum	The Nevada Health Care Forum (NHCF) is an innovative education program between the major healthcare professional organizations in Nevada including HFMA, ACHE, HIMSS, MGMA, and others. The event includes national and state speakers on key topics of interest. 75% of attendees rated the 2011 program above average. 259 people attended in 2011 with 19 sponsors and over \$11,000 in income to each chapter, all of which increased 15% or more in the last two years.
Collaboration	First-Time Entry	Single Chapter Entry	Rochester Regional Chapter	Hillside Special Santa Program	Collaboration between the Rochester Regional HFMA Chapter and the Hillside Family of Agencies in Rochester NY on the Hillside Special Santa program.
Collaboration	First-Time Entry	Single Chapter Entry	San Diego-Imperial Chapter	Connecting the Dots through Collaboration to Provide Desired Expanded Education Programs	Our San Diego-Imperial (SDI) Chapter consists of approximately 260 members. In seeking to satisfy the educational desires of our SDI members, we collaborated with Northern and Southern CA HFMA Chapters, and two additional organizations this year, to provide the higher level of speakers and venue sites our smaller chapter could not afford to provide singularly.

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Collaboration	First-Time Entry	Single Chapter Entry	South Dakota Chapter	SDHFMA Joins Forces with SD Office of Rural Health	SDHFMA and the SD Office of Rural Health joined forces to submit a grant application to the Medicare Rural Hospital Flexibility Grant Program to help finance a Critical Access Hospital Medicare Bootcamp. The grant application was successfully received to offer specific education that was requested by our membership through satisfaction surveys. The bootcamp was a three day educational event limited to twenty-six participants from Critical Access Hospitals (CAH) in South Dakota.
Collaboration	First-Time Entry	Single Chapter Entry	Sunflower (Kansas) Chapter	Getting Ready for ICD-10	The Getting Ready for ICD-10 Workshop was a collaborative event between the Sunflower (Kansas) Chapter of HFMA, Kansas Hospital Association, KaMMCO, KHIMA, KHIMSS to provide an educational opportunity to all hospital and physician offices in Kansas. With ICD-10 requiring business ans systems changes the focus is on providing education to each discipline within the facilities and for each discipline to be in the same room and hearing the same information.
Collaboration	Repeat Submission of Non-winning Entry (Note: allowed one time only)	Single Chapter Entry	Texas Gulf Coast Chapter	Physician Hospital Alignment Committee Texas Gulf Coast HFMA	Coordinating efforts in a meaningful spirit of collaboration, the Physician Hospital Alignment Committee, Texas Gulf Coast HFMA co-sponsored with Gulf Coast MGMA and the Houston Society of CPAs a full day symposium, Mapping the Changes in Healthcare for our collective membership. The planning committee, uniquely formed from these groups, highlighted the differing views and forces, with respect to each organizations member base, to define and build the educational program addressing todays issues facing healthcare stakeholders.
Education	First-Time Entry	Single Chapter Entry	Alabama Chapter	Fall Institute 2011	In the 2011 HFMA Chapter Survey, educational topics addressed at chapter programs and speakers at chapter programs were the top two issues that members would like most to improve for our chapter. As we developed the agenda for the Fall Institute, we tried to meet this request. With limited travel and education budgets, meetings must demonstrate an obvious educational value to justify the expense. This Yerger shows how we met that expectation.
Education	First-Time Entry	Single Chapter Entry	Arizona Chapter	Pre-Conference Sessions Bolster Conference Attendance	Traditionally, the educational portion of state conferences for the Arizona chapter has begun on Wednesday afternoon with an optional golf outing in the morning. Recognizing that there was an unused time slot on Wednesday morning, the chapter believed non-golfers might utilize this time; the chapter took a queue from the format of ANI, to create pre-conference workshops to increase education hours as well as provide a platform for new member recruitment.
Education	First-Time Entry	Single Chapter Entry	Central Pennsylvania Chapter	5th Annual Physician/Hospital Collaborative Meeting	The HFMA Central Pennsylvania Chapter held its first 2-day education session with the 5th annual physician/hospital collaborative meeting held March 31st and April 1st in Lancaster, PA. Our annual March meeting is focused on providing education to both hospital and physician practice finance employees. The event was a huge success hosting 20 vendors and drawing 246 attendees.

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Category	Iteration	Type	Chapter(s)	Entry Name	Description
Education	First-Time Entry	Single Chapter Entry	Colorado Chapter	HFMA Colorado Chapter Rural Road Show	Rural Road Show became a reality as Rural Education Committee identified significant need to bring rural education to its members, targeting line-staff, on revenue cycle issues affecting rural providers. This continues its success with the goal of presenting multiple topics, in multiple locations at a very cost effective fee. With the success of past programs in both attendance and member satisfaction, the decision to continue this program in 2011 was unanimous.
Education	First-Time Entry	Single Chapter Entry	Connecticut Chapter	Offer a National Educational Program Locally	The Connecticut Chapter has made a nationally recognized 5 day Medicare educational program more accessible and affordable to its membership. The program has resulted in extremely high program scores and helped in attaining significantly higher membership satisfaction scores.
Education	First-Time Entry	Single Chapter Entry	Florida Chapter	CFO Forum Meeting	The Florida Chapter recognized a need to create a special educational event to target senior executive leaders in Healthcare Finance. The main purpose of this event was to provide high-quality education and allow for networking and strategic open forum discussions amongst the invited attendees. The initial event was a success and plans are in place to continue the format and plan for hosting the event each year in Florida.
Education	First-Time Entry	Single Chapter Entry	Georgia Chapter	Leadership Series	The constantly changing dynamics in healthcare finance have brought forth the need for true leadership. While demand for leadership is higher than ever, the opportunities for leadership development are either limited to the executive suite or thwarted by exuberant costs. Amidst these pressures, the Georgia Chapter sought to provide a quality leadership development offering during the 2011-2012 fiscal year. Armed with new leadership tools and techniques, members are making a difference with their teams.
Education	First-Time Entry	Single Chapter Entry	Iowa Chapter	Revenue Cycle Road Show	The Iowa Chapter presented the Revenue Cycle Road Show to provide our membership valuable education on the various elements of revenue cycle management. The topics included programs on denials management and optimizing revenue cycle management. Knowing the challenges of current economic conditions and budgetary impacts of facilities in the state of Iowa, the Chapter decided to take this educational session to various provider locations at no cost to the members.
Education	First-Time Entry	Single Chapter Entry	Kentucky Chapter	Bringing Education to YOU!	The KY Chapter leadership responded to member comments in response to the annual survey conducted by National HFMA in 2011 concerning the challenges of our members attendance at education sessions. For the first time a live webcast was offered in order to act upon and reach out to those members who commented they were unable to attend an education institute in person.
Education	First-Time Entry	Single Chapter Entry	New Jersey Chapter	Reform Realities: A Look At Healthcare Delivery And Payment Reform Through The Eyes Of The Providers That Are Living It	Continuing the payer/provider collaboration that developed following the creation of the Managed Care Committee, the committee hosted its first full-day education session on July 26, 2011. The focus of the seminar was a discussion of healthcare reform based delivery models, and the financial, operational and utilization impact of such changes for both payers and providers.

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Education	First-Time Entry	Single Chapter Entry	Northeast Ohio Chapter	Provider Hosted Roadshow	The Northeast Ohio Chapter recognized the decline in budgeted dollars allocated to employee education of many of the healthcare providers we serve, as well as a reluctance of healthcare employees to travel for education. (Our member base covers two states and 19 counties) An Education program was developed to address both these issues. Educating our members is one of our chapters primary goals.
Education	First-Time Entry	Single Chapter Entry	Northern California Chapter	N. CA's 2011 Spring Conference	The goals of the 2011 Spring Conference were to provide a strong educational program which was geographically centered, encouraged large health system attendance, provided social networking opportunities and assured overall profitability via timely topics and excellent key note speakers and educational break-out sessions.
Education	First-Time Entry	Single Chapter Entry	Rochester Regional Chapter	Current Events/Issues 2012	In response to chapter survey results and feedback, education session created with different focus on perspectives from employer and payor groups in the community with respect to healthcare reform, collaboration and federal/state changes.
Education	First-Time Entry	Single Chapter Entry	Southern California Chapter	Education Sessions at Provider Sites: Revenue Cycle 101 and Customer Service	To increase value to our chapter members as well as to increase educational hours, the chapter sought to create a program that could be rolled out to provider sites. Using the HFMA Revenue Cycle 101 and Customer Service Programs, educational sessions were designed for staff level employees. The sessions were scheduled at specific provider sites after the program was marketed to 35 entities.
Education	First-Time Entry	Single Chapter Entry	Southern California Chapter	HFMA So CA Chapter Webinars	Over 350 Chapter members have been exposed to a wide variety of education topics by implementing sponsored WebEx sessions. This approach allows Chapter members the opportunity to obtain pertinent education with the convenience of not having to leave their desk. Each interactive session is 90 minutes including time for Q&A. Members are able to register through Cvent. For the 2011-2012 year, these sessions were offered at no cost to Chapter members.
Education	First-Time Entry	Single Chapter Entry	Tennessee Chapter	Medicare Education	The 2011 TN Chapter member satisfaction survey results indicated the need for Medicare education. The TN Chapter focused on providing the requested Medicare education by providing a Medicare Administrative Contractor Road Show, a Medicare Wage Index Webinar, and a Medicare Cost Reporting Session.
Improvement	First-Time Entry	Single Chapter Entry	Arizona Chapter	Education Credit and boosting Readers for the Chapter Newsletter	The Arizona Chapter Quarterly Newsletter contains a combination of chapter events and educational articles. Since our members are gaining knowledge from reading the educational articles, the Chapter should be able to capture the time spent reading the articles and apply the time to our Chapter education goals. In addition, if we are capturing educational hours, we should also find a way to boost readership on the newsletter.

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Category	Iteration	Type	Chapter(s)	Entry Name	Description
Improvement	First-Time Entry	Single Chapter Entry	Arkansas Chapter	Corporate Sponsorship Program	Improvement is the category for this award submission. The Arkansas chapter has historically viewed its corporate sponsorship program as successful for a chapter of our size. However, feedback from various sponsors required that we evaluate our current program for an opportunity for growth. Our efforts resulted in a revised corporate sponsorship program that has not only increased revenue, but also allowed the Arkansas chapter to more closely resemble other programs in Region 9.
Improvement	First-Time Entry	Single Chapter Entry	Central Ohio Chapter	Certification Reimbursement Program Revamp	The 2011 re-design of the HFMA certification exam, along with data analysis of internal certification activity, created an opportunity for the Central Ohio Chapter to re-emphasize its commitment to HFMA certification. With experience gained from an initial reimbursement program launched in 2009, Chapter leadership committed additional financial and member resources towards re-vamping its program. The ultimate goal of the initiative is to build the percentage of certified members towards National averages over a three-year span.
Improvement	Repeat Submission of Non-winning Entry (Note: allowed one time only)	Single Chapter Entry	Central Ohio Chapter	Central Ohio Chapter Revenue-Cycle Membership Survey	The Central Ohio Chapter's initiative was to survey senior revenue-cycle leaders from 19 institutions within the Central Ohio Chapter's membership. The purpose of the initiative was to solicit detailed member feedback and perspective on revenue cycle events, thoughts on meaningful industry trends and topics of future interest that would increase participation in revenue cycle events, then, as a result, increase the amount of education and networking opportunities for members.
Improvement	First-Time Entry	Single Chapter Entry	Central Ohio Chapter	Central Ohio Leadership Development	The leaders of the Central Ohio Chapter determined that with the success of a new matrix structure and the increase of services to the members across the board, a greater focus on leadership development was necessary to sustain the growth and success of the Chapter. Current chapter leaders hoped to increase the knowledge of chapter goals, strategy and the level of participation with potential future leaders.
Improvement	First-Time Entry	Single Chapter Entry	Connecticut Chapter	Increase the Level of Sponsorship Activity	Increase the level of Chapter sponsorships to offset increased program costs and offer social networking opportunities to our members at little to no cost to the member.
Improvement	First-Time Entry	Single Chapter Entry	Eastern Michigan Chapter	Increase Sponsorship Base and Dollars	The Board of Directors identified a need to increase sponsorship dollars to maintain days cash on hand and funding of education programs. We also need to continue to identify new chapter sponsors, as we anticipated some of the prior years sponsors would reduce or eliminate their financial support.
Improvement	First-Time Entry	Single Chapter Entry	First Illinois Chapter	First Illinois HFMA Program Planning Program Update	The First Illinois Chapter received feedback during the FY 2011 HFMA Chapter Survey that identified a need to provide more robust direction and guidance to Educational Program Chairpersons for planning effective Educational Programs. To demonstrate that the Chapter was responding to their needs, two Chairpersons were designated as point persons for developing a complete Program Planning Guide to standardize the process and improve the overall quality and logistics of Chapter Educational Programs.

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Improvement	First-Time Entry	Single Chapter Entry	Florida Chapter	Engaging Members Through Using Surveys to Drive Participation and Satisfaction	The Florida Chapter uses SurveyMonkey, an online survey tool as an affordable tool that guides our chapter in our decision-making and can be linked to strategic initiatives. Survey results help us improve our education program impact, create a more robust board structure by expanding our committees, inspire volunteer efforts, and target potential sponsors.
Improvement	Repeat Submission of Non-winning Entry (Note: allowed one time only)	Single Chapter Entry	Florida Chapter	Using online technology to streamline event registration, safeguard chapter funds and leverage promotion of chapter events via social networks.	Our registration process included capturing credit card information on hard copy forms which created delays in processing payments, exposed the chapter's leadership to privacy risks and resulted in recurring negative feedback about this offline process. The implementation of online registration and payments greatly facilitated the process and improved the results by automating proofs of payment, auto-populating registrants information into reports and providing more sound internal controls by centralizing the receipt and deposit of chapter funds.
Improvement	First-Time Entry	Single Chapter Entry	Greater St. Louis Chapter	Sponsorship for Chapter 60th Anniversary Gala	The Greater St Louis chapter developed a special, one-time, sponsorship opportunity to directly support the chapters 60th anniversary year and end of the year anniversary gala. This was in addition to the regular chapter sponsorship annual opportunity and was developed so that regular chapter funds would not be impacted. This sponsorship opportunity exceeded goal and raised \$33,525.
Improvement	First-Time Entry	Single Chapter Entry	Heart of America Chapter	Planning for Future Leaders	In order to enhance Heart of America HFMA chapter, our leaders are continually looking for ideas to bring value to the members through active and dedicated leadership. The leadership of the chapter developed a collaborative strategy to nominate the new treasurer for the fiscal years 2011 through 2013. The end result was a focused year to year plan that helps to identify new leaders as well as to bring new, unique and fresh ideas.
Improvement	First-Time Entry	Single Chapter Entry	Hudson Valley NY Chapter	Promote and support members with the certification exam	The Hudson Valley NY Chapter leadership established a strategic goal to promote and support certification to its members. A committee of certified members was established to lead the effort and develop a plan of action. Certification was promoted at education sessions and in the newsletters. A study group was established to support the members in their efforts to become certified. There are 10 active members and all are interested in the taking the certification exam.
Improvement	First-Time Entry	Single Chapter Entry	Lone Star Chapter	Membership Participation	Improved membership participation by promoting family inclusiveness and fellowship during educational sessions and stand alone social events. The chapter incorporated industry related educational sessions at venues that would assist our membership with the balance of family obligations and work related/career obligations. This resulted in a participation rate increase of 24% for Summer Institute, a 6% increase for the Fall Dinner Meeting and a social event with 24 registered attendees.
Improvement	First-Time Entry	Single Chapter Entry	Maine Chapter	Operation Volunteer	Maine Chapter has developed a strategic plan to increase active volunteerism in the chapter. The increased volunteerism is expected to increase member value and satisfaction.

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Improvement	First-Time Entry	Single Chapter Entry	Maryland Chapter	Believing We Can Achieve an Improved Corporate Sponsorship Program	Effective sponsorship programs allow Chapters to offer improved educational programs and speakers, while defraying costs associated with program overhead and providing for cash reserves. The Maryland Chapter experienced declining numbers of sponsors and sponsorship revenues along with significantly decreasing cash reserves. By revamping the sponsorship program, the sponsorship committee was enhanced, sponsors and sponsorship revenue increased 112% and 124% respectively, greater sponsor value and satisfaction for the sponsor was achieved and cash reserves increased.
Improvement	First-Time Entry	Single Chapter Entry	Metropolitan New York Chapter	Prompt Payment Policy	A new prompt payment policy implemented on June 1, 2011 for the annual institute and educational seminars increased collections and eliminated bad debt, bringing more cash to the chapter which gets reinvested in the form of webinars, seminars, and other educational activities.
Improvement	First-Time Entry	Single Chapter Entry	Metropolitan New York Chapter	Metropolitan New York Chapter Investment Committee	The Healthcare Financial Management Association Metropolitan New York Chapter, seeking to grow the chapters financial assets, organized an investment committee charged with the responsibility of earning a return on available funds.
Improvement	First-Time Entry	Single Chapter Entry	Nebraska Chapter	Sponsorship Improvement Initiative	Nebraska HFMA Chapter completed a SWOT analysis in April 2011 and identified areas within the chapter sponsorship that needed attention. An initiative started to review, improve, implement, and track everything between the chapter and sponsors. Sponsorship value and benefits have been enhanced, communication and tracking have been improved, and sponsorship revenue has increased due to the initiative that started with the Swot analysis.
Improvement	First-Time Entry	Single Chapter Entry	New Jersey Chapter	2011 New Jersey Annual Institute Sponsorship Plan: Improving Sponsorship Support Through Planning and Follow-up	The NJ Annual Institute is held every October and is the Chapters premier educational and networking event. The three day conference typically draws more than 500 attendees and generates the necessary income to support the Chapters annual activities. To address a trend of declining sponsorship revenue, the chapter developed an organized approach to sponsor solicitation for the 2011 conference, greatly improving upon previous years processes and achieving much greater results than predicted.
Improvement	First-Time Entry	Single Chapter Entry	Northeast Ohio Chapter	Chapter Sponsorship Improvement	The Northeast Ohio Chapter had seen a decline in both the number of chapter sponsors and the related revenue in FY2010 and FY2011. The revenue we receive from our chapter sponsors enables us to assist in the funding of the chapters programs and activities and to subsidize education program fees for members in transition. One of our chapters goals for 2011-2012 was to increase our chapter sponsorship revenue.

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Category	Iteration	Type	Chapter(s)	Entry Name	Description
Improvement	First-Time Entry	Single Chapter Entry	Show-Me of Missouri Chapter	Annual Election Improvement	The annual election process for the Show-Me Chapter was a primarily manual one and required multiple steps for members to vote and results to be accumulated and verified. We believed the inefficient voting process contributed to only 13% of our members voting in past elections. We decided to switch to an online survey tool which would simplify the voting process for members, increase response rates and eliminate the manual processes for tabulating results.
Improvement	First-Time Entry	Single Chapter Entry	Southern California Chapter	Successful Plan to Increase Educational Hours	A plan was created to increase educational hours by 20% and was far more successful than the plan.
Improvement	First-Time Entry	Single Chapter Entry	Tennessee Chapter	E-Mail Marketing	The Tennessee Chapter was utilizing two e-mail marketing tools to reach the chapter's 1,000+ members. Chapter leaders realized that there were at least four inefficiencies associated with this practice. Three members collaborated to consolidate and enhance chapter communications.
Improvement	First-Time Entry	Single Chapter Entry	Western New York Chapter	Member Satisfaction	The Western New York Chapter Officers and Board of Directors recognize that member satisfaction truly drives the heart and soul of the chapter. To be successful in the HFMA mission, member satisfaction is imperative. Members who are truly satisfied are more likely to be actively involved in the chapter. Over the previous past 6 years, member satisfaction has steadily increased. However we understand the past years performance does not guarantee future satisfaction.
Improvement	First-Time Entry	Single Chapter Entry	Western Pennsylvania Chapter	2011/2012 Sponsorship Campaign Improvement	The Western Pennsylvania achieved significant improvement in its sponsorship campaign (\$46,500 in revenue) exceeding the prior year sponsorship campaign by 63% and \$18,000. It was the most successful sponsorship campaign for our chapter and has enabled our chapter to enhance our membership experience through varied educational events and social networking activities which we could not offer due to financial constraints over the last several years.
Improvement	First-Time Entry	Single Chapter Entry	Wisconsin Chapter	Investment Program Development	The chapter had limited its investment portfolio to a single money market fund that yielded less than .1% annual interest in 2010. A Board appointed ad-hoc committee investigated and recommended improvements to the chapters investment strategy. Net results included the following: 1. Revised Investment policy with permanent oversight committee including an ex-officio independent investment advisor company representative 2. Deployment of an active investment strategy 3. Diversification of the investment portfolio
Innovation	First-Time Entry	Single Chapter Entry	Arkansas Chapter	Going Green Initiatives	Innovation is the category for this submission. Over the course of four years, the Arkansas chapter implemented several paperless initiatives in an effort to "go green." The result has been reduced paper waste and reduced printing costs.

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Innovation	First-Time Entry	Single Chapter Entry	Central Ohio Chapter	Web-Based Chapter Membership Directory	Although producing a chapter membership directory is no longer a DCMS chapter requirement, the Central Ohio Chapter of HFMA continues to produce an annual membership directory as a service requested by both members and vendors alike. The Central Ohio Chapter, in conjunction with HFMA National, was pleased to offer the 2011-2012 membership directory to its members as HFMA's first-ever chapter specific downloadable on-line membership directory.
Innovation	First-Time Entry	Single Chapter Entry	Eastern Michigan Chapter	New Student Initiative - Careers in Finance	A strategic initiatives for 2011-12 for the Eastern MI Chapter was to increase student involvement in the Chapter by presenting topics and career advice to college students and to introduce them to the value of HFMA.
Innovation	First-Time Entry	Single Chapter Entry	First Illinois Chapter	First Illinois HFMA Operational Improvement & Supply Chain Educational Program	First Illinois HFMA Operational Improvement & Supply Chain Committee
Innovation	First-Time Entry	Single Chapter Entry	Hudson Valley NY Chapter	Revenue Cycle Round Table	Vision: Gather a diverse group consisting of representatives from Hudson Valley region hospitals and associated vendors to share our collective successes and failures. - Learn from one another so we can all be successful! -Stand as united voice addressing payor and industry concerns! The bottom line is to get everyone together to discuss hot issues and how we improve. Getting to know one another and the issues we all face is invaluable and costs nothing.
Innovation	First-Time Entry	Single Chapter Entry	Hudson Valley NY Chapter	Increasing Volunteerism in HFMA	The Hudson Valley NY Chapter continues to strive to meet the challenge of attracting volunteers interested and eligible to serve as program chairs and future officers and directors. Recognizing that education is a primary focus of HFMA, it has become a tradition in our chapter that chairing the education committee is a prerequisite to officer positions. We believe that overall long term chapter success is due, at least in part, to a strong succession plan.
Innovation	First-Time Entry	Single Chapter Entry	Kentucky Chapter	Showing Providers the Love	Like many Chapters across the country, Kentucky struggles to keep Provider representatives engaged in Chapter activities. In recent years, the Chapter has seen provider participation decrease substantially. If this decrease continues, Chapter leadership is concerned that non-providers (e.g. vendors) will become disinterested and overall attendance and, potentially sponsorship income, could be negatively impacted. The Board searched for creative ways to encourage provider attendance. To that end, we developed our first ever Provider Appreciation event.
Innovation	First-Time Entry	Single Chapter Entry	Maryland Chapter	Chapter Committee Fair	The Maryland Chapter has targeted new members to drive its future success. Involvement through volunteering is critical to member satisfaction and retention. The Mooney Educational Series was initiated in 2009 which targets professionals with less than two years experience. In 2011 the chapter held a Committee Fair at the Mooney educational. Nine committee chairs interacted with attendees at the session where attendees could volunteer to join a committee. The efforts produced eleven new volunteers.

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Innovation	First-Time Entry	Single Chapter Entry	Nevada Chapter	Initiate Social Networking for the Nevada Chapter	Addressing the need to increase the level of involvement for chapter members, the Nevada chapter initiated a Facebook account, a LinkedIn account, and a Twitter account. Members of the Communication Committee set up the 3 accounts and oversaw the messages and traffic while also initiating and contributing to discussions. The sites were advertised in the chapters newsletters, on the chapters website, and at chapter events. Members are now following the sites and participating in discussions.
Innovation	First-Time Entry	Single Chapter Entry	New Jersey Chapter	Development of Revenue Integrity Committee	The NJ Chapter of HFMA created the Revenue Integrity Committee for networking and information sharing regarding issues that had not been discussed, in detail in, other forums. An active committee has been successful in sharing information, planning an educational event and providing benefit both to members who had thought there was no relevant committee for them, as well as attracting new participation from those directly responsible for Charge Description Master (CDM) and charge integrity
Innovation	First-Time Entry	Single Chapter Entry	San Diego-Imperial Chapter	Innovative Outreach Increases Volunteerism Over 8%	Our small-sized San Diego-Imperial Chapter has struggled with volunteerism and succession planning. The root cause was a low volunteer base from which to mentor and grow chapter leadership. With an ending count of eighteen chapter volunteers last year representing 6.71% of our membership; we entered FY 11-12 with a lofty goal of achieving 15% chapter volunteerism. The outcome is 38 volunteers equaling 15.13% an increase of 8.42%, which achieved our goal
Innovation	First-Time Entry	Single Chapter Entry	Southern California Chapter	Getting Members to Participate in Certification Study through Innovative Approaches	At the end of FY2010-2011, SoCal Chapter had the lowest percentage of the certified members (3.80%) amongst large, medium and small chapters, with the exception of one small chapter. It was also much lower than HFMA average of about 7%. Given the daunting challenges and large number of members, the chapter assessed the situation and decided to take innovative approaches to shore up members interest in participating in the coaching and studying for CHFPA exams.
Innovation	Repeat Submission of Non-winning Entry (Note: allowed one time only)	Single Chapter Entry	Texas Gulf Coast Chapter	Mentorship Program Yerger	Our Chapter sponsored the development and implementation of a unique program entitled HFMA Mentorship that accomplished the following; created a new program matching members with extensive work experience to members who were students, or early or mid career professionals, and converting formerly inactive Chapter members to active Chapter members helping to increase active member participation.
Member Communications	First-Time Entry	Single Chapter Entry	Hudson Valley NY Chapter	Facilitating Two Way Communications with Members	Hudson Valley NY Chapter enjoys a 79.3% high-satisfaction rating for member communications; however we were not receiving significant feedback from membership beyond the annual survey results (attachment 1). Additionally we had not formulated an approach to utilizing social media or enhancing our communications to members through the internet. It was evident we needed to incorporate social media networking if we were to continue to provide relevant as well as timely communications to our membership.

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Member Communications	First-Time Entry	Single Chapter Entry	Maryland Chapter	Dramatic Newsletter Restructuring - Committee & Product!	In 2010, the Maryland Chapter implemented a dramatic restructuring of its long-time Newsletter Committee and content. After the restructuring, the Committee membership was increased by more than 500%, and the page count, chapter-specific content, and overall quality were all significantly increased. Not only is the end product a far more effective communications tool, but the significantly larger committee now serves as an excellent recruitment pipeline for much broader chapter participation.
Member Communications	First-Time Entry	Single Chapter Entry	Nevada Chapter	Revamp Nevada Chapter Newsletter & Website	Both the chapter's newsletter and the chapter's website were redesigned to meet the expressed needs of the members for improvement. A new team of volunteers with skills in desktop publishing, writing content, and editing were empowered to redesign and publish the chapter's quarterly newsletter, The Grapevine. Simultaneously, the chapter's webmaster increased the amount of information available while improving the content and ease of use of the chapter's website.
Member Communications	First-Time Entry	Single Chapter Entry	North Carolina Chapter	Tarheel Tidbits-Supplemental Newsletter & Cost Reduction	The North Carolina Chapter plans for a supplemental member communication and publication expense reduction designed to improve member communication, newsletter frequency and reduce costs. The introduction of the Tarheel Tidbits to supplement our highly successful Tarheel News is designed and timed to highlight upcoming education events to increase attendance and increase the frequency of member communication.
Member Communications	First-Time Entry	Single Chapter Entry	Northern California Chapter	Fall Conference	After more than 20 years of co sponsoring a fall conference with southern California, a mutual decision was made to sever the agreement. This placed the Northern California chapter in the position of achieving education hours and meeting the needs of the membership
Member Service	First-Time Entry	Single Chapter Entry	Arkansas Chapter	Membership Satisfaction	Member service is the category for this submission. The Arkansas chapter implemented several initiatives in response to member needs expressed in the membership satisfaction survey. These initiatives not only addressed the needs and concerns of our membership but also resulted in a significant increase in membership satisfaction.
Member Service	First-Time Entry	Single Chapter Entry	Kentucky Chapter	Ky HFMA "First Responders"	Kentucky Chapter leadership responded quickly to the Commonwealth of Kentucky's implementation of a State-wide Managed Care Medicaid Program by serving as an educational First Responder resource to the provider community. Chapter Leadership, led by the Vice President of Education, reacted quickly and immediately to coordinate a panel discussion of all contracted MCOs and restructured the finalized and fully marketed educational institute to accommodate the topic.
Member Service	First-Time Entry	Single Chapter Entry	Metropolitan Philadelphia Chapter	ICD-10 Provider Forum	The ICD-10 Provider Forum was developed to provide HFMA Philadelphia and other HFMA Chapter members a forum to share information related to ICD-10. The group was developed to leverage member's experience and provide a platform to share information regarding payer and vendor readiness, education and training, reimbursement and reporting impacts, and related topics like 5010. Members share information on ICD-10 resulting in their ability to be more prepared and in compliance.

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Member Service	First-Time Entry	Single Chapter Entry	New Hampshire-Vermont Chapter	NONFINANCIAL MANAGER WEBINAR SERIES	The Nonfinancial Manager Webinar Series offers managers of clinical and non-financial support service departments the opportunity to acquire orientation to a wide variety of financial topics identified by Chief Financial Officers as areas where training would enhance those individuals to more effectively and efficiently manager the financial aspects of their departments. These enhanced skills have shown to improve communication and working relationships between finance and non-finance areas.
Member Service	First-Time Entry	Single Chapter Entry	North Carolina Chapter	Certification Lunch & Learn Series	An internal collaboration focusing on Member Certification outreach activities utilizing a collaborative and coordinated approach among our Publication Council, Program Council and Education Council, culminating in a Certification Lunch & Learn webinar series.
Member Service	First-Time Entry	Single Chapter Entry	North Dakota Chapter	Chapter Networking	Chapter members have requested additional networking opportunities during our educational offerings. The requests were for more member-to-member and member-to-vendor networking opportunities. During the 2011-2012 year, our educational offering schedules were modified to allow for additional discussion times between members. In order to better facilitate the member-to-vendor discussions, the chapter has included social networking events for members and vendors. These events are co-sponsored between the chapter and vendors and have been incorporated into our educational offerings.
Member Service	First-Time Entry	Single Chapter Entry	Oregon Chapter	Certification	The Oregon Chapter created a new certification policy, and set a goal of 12% of chapter membership certified. Read on to find out how we accomplished this goal!
Member Service	First-Time Entry	Single Chapter Entry	South Carolina Chapter	Leading the Way in Service	The SC chapter has a long history of leading in the area of service projects at all of our institutes. When it was announced that national hfma had created a partnership with the Red Cross. The leadership team of the chapter got extremely focused on how we could lead in this effort. We developed and executed the first Blood Drive at our fall institute setting the bar for others to follow
Member Service	First-Time Entry	Single Chapter Entry	Western New York Chapter	WNY Chapter Celebrates Its 50th Anniversary!	October 6, 1961 was the charter date for Western New York (WNY) Chapter 62 of HFMA. With the 50th Anniversary of this momentous date approaching, as a service to our members, it was decided that a special celebration should be held.
Membership Recruitment and Retention	First-Time Entry	Single Chapter Entry	Arizona Chapter	Using Online Outreach to Grow Chapter Membership	Using an online hospital data resource and lists provided by HFMA, the Arizona chapter compiled databases of new membership and renewal prospects. Both data sets were validated against the current chapter membership directory and vetted by chapter leadership to ensure accuracy. Messages targeting new membership prospects and non-renewed current/former members were sent via Constant Contact, which was also used to track and measure the results of both our new member recruitment and member retention campaigns.

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Category	Iteration	Type	Chapter(s)	Entry Name	Description
Membership Recruitment and Retention	First-Time Entry	Single Chapter Entry	First Illinois Chapter	First Illinois HFMA Membership Program	First Illinois HFMA had grown from the third largest HFMA Chapter to second in the 2010-2011 Chapter Year. In order to continue to grow and maintain its Membership, First Illinois HFMA would have to be proactive on many fronts to achieve not only its metric for the CBSC, but continue to bring value and involvement to new members.
Membership Recruitment and Retention	First-Time Entry	Single Chapter Entry	Greater St. Louis Chapter	Recruitment and Retention with a Personal Touch	A campaign was launched by the Greater St. Louis Chapter to grow and retain members. We were able to form committees and teams to focus on recruitment efforts. Processes were set in place to target younger people and to welcome new members. Current members were encouraged to participate in programs and meetings to personally meet new members and make introductions to other members. Our proactive plans have worked to increase membership in the Chapter.
Membership Recruitment and Retention	Repeat Submission of Non-winning Entry (Note: allowed one time only)	Single Chapter Entry	Greater St. Louis Chapter	Academic Outreach	The Greater St. Louis area has a number of respected Health Management and MHA programs. This program was developed to provide the chapter the opportunity to recruit new members to the chapter by establishing a partnership with Universities to promote HFMA to students so that we can accelerate involvement within our organization and early in a persons career. It also provides the opportunity to increase student involvement and allow them opportunity for future career prospects.
Membership Recruitment and Retention	First-Time Entry	Single Chapter Entry	Nebraska Chapter	Understanding Generational Barriers	During the Nebraska Chapter's 2011-2012 Strategic Planning, chapter leaders reviewed specific chapter history and demographic reports. It was noted during this review that the chapter had decreased in the number of Generation Y (Gen Y) members from 2008-2010. As a result of this insight, the chapter decided to create a Generations Committee, made up of Gen Y members, to research the needs of this demographic to ensure long-term growth and sustainability of the chapter.
Membership Recruitment and Retention	First-Time Entry	Single Chapter Entry	Northern California Chapter	Membership Outreach	The Membership committee wanted to find a new approach to retain current members and solicit new members through enhanced educational events, Volunteering and demonstration of effectiveness of being a member of HFMA
Membership Recruitment and Retention	First-Time Entry	Single Chapter Entry	Texas Gulf Coast Chapter	Charity Golf Tournament Yerger	Our Chapter organized a Charity Golf Tournament that accomplished the following: promoted networking amongst our membership; created incremental volunteer opportunities helping to populate our pipeline of potential future Chapter leaders; and helped a local charity.
Collaboration	First-Time Entry	Multiple Chapter Entry	Central Ohio Chapter, Eastern Michigan Chapter, Great Lakes Chapter, Northeast Ohio Chapter, Northwest Ohio Chapter, Southwestern Ohio Chapter, Western Michigan Chapter	Region 6 Multi-Chapter Webinar Educational Series	The seven chapters of HFMA Region 6 collaborated to present a quality webinar series designed to address current issues in healthcare reform, improve membership proficiency and provide additional access to needed chapter education hours to the membership. Equally, the series would provide additional education hours to create margin in attaining chapter scorecard objectives.

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Category	Iteration	Type	Chapter(s)	Entry Name	Description
Education	First-Time Entry	Multiple Chapter Entry	Alabama Chapter, Florida Chapter, Georgia Chapter, South Carolina Chapter, Tennessee Chapter	Region 5 2012 Dixie Institute	The Georgia Chapter of HFMA hosted the 2012 Dixie Institute held February 21-24, 2012 at The Ritz Carlton Reynolds Plantation in Greensboro, Georgia. The Dixie is the annual regional meeting for Region 5 (Alabama, Florida, Georgia, South Carolina and Tennessee). The theme, Gone with the Wind, capitalized on the 75th anniversary of the Pulitzer winning historical novel by Margaret Mitchell. This multi-chapter educational event (involving collaboration from all five chapters) attracted over 500 attendees.
Education	First-Time Entry	Multiple Chapter Entry	Arkansas Chapter, Mississippi Chapter, Tennessee Chapter	2012 Tri-State Winter Institute	Education is the category selected for the 2012 Tri-State Winter Institute, a meeting targeted toward members of the Arkansas, Mississippi and Tennessee chapters. Total membership of these chapters is approximately 1,500. The target audience consisted of chief financial officers, patient financial directors and managers, and managed care officers.
Education	First-Time Entry	Multiple Chapter Entry	Central New York Chapter, Hudson Valley NY Chapter, Metropolitan New York Chapter, Northeastern New York Chapter, Puerto Rico Chapter, Rochester Regional Chapter, Western New York Chapter	Region II Multi-Chapter Conference Event	Seven chapters of Region 2 held a Regional Conference event featuring high powered speakers covering a broad range of topics. By consolidating budget spends and high-end vendor support well renowned speakers and a great location were affordable, attracting a larger membership audience than any single chapter could accomplish independently. Multiple educational tracks were offered, satisfying meeting requirements across various subgroups our collective membership, including hospital, physician and long term care, financial and billing, etc.
Education	First-Time Entry	Multiple Chapter Entry	Eastern Michigan Chapter, Great Lakes Chapter, Western Michigan Chapter	Michigan 58th Annual Fall Conference	This annual conference has been held for 58 years to meet the educational needs of the members of the Eastern Michigan, Great Lakes and Western Michigan Chapters of HFMA. The conference also provides networking opportunities among healthcare professionals and vendors. The 58th Annual Fall Conference has provided the opportunity to network with members of the MHEGA (Midwest Healthcare Executives Group & Associates) who were offered three panel discussions to assist their education goals as well.
Education	First-Time Entry	Multiple Chapter Entry	Hawaii Chapter, Nevada Chapter, Northern California Chapter, Oregon Chapter, San Diego-Imperial Chapter, Southern California Chapter, Washington-Alaska Chapter	14th Annual HFMA Region 11 Healthcare Symposium	The 14th Annual HFMA Region 11 Healthcare Symposium was held at Caesars Palace January 29 to February 1, 2012. The Symposium is a collaboration of the regions seven chapters to provide high quality education, exposure to national-caliber speakers, networking, and access to products and services through a Trade Faire. With a Hawaii theme and a spirit of aloha, it was fitting that this regional event brought caring back into the healthcare discussion.
Education	First-Time Entry	Multiple Chapter Entry	Iowa Chapter, Nebraska Chapter, South Dakota Chapter	Innovation in Anticipation of Healthcare Reform	In response to members needs, the Iowa, Nebraska, and South Dakota HFMA Chapters held a joint meeting that would provide the necessary fellowship and education on healthcare reform topics that could make a real difference in our organizations. We chose a setting and topics that encouraged sharing of ideas between facilities, and that was located for ease of access from the three states.

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Category	Iteration	Type	Chapter(s)	Entry Name	Description
Education	Repeat Submission of Non-winning Entry (Note: allowed one time only)	Multiple Chapter Entry	Northern California Chapter, Southern California Chapter	California Chapters Fall Conference 2010	This is a resubmission of a multi-chapter entry for the California Fall Conference jointly sponsored by the Northern and Southern California chapters.
Education	First-Time Entry	Multiple Chapter Entry	San Diego-Imperial Chapter, Southern California Chapter	2011 California Fall Conference	This submission covers the 2011 California Fall Conference a new joint conference endeavor between the Southern California and San Diego Chapters. This Yerger application details the challenges faced and met by the chapters in launching this program.
Improvement	First-Time Entry	Multiple Chapter Entry	Central Ohio Chapter, Indiana Pressler Memorial Chapter, Kentucky Chapter, Southwestern Ohio Chapter	TRI STATE CONFERENCE	In 2009, IN, KY and SWOH held the first Tri Chapter HFMA event. While successful, we felt we could do more. We added Central OH and set goals to improve on the following; planning, education, attendance, number of vendors and profitability. Because the fall was typically a time when those chapters held their own fall events, the Chapter Leaders decided to wait two years before they considered putting on another Tri State event.
Improvement	First-Time Entry	Multiple Chapter Entry	Great Lakes Chapter, Western Michigan Chapter	CFO Panel at Spring Conference 2011	Our 2011 Spring Conference showed dramatic improvement from the previous year in attendance overall and specifically in executive attendance due to the inclusion of a CFO panel providing useful information applicable to our market.
Improvement	Repeat Submission of Non-winning Entry (Note: allowed one time only)	Multiple Chapter Entry	Greater St. Louis Chapter, Heart of America Chapter, Iowa Chapter, Minnesota Chapter, Nebraska Chapter, North Dakota Chapter, Show-Me of Missouri Chapter, South Dakota Chapter, Sunflower (Kansas) Chapter	HFMA Region 8 Regional Executive Selection Process	The Regional Executive is the primary liaison between the chapters and HFMA, helps chapter leaders to serve their members, and keeps the line of communication open between HFMA and the chapters. Considering the importance of selecting the most qualified person to be Regional Executive, the Region 8 chapters implemented an improvement project with the goal of ensuring that voters had enough information to make a well informed decision.
Innovation	First-Time Entry	Multiple Chapter Entry	First Illinois Chapter, Greater St. Louis Chapter, Heart of America Chapter, Indiana Pressler Memorial Chapter, McMahon-Illini Chapter, Show-Me of Missouri Chapter, Southern Illinois Chapter, Wisconsin Chapter	Taking Education to the Members	A collaborative effort was made by the First Illinois Chapter to increase education hours among HFMA members. A committee was formed to find ways of increasing attendance at educational programs. They found webinars to be the answer. The committee reviewed then, if acceptable, scheduled webinars throughout the 2011-2012 Chapter year. Chapter leaders were encouraged to invite all members to the webinars. Ultimately, the webinars provided over 600 hours of education.
Member Service	Repeat Submission of Non-winning Entry (Note: allowed one time only)	Multiple Chapter Entry	Arkansas Chapter, Lone Star Chapter, Louisiana Chapter, Mississippi Chapter, Oklahoma Chapter, South Texas Chapter, Texas Gulf Coast Chapter	Improving CPE value of the Annual Region 9 Conference for HFMA members	As state CPA associations have become more stringent on CPE requirements, members risked denial of educational hours for CPE credits earned by attending the annual HFMA Region 9 Conference, which impacted attendance from states outside Louisiana. For 2010, the Conference educational structure was changed to the most restrictive CPE standards - the National Association of State Boards of Accountancy and improved the cost-per-CPE through a creative solution that addressed member and chapter presidents' concerns.

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Member Service	First-Time Entry	Multiple Chapter Entry	Northern California Chapter, Oregon Chapter	Northern California/Oregon Certification Practicum	With the change of the certification program in 2011, the Northern California/Oregon HFMA Chapters identified the need to collaborate on a Certification Practicum program for our members. We wanted to create some excitement for the new certification program as well help our members achieve the goal of becoming certified.