

2010-11 Helen M. Yerger Special Recognition Award Winners

Category	Iteration	Type	Chapter(s)	Entry Name	Description
Collaboration	First-Time Entry	Single Chapter Entry	New Jersey Chapter	We've Got the Whole State in Our Hands: Bringing the HFMA to NJ Members	The New Jersey chapter of HFMA was able to improve the offering of educational programs based on member feedback regarding informative and relevant topics, cost and geographic convenience. The various delivery methods, such as seminar or webinar, various locations and sensible pricing increased education hours, amount of participants and overall satisfaction.
Collaboration	First-Time Entry	Single Chapter Entry	New Jersey Chapter	Managed Care: Payers & Providers, Working Together!	The New Jersey Patient Financial Services and Reimbursement & Regulatory Committees realized the need to bring Managed Care Payers into the membership of the chapter, and requested a new Committee entitled Managed Care be formed. This was a two year effort to bring payers and providers together to work collaboratively, with the goal of improving communication and relationships between both parties in the NJ marketplace.
Collaboration	First-Time Entry	Single Chapter Entry	New Jersey Chapter	NJHFMA and NJHIMSS - Building Industry Bridges One Professional Organization at a Time	The New Jersey Chapter of HFMA (NJHFMA) enhanced the educational programming available to our members through a collaborative approach with the New Jersey Chapter of the Healthcare Information Management System Society (NJHIMSS). The collaborative approach, identified in chapter leadership planning and member feedback, provided topics not previously presented to the membership of both organizations in a manner that allowed each to understand the others needs and dialogue regarding the importance of each organizations perspective.
Collaboration	First-Time Entry	Single Chapter Entry	Northern California Chapter	HFMA & HIMSS: Healthcare Reform - A New Paradigm	Healthcare Reform will require significant collaboration by Finance and Revenue Cycle with Information Technology to enable success to meet its challenges. The Northern California HFMA Chapter does not have a "Systems" Group to provide IT education to its members. As a result of discussions at the 2010 Chapter Planning Retreat, it was recommended that we seek to collaborate with NCHIMSS which resulted in co-sponsorship of "Healthcare Reform-A New Paradigm", the first of several joint conferences.
Education	First-Time Entry	Single Chapter Entry	Alabama Chapter	Annual Institute 2010	The Alabama Chapter's 2010 Annual Institute accomplishments were to provide education hours focusing on relevant industry issues while providing exceptional speakers. The attached addresses how we identified our needs, while recognizing our goals and objectives. Developed the methodology in which the needs would be met, the evaluation determined if our goals and objectives were achieved, upon final review the results of our efforts.
Education	First-Time Entry	Single Chapter Entry	Alabama Chapter	PFS- Taking CPAR to the next level	We wanted to evaluate our current CPAR program and come up with some goals and objectives for streamlining our process as well as increasing our registration numbers and talking it to the next level. Many of our processes were manual and needed to be moved into the electronic world. One to be used to pass on the next Chair and second to be more efficient for the volunteers that assist with our program

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Education	First-Time Entry	Single Chapter Entry	Central Ohio Chapter	Healthcare 101 Education	A significant segment of the Central Ohio Chapter member base is relatively new to healthcare and / or management, and in staff level positions. A full day Healthcare 101 education session was developed and offered to the membership to provide information on the most relevant and foundational healthcare topics and concepts. Multiple topics of interest were presented at a general level, with over 100 attendees at the event each of the past three years.
Education	Repeat Submission of Non-winning Entry (Note: allowed one time only)	Single Chapter Entry	Central Pennsylvania Chapter	Tax and Accounting Road Show	One of the biggest challenges we face is getting members to attend our education sessions. The chapters goal with the November 18, 2009 meeting held in Allentown, PA and the November 19, 2009 meeting held in Harrisburg was to provide valuable education to more of our members by taking our annual Accounting, Auditing and Tax Update session on the road.
Education	First-Time Entry	Single Chapter Entry	Colorado Chapter	HFMA Colorado Chapter Rural Road Show	Rural Road Show became a reality as Rural and Revenue Cycle Committees identified significant need to bring rural education to its members, targeting line-staff, on revenue cycle issues affecting rural providers. The concept developed with the goal of presenting multiple topics, in multiple locations at a very cost effective fee. With the success of 2008 & 2009 programs in both attendance and member satisfaction, the decision to continue this program in 2010 was unanimous.
Education	First-Time Entry	Single Chapter Entry	Connecticut Chapter	Annual Meeting Improvement	Significant improvements were made to the Connecticut HFMA Annual Meeting in 2010, including a change in location, enhancements to the program announcement, improved educational content and speakers, increased sponsorship, and improved networking opportunities in an effort to increase attendance. As a result, attendance was the highest on record in 2010, more than doubling from 2008, and profitability rose from a loss of \$1,675 in 2008 to a gain of \$3,251 in 2010.
Education	First-Time Entry	Single Chapter Entry	First Illinois Chapter	Corporate Compliance Education Program	Health Care Finance's business practices are the subject of Corporate Compliance, and Corporate Compliance's findings can have a substantial impact on Health Care Finance. The two clearly intersect. The First Illinois HFMA chapter identified the need to provide education to its members on this intersection. We brought Corporate Compliance to our membership, emphasizing how it is relevant to Health Care Finance, and promoted the dialogue and relationship between the two.
Education	First-Time Entry	Single Chapter Entry	Great Lakes Chapter	Great Lakes Chapter - Certification Education	The Great Lakes Chapter of HFMA has a proud history of Certified Healthcare Financial Professionals. As a Chapter, we believe strongly in the benefits associated with this designation, primarily due to the success we have seen by many of our members who obtained this status and excelled in their careers. We had not had certification education in a number of years and felt it was appropriate to reintroduce the program to our members.

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Category	Iteration	Type	Chapter(s)	Entry Name	Description
Education	First-Time Entry	Single Chapter Entry	Kentucky Chapter	Capturing the C-Suite	Like many other Chapters across the country, Kentucky struggles to keep Senior Financial Executives involved in Chapter activities. Kentucky continuously tries to find ways to attract and retain these executives. To that end, we attempted to tailor our standard Winter Education Institute to include topics and sessions that were geared specifically to the interests of CFOs and CEOs.
Education	First-Time Entry	Single Chapter Entry	Maryland Chapter	The Process of Healthcare: An Interactive Case Study Approach to Financial Management	Recognizing the escalating demand to improve performance through effective cost management, increased productivity and efficient operational processes, the objective of the New Education Series is to extend financial management skills and understanding to individuals traditionally considered to be non-financial. It is the Chapter's belief that all individuals have an essential role with respect to efficient financial management, and an increased education and awareness better prepares organizations to respond to the challenges of today's healthcare environment.
Education	First-Time Entry	Single Chapter Entry	Northeast Ohio Chapter	This Is My World - Welcome To It! NEOH HFMA PFS Program	The Northeast Ohio Chapters Annual PFS Program, planned by the PFS Committee, is one of the top attended sessions of the year and one which has great ability to favorably impact a vast and diverse membership audience in providing high-value educational opportunities. The results of the 2011 program reflect a 31% improvement in educational hours over 2010 and a 60% improvement over 2009 realizing the success of delivering on educational updates to our membership!
Education	First-Time Entry	Single Chapter Entry	Northern California Chapter	Spring Conference	The Chapter recognized the need to increase hours per member for the year and were currently falling short. The spring conference was viewed as a vehicle to add additional educational hours to our members, improve overall attendance, satisfaction and quality of the program. It was critical to meet the needs of our members and provide timely and relevant information that each member could take back to their own operations.
Education	First-Time Entry	Single Chapter Entry	San Diego-Imperial Chapter	HFMA San Diego/Imperial County (SDIC) Chapter Co-Sponsor Education Events	One of the four Vision/Value Statements for the San Diego/Imperial County HFMA Chapter is Building and supporting coalitions with other healthcare associations to ensure accurate representation of the healthcare finance profession. To achieve this goal, the Chapter has co-sponsored education events with the So CA HIMSS Chapter and HFMA So CA. Our Chapter is currently planning on co-sponsoring another education event with the San Diego Organization of Healthcare Leaders this summer.
Education	First-Time Entry	Single Chapter Entry	Tennessee Chapter	2010 Fall Institute	The Affordable Care Act was passed March 2010. The Tennessee Chapter 2010 Fall Institute Planning committee enlisted national and regional experts who offered valuable insight on the many facets of health reform and expected impact of the Act to providers. Other topics relative to the challenges and opportunities faced by healthcare finance professionals were also provided. The educational event was held in the Great Smoky Mountains, a popular fall destination for our members.

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Category	Iteration	Type	Chapter(s)	Entry Name	Description
Improvement	First-Time Entry	Single Chapter Entry	Central Ohio Chapter	Increasing chapter satisfaction with member communications	Based on our Chapter leadership review of the FY08 Chapter Membership Survey results, the Central Ohio Chapter determined that improving member communications would be one of our short-term strategic initiatives. The two primary focal areas for improvement would be newsletter format and content, and event and information communication via email distribution. Details on our needs identification, goals, process and results are below.
Improvement	First-Time Entry	Single Chapter Entry	Connecticut Chapter	Improve Member Satisfaction	The 2008 Membership Survey showed overall high member satisfaction at 39%, which was not acceptable to the Board. The survey indicated that members dissatisfaction involved multiple issues. A strategic plan was developed which lead to changes in programs, web site, networking opportunities and board planning. In the 2011 survey, overall high membership satisfaction scores increased to 72%, supported by significant increases in program hours and membership levels.
Improvement	First-Time Entry	Single Chapter Entry	Florida Chapter	Leveraging New Website Technology to Promote the Value of HFMA Membership	Chapter website technology was updated to allow for real time updates by the Webmaster without the expense of a computer programmer. Content and Layout were expanded and improved to provide Members with additional information including Chapter activities, policies, opportunities, and newsletters. Additionally, the website technology was enhanced to allow for document retention, online registration, and social media networking. All benefits of HFMA membership are now proudly displayed. Traffic to the website has increased over 60%.
Improvement	First-Time Entry	Single Chapter Entry	Florida Chapter	Improving Your Chapter's Financial Health by Jumpstarting Your Corporate Sponsorship Program	Faced with decreasing revenues from education events due to lower turnout and a resulting steep decline in Corporate Sponsorship support, the Florida Chapter took steps to enhance its sponsorship program to provide additional value to our financial supporters. The revamped sponsorship agreement more clearly pointed out the benefits received by the level of sponsorship selected. These enhancements resulted in our more than doubling our count of sponsors and a 173% increase in sponsorship dollars.
Improvement	First-Time Entry	Single Chapter Entry	Georgia Chapter	Stream-Lined Approach for Survey Feedback	The Georgia Chapter of the Healthcare Financial Management Associations Survey Committee has taken great strides in improving educational event feedback. These improvements include changes in feedback quality, more timely and effective communication of educational event survey results; appropriate distribution of results to Chapter leaders; proactive responses to feedback results to improve overall education; and, green technology - for the purpose of assisting the Chapter in its continuous efforts to provide members and sponsors maximum benefit.
Improvement	First-Time Entry	Single Chapter Entry	Great Lakes Chapter	Great Lakes Chapter - Improvement for the Future	Due to the unexpected departure of our President in the prior year, as well as the continuing financial struggles of our State, the Great Lakes Chapter found itself on the verge of a Chapter Advancement Plan at the end of 2010. The Chapter determined that we had failed our members in the prior year and placed itself on an improvement plan that included virtually all aspects of chapter performance, including leadership, membership, and programming.

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Category	Iteration	Type	Chapter(s)	Entry Name	Description
Improvement	First-Time Entry	Single Chapter Entry	Heart of America Chapter	Networking: Creating a Social Connection	When asked, many members report that they join HFMA for two main reasons: education and networking. The Heart of America Chapter recognized a need to enhance and improve networking opportunities for our membership. The attached Yerger Entry speaks to our plan and success to improve this critical need for our members.
Improvement	First-Time Entry	Single Chapter Entry	Heart of America Chapter	Improving the Financial Health of the Chapter	The chapter determined that the financial health needed to be improved or we may be jeopardizing our chapter's well-being in the future. We developed specific goals and objectives to help us turn around our current financial picture. We were able to meet our goals and also learned that member satisfaction does not have to be diminished while reducing chapter expenses.
Improvement	First-Time Entry	Single Chapter Entry	Heart of America Chapter	Program Excellence Planning	Education for the chapter hfma member continues to serve as one the main reasons why healthcare financial professionals join and maintain their hfma membership. The Heart of America chapter deployed a strategic plan to improve the educational opportunities offered to our members. We strived for excellence and the success was clearly evident in our results.
Improvement	Repeat Submission of Non-winning Entry (Note: allowed one time only)	Single Chapter Entry	Iowa Chapter	Improvements In Chapter Networking	Improvements were made in the area of chapter networking events through an increased variety of activities at networking events to promote increased member participation in the networking events, more interaction between chapter members and sponsors, and to increase the overall satisfaction of the chapter membership in the area of networking opportunities
Improvement	First-Time Entry	Single Chapter Entry	Kentucky Chapter	Calling All Volunteers	Kentucky Chapter leadership identified a need to engage more members, primarily newer members, in committee activities. It was identified during our discussions related to our slate of officers for the 2010-2011 year that the pool of volunteers for the chapter was drying up. In order to provide the high level of service the chapter was doing, more involvement was needed from a broader group of members.
Improvement	First-Time Entry	Single Chapter Entry	Maryland Chapter	Annual Institute 40th Anniversary and Engaging Past Presidents	The 40th anniversary of the Annual Institute provided a milestone to reflect the value of HFMA membership and to celebrate the accomplishments of the chapter. To do this, we highlighted how HFMA education events and opportunity to build relationships contribute to individuals career and personal development. Our goals were to improve the quality of speakers and CPE credits at the annual institute (AI) and to leverage the knowledge and experience of past Chapter presidents.
Improvement	First-Time Entry	Single Chapter Entry	Massachusetts-Rhode Island Chapter	Outstanding Improvement in Educational Program	Our chapter offers an excellent annual educational program that is an Accounting and Regulatory technical update. This year, we focused the program and updates on healthcare reform and less so on the typical technical updates, and were able to attract notable CEOs and CFOs as speakers. By doing so we increased our attendance and participation by nearly 58% and improved member survey results in the high/very high ranges.

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Improvement	First-Time Entry	Single Chapter Entry	Nebraska Chapter	Electronic Online Bill Pay	THE NEBRASKA CHAPTER OF HFMA IMPLEMENTED AN ELECTRONIC BILL PAY PROCESS DURING THEIR 2010-2011 FISCAL YEAR. THE NEW PROCESS OFFERED MANY BENEFITS TO CHAPTER OFFICERS AND VENDORS, INCLUDING QUICKER PROCESSING OF ACCOUNTS PAYABLE, LESS HANDLING, AND ELIMINATION OF POSTAGE AND ENVELOPES. TIME AND EXPENSE HAS BEEN REDUCED OR ELIMINATED WHILE DELIVERY TIME OF CHECKS TO VENDORS HAS BEEN SHORTENED.
Improvement	First-Time Entry	Single Chapter Entry	Nebraska Chapter	Painting the Meetings Green	In April 2010, The Nebraska Chapter of HFMA decided to implement a going green initiative for the 2010-2011 educational meetings consistent with the philosophy National HFMA demonstrates to attendees regarding handouts for onsite meetings. With the revamping of the chapter website in 2010, the chapter now had the ability to provide attendees a private access area to print or save handouts prior to the meeting, eliminating the additional cost associated with extra or unused handouts.
Improvement	First-Time Entry	Single Chapter Entry	New Jersey Chapter	Re-designed Certification Coaching Course	The NJ Chapter of HFMA re-designed a one day Certification Coaching Course into an educational series entitled "Healthcare Financial Management Certification Series (HFMCSS)" that improved greater preparation for the certification exam than in the past, and offered numerous exam taking opportunities for its members which resulted in an increase in the number of exams taken as well as the number of exams passed.
Improvement	First-Time Entry	Single Chapter Entry	Northern California Chapter	Member Satisfaction	The Northern California chapter leadership reviewed the outcome of the HFMA Chapter Survey (FY10) during the Strategic Planning Retreat. With the decrease in member satisfaction levels, a commitment was made to proactively increase member satisfaction primarily by listening to our members feedback from local, regional and national surveys. We needed to be innovative with our educational opportunities and have a defined process when reaching out to new membership while concentrating on the retention of members.
Improvement	First-Time Entry	Single Chapter Entry	Oklahoma Chapter	Development of Policies & Procedures Manual	The board of directors for the Oklahoma Chapter identified the need to improve the overall management of chapter business and operations. In addition, the board desired to provide guidance in conducting chapter operations to current and future chapter leaders that could be applied in a consistent manner. These needs led to the development of the first ever Policies & Procedures Manual for the Oklahoma Chapter of HFMA.
Improvement	First-Time Entry	Single Chapter Entry	Oregon Chapter	Oregon GOING GREEN	Oregon HFMA makes it official, we're going green! Not only for the planet, but for our members as well, we are committed to going paperless for our meeting presentations and hand-outs. This will not only save precious paper resources, it will also save money as well as time. Our members will benefit with 24/7 access to pertinent educational material as well. Change management was required, but success was end result.

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Improvement	First-Time Entry	Single Chapter Entry	San Diego-Imperial Chapter	Certification Improvement Home-Run	San Diego-Imperial may be technically small, however we aimed high to increase certified members from 4.8% to 7.1% this FY through focused coaching sessions. We cheered on our certification coach and chapter communications to surpass our improvement goal. The coaching program led to a 61% increase in certified members from thirteen (13) to twenty-one (21) of 263 members. The new 7.9% certified member rate far surpassed our starting 4.8% rate and 7.1% goal.
Improvement	First-Time Entry	Single Chapter Entry	Show-Me of Missouri Chapter	Improvement in Education and Member Satisfaction	The Show-Me Chapter was not meeting the CBSC goals for education or member satisfaction. In planning for the 2009-2010 year, we developed some key strategies to focus our efforts on providing more education events centered around the topics identified on the member satisfaction survey. By offering more programs, especially webinars, we were able to increase the education hours resulting in meeting our CBSC goal for 2010 and surpassing our member satisfaction goal for 2011.
Improvement	First-Time Entry	Single Chapter Entry	South Carolina Chapter	Going Green at the Mini-LTC	The SCHMA Chapters decision to Go Green was the efficient, economical, and responsible approach to conducting a mini-LTC. As our members' organizations continue to make strides in reducing their carbon footprint, the SCHFMA must follow suit in the management of our Chapter. In addition to being an environmentally responsible approach, the decision to go green is also a time, resource, and money saver for the Chapter.
Improvement	Repeat Submission of Non-winning Entry (Note: allowed one time only)	Single Chapter Entry	South Carolina Chapter	Chapter Awards & CRCA Graduation Combination	As part of chapter cost cutting efforts the Board determined to combine the Chapter Annual Awards Banquet with the Certified Revenue Cycle Associate (CRCA) Graduation Ceremony. We also set a goal to provide some education at the event, which had not been done in the past.
Improvement	First-Time Entry	Single Chapter Entry	Southern California Chapter	Improved Chapter Treasury Operations	During the transition of chapter officers it was discovered that that the signature cards for the disbursement bank had not been modified for several years. Further research revealed that \$200,000 of the chapters total funds of \$300,000 earned no interest and the remaining balance earned only .3%. Steps had to be taken to professionalize the treasury management operations for the chapter with accurate documentation, more automated cash management process and higher yields on chapter funds.
Improvement	First-Time Entry	Single Chapter Entry	Southern Illinois Chapter	Sponsorship Success	The Southern Illinois Chapter HFMA Board of Directors identified the need for increased sponsorship income to rebuild cash reserves. This was achieved by pooling the contacts from the entire Board rather than relying on a single committee chairman. Through communication and teamwork several new sponsors were gained and cash reserves were increased to a healthy level all the while awarding more speaker honorariums than in the past.
Improvement	First-Time Entry	Single Chapter Entry	Tennessee Chapter	Website Improvements	Based on feedback from chapter members and the National Chapter survey, the Tennessee Chapter made improvements to its website to better meet the needs and desires of its members.

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Category	Iteration	Type	Chapter(s)	Entry Name	Description
Improvement	First-Time Entry	Single Chapter Entry	Texas Gulf Coast Chapter	Engaging Members Over a Larger Geographic Area	The leadership team, armed with our chapter survey results in the category of Member Satisfaction - Location of Programs and specific requests to bring education south, set five goals related to organizing an educational event in the southern part of our membership region. We exceeded our goals and our Chapter Survey results for this survey element in FY10 increased to 61.5% (compared to prior year scores of FY08 42.2% and FY10 46.2%)
Improvement	First-Time Entry	Single Chapter Entry	Virginia-Washington DC Chapter	Education Topic Improvement Initiative	The chapter needed to improve the educational topics offered per the results of the October 2009 survey. The educational committee focused on the results of and comments provided in the 2009 survey to craft an educational program in 2010 that would address the desires of the survey respondents. The result was a 13% improvement in "highly satisfied" members in the educational topics addressed portion of the 2010 survey.
Improvement	First-Time Entry	Single Chapter Entry	Washington-Alaska Chapter	WA/AK Chapter Web-site Development and Improvement	In 2009, the WA/AK Chapter leadership determined that many of the Chapter's strategic goals could be achieved by updating the chapter web-site and improving its functionality. We began a process to identify needs and develop a Technology sub-committee to address these needs. The outcomes were defined and the work tailored to meet the desired outcomes. This has been very successful for the chapter.
Improvement	First-Time Entry	Single Chapter Entry	Western New York Chapter	Membership Satisfaction Improvement	The Western New York Chapter experienced a significant decline in their membership satisfaction survey scores and barely satisfied the chapter balanced score card goals for 2010. It was obvious that significant and swift action was necessary to address these issues and improve our relationship with our members. These results were a call to action.
Innovation	First-Time Entry	Single Chapter Entry	Colorado Chapter	Student Outreach	Recruitment activities were developed and targeted to MBA Health Administration students in order to increase student understanding of healthcare finance, encourage active HFMA participation, and to provide networking opportunities. Through these efforts relationships were developed, internships became available, and student membership climbed 64% in two months.
Innovation	Repeat Submission of Non-winning Entry (Note: allowed one time only)	Single Chapter Entry	Eastern Michigan Chapter	Community Service Project	The Eastern Michigan Chapter continued a prior year initiative to help support local community charities. The success of the initiative during the 2009-2010 year made the Chapter leaders want to follow HFMA's national theme to "Step Up" and continue this rewarding initiative during the 2010 2011 chapter year.
Innovation	First-Time Entry	Single Chapter Entry	First Illinois Chapter	Sponsorship Committee First Illinois HFMA	Innovation demonstrated by the First Illinois HFMA Sponsorship Committee
Innovation	First-Time Entry	Single Chapter Entry	Great Lakes Chapter	Chapter Tracking Database	The Great Lakes Chapter established a new Tracking database to process membership information and educational events. The end result is an innovative database that allows our chapter to develop targeted educational invitations, streamline the registration process for the program committee and automated reported.

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Innovation	First-Time Entry	Single Chapter Entry	Greater St. Louis Chapter	Improving Recognition Opportunities to Increase Volunteer Commitment	The Greater St. Louis Chapter of HFMA defined the need to increase member volunteer commitment. In order to assist in volunteer commitment, the Awards Committee worked to expand and improve recognition for those who make our chapter, and HFMA as a whole, more successful.
Innovation	First-Time Entry	Single Chapter Entry	Metropolitan New York Chapter	Live Education Calender-Google Docs	The New York Metropolitan HFMA Chapter, in 2010/2011 created an on-line, standardized and interactive live education calender via Google Docs. The benefits included facilitating communications, access and the ability for all committee members to perform the numerous tasks associated with the creation of educational seminars.
Innovation	First-Time Entry	Single Chapter Entry	Mississippi Chapter	1st Annual Making It Count Awards	In conjunction with the 2009-2010 Making It Count theme & the MS HFMA Annual Institute, MS HFMA hosted the 1st Annual Making It Count Awards on April 27, 2010. Mississippi healthcare providers were given the unique opportunity to recognize those in their organization who had Made It Count in 2009. The honorees received the special privilege of being recognized in front of their peers, complete with trophies, entertainment, photos, and keepsake programs.
Innovation	First-Time Entry	Single Chapter Entry	Nebraska Chapter	Celebrating the Big 5-0!!!	On September 29, 2010, the Nebraska Chapter of HFMA officially celebrated the 50th anniversary as a charter member of National HFMA. The chapter has grown and evolved over those 50 years and celebrated one of our most successful years in 2010 with the recognition of the Robert M. Shelton award. After 2 years of planning for the event, past and present members of our chapter came together for one unforgettable night to celebrate.
Innovation	First-Time Entry	Single Chapter Entry	Northern California Chapter	Revenue Cycle Forum Chat	Northern California Chapter members identified a need for expert insight and regional or local peer collaboration on crucial topics and best practices in the healthcare industry. A Revenue Cycle Forum Chat was developed to meet the needs of HFMA members in the dynamic field of healthcare. Based on the success of our Pilot Program, the Monthly Revenue Cycle Forum Chat was developed, augmented by a series of Webinars given by expert speakers on timely topics.
Innovation	Repeat Submission of Non-winning Entry (Note: allowed one time only)	Single Chapter Entry	Texas Gulf Coast Chapter	Innovation in Social Networking Site	The importance to further develop a social network site is to attract new chapter members and increase member satisfaction through communication and educational exchange. Converting the site to a vertical social network member only closed network, focuses discussion towards chapter interest and industry specific communication exchange. This eliminates site solicitation activity attracting increased number of providers to join. Results reveal an exponential increase in provider SNS members and a continued rise in new chapter members.

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Innovation	First-Time Entry	Single Chapter Entry	Virginia-Washington DC Chapter	Facility Based Education (FBE) Program	A declining economy has decreased member attendance at regional events, with members having less money to apply toward education. Reacting to this, the VA/DC Chapter launched its FREE Facility Based Education Program, with education brought onsite to providers and at no cost to the member. The response and participation has been, overwhelmingly, positive. The program contributed over 500 or 5.3% in additional education hours (1/2 year), thus counteracting the decrease in attendance at regional events.
Member Communications	First-Time Entry	Single Chapter Entry	Georgia Chapter	Speed Networking	In an effort to bring additional value to the Chapters Corporate Sponsorship Program, and to provide a forum to connect providers and Corporate Sponsors, the Chapter held its first annual Corporate Sponsor Speed Networking Event on November 4, 2010.
Member Communications	First-Time Entry	Single Chapter Entry	Massachusetts-Rhode Island Chapter	HFMA MA-RI MC Submission	Adjusting to shifts in the economy and dwindling interest in program offerings, HFMA Massachusetts-Rhode Island Chapter set forth a plan to re-energize and revamp our chapter and regional member communication marketing collateral to keep our current membership excited and engaged in the importance of our chapter and continue to develop far-reaching means to attract new members, all while being cost conscience and innovative.
Member Communications	First-Time Entry	Single Chapter Entry	Massachusetts-Rhode Island Chapter	CFOs and Spreading the Word	Chapter members rarely have the opportunity to be "up close and personal" with their industry leaders. By creating the "CFO Interview" as a special feature in every issue of our Chapter newsletter, Mass Media, we shared with our 1200 Chapter members the unique perspectives of CFOs within our States By doing so, we improved communication with our members about our industry and enabled CFOs to highlight the benefits of HFMA membership to future leaders.
Member Communications	First-Time Entry	Single Chapter Entry	Metropolitan Philadelphia Chapter	Taking Member Communications to the Next Level	The enhancement of our event planning process and tools has had a very positive impact on our membership communications. It has enabled us to gather more feedback from our members and non members who attend or do not attend our meetings. These enhancements will allow the Board to improve upon future meetings to increase attendance. We can achieve member satisfaction, member retention and member growth.
Member Communications	First-Time Entry	Single Chapter Entry	South Carolina Chapter	South Carolina HFMA Chapter Web Site Enhancements	In 2010 as a result of national HFMA survey the South Carolina Chapter Board of Directors set a goal to completely re-design the Chapter website focusing on enhancements that would support an improvement in member satisfaction.
Member Service	First-Time Entry	Single Chapter Entry	Arizona Chapter	Special Edition Newsletter: Bringing Partners & Members Together	This Yerger submission was born from an idea to provide superior Member Service. The chapter receives numerous articles and requests to write for our newsletter. As many of these articles come from our vendor-partners, we found we were lacking a vehicle to publish their articles in a fair and consistent manner. Our solution to that issue was to publish a Special Edition Newsletter twice per year in coordination with our annual fall and spring conferences.

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Member Service	First-Time Entry	Single Chapter Entry	Colorado Chapter	Colorado yerger Application for Webinars	Colorado was able to significantly add to the Chapters Educational Hours due to the presentation of regular webinars. This application will demonstrate the chapters thinking, commitment and execution towards the attainment of our objective; "providing relevant educational content to our members at no or low cost."
Member Service	First-Time Entry	Single Chapter Entry	Connecticut Chapter	Board Invigoration using Mini LTC to Improve Member Services	Review of the CBSC, Acknowledgement Reports and membership surveys identified we were not meeting the members needs. To achieve the goal of increasing member services we needed a new vision for the Chapter. A MiniLTC was held (Attachment 1) to: Engage chapter leadership and committee members in a common vision; Insure chapter leadership understands the mission and national support opportunities available, and Allow chapter leadership to provide input into chapter goals and objectives.
Member Service	First-Time Entry	Single Chapter Entry	Maryland Chapter	Stepping Up To Coach Our Future	The Maryland Chapter saw a need to enhance its efforts in engaging the membership to become more aware and involved in pursuing Certification. As a service to the membership, the Maryland Chapter Certification Committee was created, stepped up, and hosted its first ever Certification Coaching webinar series.
Member Service	First-Time Entry	Single Chapter Entry	North Carolina Chapter	Online Chapter Directory	The North Carolina Chapter enhanced service to members by eliminating the printed membership directory in favor of a lower cost online option, in a format that can be updated as member information changes throughout the year.
Member Service	First-Time Entry	Single Chapter Entry	Oregon Chapter	Chapter Certification	The Oregon Chapter, in response to the needs of its membership, has embarked on a plan to increase the percentage of certified members. By increasing budget mid-year and setting agressive targets, the Chapter fully funds the cost of certification for its members. The result has been a higher than expected certification rate in fiscal year 2011.
Member Service	First-Time Entry	Single Chapter Entry	Oregon Chapter	Education Topic Improvements	Our members asked for an adjustment in our topics. We answered, and here are the results!
Membership Recruitment and Retention	First-Time Entry	Single Chapter Entry	Arkansas Chapter	Membership Improvement Strategic Plan	Membership Recruitment and Retention is the category for this award submission. After experiencing a decrease in membership, the Arkansas chapter developed and implemented a strategic plan to increase membership and improve the membership retention percentage. The strategic plan included several innovative programs designed to recruit new members, encourage active chapter participation and retain members. Through focused initiative and dedicated implementation, the end result was an increase in the chapter's overall membership.
Membership Recruitment and Retention	First-Time Entry	Single Chapter Entry	Central Ohio Chapter	Past President Involvement	Current leaders of the Central Ohio Chapter wanted to find a way to increase past President involvement in Chapter activities. Past Presidents have vast knowledge, from both the Chapter and healthcare industry perspectives, and are great advocates for promoting chapter involvement. Their presence at Chapter meetings is a benefit to new and existing members. Chapter leaders hoped to increase networking opportunities and interaction between past Presidents and Chapter members.

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Membership Recruitment and Retention	First-Time Entry	Single Chapter Entry	Colorado Chapter	ReachOut Program	Given the impact of the economy and the constraints it is putting on Healthcare organizations budgets, we put a strategy in place to not only preserve current membership volume but increase it. One component of this strategy was to develop a ReachOut Program to communicate the benefits of HFMA membership directly to healthcare facilities. This contributed to the significant increase in membership for FY11.
Membership Recruitment and Retention	First-Time Entry	Single Chapter Entry	Heart of America Chapter	March Madness and hfma Membership	The Heart of America Chapter started their own version of March Madness in March 2010 to positively impact membership. The proposal and plan of action would also impact the chapter in a favorable way in the coming months regarding educational impact and getting new members involved early.
Membership Recruitment and Retention	First-Time Entry	Single Chapter Entry	Nebraska Chapter	Breakfast for Champions!	The Nebraska Chapter of HFMA provided a breakfast meeting for past Presidents to increase involvement from past Presidents in the annual strategic planning process. Participation increased 276.8% and resulted in many ideas that were included in the 2010-2013 strategic plan. Past Presidents have a great knowledge of Chapter activities and their continued involvement in Chapter planning will ensure continued Chapter success into the future.
Membership Recruitment and Retention	First-Time Entry	Single Chapter Entry	North Dakota Chapter	North Dakota Membership Retention and Recruitment	The North Dakota Chapter for the 2010/2011 to focus on recruiting more health care professionals into joining HFMA. The North Dakota Chapter decided that the best way to accomplish this goal was to offer a facility/organization one fee membership to a potential new member. An email went out to two times to all ND HFMA members informing them of this opportunity for their facility to get a free membership paid.
Membership Recruitment and Retention	First-Time Entry	Single Chapter Entry	Oregon Chapter	2010-11 Membership	When the economy took a nose-dive in late 2008, the Oregon Chapter, like many other chapters, experienced a decline in membership numbers. When the decline continued into 2009, we knew we had to act. Our Membership committee, along with Board oversight, developed a proactive, multi-prong approach to address and reverse this trend.
Membership Recruitment and Retention	First-Time Entry	Single Chapter Entry	Rochester Regional Chapter	Increasing the Generation Y Membership	The Rochester Chapter used techniques and suggestions from last year's LTC to help increase the Generation Y membership. Additionally, the chapter was able to get the new, younger members to participate on committees and be active in chapter activities.
Collaboration	First-Time Entry	Multiple Chapter Entry	Alabama Chapter, Florida Chapter, Georgia Chapter, South Carolina Chapter, Tennessee Chapter	Community Service Project	The HFMA chapters in Region V decided to leverage their provider and vendor membership base to give back to the community and provide support to the homeless and bring awareness to their plight. Many of the initiatives were held in conjunction with Chapter Institutes to take advantage of attendance and availability. As a result of this effort, the Chapters in Region V provided over \$5,000 and served over 300 individuals in helping eleven different organizations.
Collaboration	First-Time Entry	Multiple Chapter Entry	Arizona Chapter, Colorado Chapter, Idaho Chapter, Montana Chapter, New Mexico Chapter, Utah Chapter, Wyoming Chapter	Region 10 Webinars	In 2010 the Regional Executive (RE) for Region 10 proposed that the 7 chapters in our region enter into an agreement to conduct Regional Webinars to increase collaboration among the chapters and expand education hours for the chapters in the region. The consensus among the Chapter Presidents was unanimous and the RE (CO Chapter) took the lead to make this happen.

2010-11 Helen M. Yerger Special Recognition Award Winners

Category	Iteration	Type	Chapter(s)	Entry Name	Description
Collaboration	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	2010 HFMA Region 2 Fall Institute	The Region 2 Fall Institute, a premier annual event, evolves each year, while building on past achievements. With the collaboration of all 7 Region 2 Chapters, it results in significant education hours to each. Usually held centrally, WNY championed to host the Institute in Buffalo. To attract attendees, the coordinators raised the profile of its keynote speakers, with Michael Leavitt, former U.S. Secretary of Health & Human Services, and Steve Tasker, former Buffalo Bills player.
Collaboration	First-Time Entry	Multiple Chapter Entry	Central Ohio Chapter, Southwestern Ohio Chapter	The Autumn Institute in Wilmington	The Central Ohio and Southwest Ohio Chapters of HFMA share a region, a state, and patient, provider, and vendor bases. To address membership survey results, diverse demographics, and to continue momentum from successful multi-chapter events the previous year, the Presidents of the Central Ohio and Southwest Ohio collaborated to host The Autumn Institute in September 2010. The conference emphasized regional and national speakers on timely topics and provided networking opportunities for Healthcare professionals.
Education	First-Time Entry	Multiple Chapter Entry	Alabama Chapter, Florida Chapter, Georgia Chapter, South Carolina Chapter, Tennessee Chapter	Region 5 2011 Dixie Institute	The Region 5 2011 Dixie Institute was held February 22-25, 2011 at the Hilton Downtown Nashville. As the epicenter for healthcare in the nation, Nashville provided a great location to sponsor healthcare reform education. The attendees were treated to regional and national speakers designed to stimulate and provide advanced education. One success of the conference can be measured by an attendance of 477. Several attendees commented that "this was the best Dixie I remember attending."
Education	First-Time Entry	Multiple Chapter Entry	Arkansas Chapter, Mississippi Chapter, Tennessee Chapter	TriState Winter Institute 2011	Education is the category selected for the TriState Winter Institute 2011, 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	Eastern Michigan Chapter, Great Lakes Chapter, Western Michigan Chapter	Michigan 57th Annual Fall Conference	This annual conference has been held for 57 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 57th annual conference also provided the opportunity to network with members of the MHEGA (Midwest Healthcare Executives Group & Associates) who joined the HFMA members and guests during the social hour and dinner.
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	The Thirteenth Annual Region 11 Healthcare Symposium	The Thirteenth Annual Region 11 Healthcare Symposium was held at Caesars Palace from January 23 through the 26th, 2011. The Symposium is a collaboration of seven chapters to provide high quality education, encourage networking, and provide access to products and services through a vendor fair. This regional event has become a destination conference for many HFMA members.

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Category	Iteration	Type	Chapter(s)	Entry Name	Description
Improvement	First-Time Entry	Multiple Chapter Entry	Central New York Chapter, Hudson Valley NY Chapter, Metropolitan New York Chapter, Northeastern New York Chapter, Rochester Regional Chapter, Western New York Chapter	Region 2 Webinar Series	The Region 2 Chapter's collaborated to form a Regional Educational Committee to bring low cost, convenient and timely information to their members. This also helped the individual Chapter's to log additional educational hours towards their DCMS Goals. This was accomplished by the committee through the offering of free webinars to the members and non-members of the region at a low cost to the individual chapters.
Improvement	First-Time Entry	Multiple Chapter Entry	Metropolitan Philadelphia Chapter, New Jersey Chapter	2010 Annual Institute - Make it Greener, Take it Easier!	For every Institute, there is a huge amount of documentation that is generated e.g., vendor and attendee registration forms, abstract submissions, handouts. In an effort to organize all this documentation for use by future Institutes and go green, we implemented an online document sharing and management system. With the creation of an Institute website along with shareware programs, we were able to improve service, streamline operations, and maintain databases of documents for future use.
Innovation	First-Time Entry	Multiple Chapter Entry	McMahon-Illini Chapter, New Hampshire-Vermont Chapter, Virginia-Washington DC Chapter, Wisconsin Chapter	On-line Certification Study Group	Four chapters collaborated to develop an innovative, user-friendly, supportive and convenient tool for members seeking to obtain certification. In doing so, we increased awareness, generated excitement, provided support and training, and increased the number of certification exams taken and certified members in our four respective chapters.