

#BelieveTogether

TENNESSEE TRACKER

TENNESSEE HFMA MONTHLY NEWSLETTER

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A Letter from our President

I begin this newsletter with a heavy heart. We in the TN chapter have lost a legacy of a man, Bill Matheney. Bill has been a part of TNHFMA for as long as I can remember. He was always the first to be up for any networking, support or role in the chapter. He supported our chapter with his time, company, and finances. We plan to do him proud by continuing to grow the chapter and to offer the best financial education around. We will miss you, Bill, but know that your faith has truly taken you home.

We continue to plan our monthly webinars as well as make plans for our fall virtual event. The lineup of speakers is wonderful. The provider participation is already great and the support for the event is still coming in. We have some great education, including state required ethics course for our TN CPAs. The cost for non HFMA members is only \$35.00. Not sure where you would get that price anywhere else! Check out the event lineup [here](#). We will have some fun networking time to get to know each other as well.

Our chapter is always looking for chapter sponsors and have some great benefits for you this year, so be sure and check out tnhfma.org to learn more.

There is so much uncertainty in our world today. Some children are preparing to go back to school, numbers of COVID still continue to rise, we have healthcare systems at capacity in many ways and our government still can't seem to get along. I urge you to simply try to be kind and show compassion to one another. The only way we will get through any of this is together and by showing empathy to one another.

Please know that I am here to serve you, our members, and if there are things you would like to discuss or see in the newsletter, do not hesitate to reach out to me at 423-667 2849.

Thank you again for your confidence and trust in me to serve with this wonderful organization. I will not let you down.

#BelieveTogether,
Buffy Loveday
TN HFMA President

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Our Leadership

Officers

Chairman - Tina Minnick
President - Buffy Loveday
President-Elect - Rodney Adams
Secretary - Kathryn Topper
Treasurer - Chase Wunder

West District

Vice President - Pam Jones
Leadership Development - Carmen Voelz
Programs/Education - Christine Crowley
Sponsorship - Merle Glasgow

Middle District

Vice President - Steven Bauer
Certifications - Scott Mertie
Member Services - Adam Blackwell
Projects/Yergers - Stephanie Akin

East District

Vice President - Katie Tarr
Communications - Clint Jones
Sponsorship - Michael Waite
Website - Brad Arnold

Parliamentarian - Martha Calfee
Founders Points - Lee Ann Burney
CPE Awards - Brad Adams

TINA MINNICK

IMMEDIATE PAST PRESIDENT

REGIONAL DIRECTOR, VERGE HEALTH

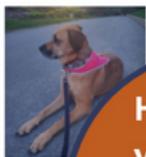


Tina works as the Southeast Regional Director for Verge Health. She is a Patient and Customer experience leader and her diverse experience with Press Ganey, TeamHealth, and now Verge Health give her a well-rounded focus on caregivers and patient care. She is a mom of three daughters and a dog, Remy, and lives in Knoxville, TN with her husband, Jon. She is also an Executive Board Member for the Tennessee Valley Fair and Board Member for Medic Blood in Knoxville, TN.

What does TN HFMA mean to you?

Friends and memories as well as a built-to-last, long-standing, and caring chapter.

Working, exercising, gardening, cooking, and playing with the animals (our dog, Remy, and grand-cat, Emmett).



How have you spent your time during COVID-19?



What was the last thing you read?

Lots and lots of healthcare articles, as well as at least one free Prime book a month.

#BelieveTogether



[Register](#)

UPCOMING
EVENTS



2020 HFMA TN Chapter Virtual Fall Institute

September 22-25, 2020

HFMA MEMBER FREE / NON-MEMBER ONLY \$35

9/22

MEDICARE/TNCARE UPDATES

with Scott Mertie, Katie Reid

10 - 11 A.M.

NETWORKING LUNCH

11:30 - 12:30 P.M.

CPA ETHICS

with Kevin Loveday

2 - 4 P.M.

9/23

PRICE TRANSPARENCY

with Jamie Cleverley

10 - 11 A.M.

REVENUE CYCLE PANEL

with Chris Spady, Heather Dunn,
Beau Beasley, and Rodney Adams

2:30 - 4 P.M.

NETWORKING HAPPY HOUR

5 - 6 P.M.

9/24

COVID-19 TAX/FINANCIAL IMPACTS

with LBMC and PYA

10 - 11 A.M.

NETWORKING LUNCH

Includes a live auction

11:30 - 12:30 P.M.

CFO PANEL

with Britt Tabor, Cecelia Moore,
Nick Swift, and Paul Bolin

2 - 3:30 P.M.

9/25

LEADERSHIP FOR A PANDEMIC

with Bill Griffin

10 - 11 A.M.

LUNCH & LEARN WITH PARTNERS

11:30 - 12:30 P.M.

THA UPDATES

with Amanda Newell

1 - 2 P.M.

CLOSING SESSION WITH PRIZES

4 - 4:30 P.M.

10 CPE'S AVAILABLE

**COVID-19 Panel:
Where do we go
from Here?**
A Provider's Perspective

Speakers: Heather Dunn
Robert Mattix
Rodney Adams

Date: Tuesday, August 25
Time: 11:00 AM - 12:00 PM

[Register](#)

The HFMA TN Chapter will host webinars on the second and fourth Tuesday of the month. For a full list of upcoming webinars, visit tnhfma.org.

[Register](#)

**KEYS AND TIPS
FOR WORKING
WITH THE VA:
HOW THE MISSION
CHANGED**

**Tuesday, September 8
11:00 a.m. - 12:00 p.m.**

**Presented by: Matt Ellis
and Jason Smartt**

 enablecomp
complex claims revenue solutions

**PROVIDER
SPOTLIGHT**



Bill Griffin is the Executive VP and CFO of Baptist Memorial Health Care. In this interview, he discusses COVID-19, HFMA membership, and what it takes to be a good leader.

CAN YOU GIVE US A QUICK REVIEW OF HOW THINGS ARE GOING FOR YOU AS A LEADER IN MEMPHIS AND HOW BAPTIST IS HANDLING THE COVID-19 PANDEMIC?

Memphis has not been as drastically impacted with surge-level cases to-date. Like most urban areas, we are seeing cases climb in number and have seen the stress on our hospitals, clinics and felt the changes that accompany the pandemic. Baptist is a large regional system comprised of 22 hospitals, numerous ancillary and clinic sites and over 750 employed physicians, operating in the three states of Tennessee, Mississippi and Arkansas. Like most hospital organization's we recognized the impact of net revenue reductions of +40% in March and April while also realizing increased costs related directly to COVID response. Our corporate footprint, scale and diversity of operations has been a positive influence in our ability to weather the negative financial impact because we were successful in obtaining a variety of relief funds which has helped us sustain our financial operations during the crisis here-to-date.

Baptist emerged early in the crises as the leader in COVID testing in the Mid-South area. Baptist was "ground-zero" in the Memphis Metro area, being the first hospital to have the first COVID patient. We were the first to establish public clinic testing sites, including numerous drive-up testing centers. As of the end of July, Baptist has performed over 175,000 COVID tests in our hospitals, testing centers and medical group physician offices.

Baptist was also the first in our area to establish daily COVID televised and social media communications led by Dr. Steve Threlkeld, infectious disease expert at Baptist. This has been a real hit with the community, both locally and nationally, and Dr. Threlkeld has become a trusted voice for dealing with the pandemic issues.

Overall, we are meeting the challenge and continuing to provide empathetic patient care that has always been a part of the mission here at Baptist.

AS A SEASONED VETERAN IN HEALTHCARE, WHAT HAS SURPRISED YOU THE MOST DURING THE PANDEMIC?

I am disappointed in the lack of seriousness some in our society exhibit with regard to the virus, especially when it comes to distancing and masking. I hear firsthand stories of how devastating this virus has been on our patients and their families; I see the valiant and exhaustive efforts that our frontline employees make every day and I am confounded by the choices being made by some to not embrace safe measures. That aside, crises brings out the best and the worst in people and I can proudly say I see the Best displayed by the healthcare heroes I get to work with every day.

WHAT HAS BEEN THE BIGGEST OPPORTUNITY FOR YOUR COMMUNITY?

The crisis has provided the opportunity for a cooperative alignment between the major healthcare systems in our community. Memphis is a very competitive healthcare service area with four healthcare systems serving the patient population. These systems have all come together to develop surge protocols and workflow solutions used to address the pandemic.

The pandemic has also provided opportunity for a resurgence in family togetherness. Having to shelter at home and limit outside activities has resulted in enhanced time for our families to be together. I would like to believe that we have benefited by spending more time with loved ones at home and doing simpler things together as a family that may be cherished in the future.

"The pandemic has also provided opportunity for a resurgence in family togetherness."

WHAT IS THE BIGGEST CHALLENGE?

The devastation and suffering that accompanies this virus, both for the patients, their families and the caregivers. Not only does the virus leave lingering health implications on patients after recovery but also I think the mental and emotional strain on everyone is something that continues to pressure us all. I also think a big challenge for all of us is to figure out what the "new normal" is and then to accept it.

I hope that everything will go back to the way it was, but the experts are saying probably not, so we will be challenged to adopt to the new norm. The good news is that our society has faced "new norms" and changes in the past and we have adapted, overcome and gotten better. One last challenge I see is overcoming the politicization of the pandemic.

WHAT IS YOUR OPINION OF WHERE WE ARE IN THE PANDEMIC? HAVE WE PEAKED?

Experts say that in our immediate area of the country the peak associated with the initial stage of the COVID pandemic will most likely happen in mid-August. At the time of this writing, we are definitely getting close to capacity in our hospitals in all three states that we serve. Personally, I am very concerned about what might happen later this fall if the COVID virus continues to grow and we run into the other viruses we normally see rise in the fall and winter. With similar symptoms presenting themselves, it may be harder to tell if you have the flu or COVID and the volumes of illness could climb in number. Hospital capacities may be challenged even more and I hate to think what financial implications this could have on our hospital operations. I hope that if we do see a resurgence and a negative impact on our financials the government will step up again to help us.

WHAT IS THE LONG-TERM CHANGE YOU SEE AS A RESULT OF THE PANDEMIC FOR YOUR HEALTH SYSTEM, YOUR COMMUNITY, YOU PERSONALLY?

Telehealth has emerged as a very positive solution for care delivery during the pandemic. Until recently, getting telehealth accepted by the patient and physician communities has been an uphill struggle. We have recognized the benefits of telehealth here at Baptist for years and have been utilizing it as a support service for a number of our rural hospitals. However, during the crises we quickly recognized the expanded value of this technology and invested both dollars and training into utilizing it throughout our system. I believe that our patients and physicians are now more accepting of telehealth and realize the benefits of this care mode and that we will continue to promote and adapt this means of care delivery going forward.

Like many organizations, we found ourselves with the need to arrange for some of our employees to work from home during the pandemic. While we have had some remote workforces in the past, like coders, work from home was a relatively new concept for us. We have been very successful in adopting this work from home process and are planning to continue this as we move forward. This has been an overall positive experience for our organization and surveys of those employees who have been working from home indicate a high level of job satisfaction and improved productivity.

The daily work process has changed for us all too, with face-to-face meetings and interaction being replaced with video conference meetings and presentations. While the loss of physical interaction in meetings is challenging, I believe many have found this method of conducting meetings to be more productive than expected and will most likely be an integral part of daily work of the future.

"I found that the more I gave through involvement, the more I received in enrichment."

WHAT KEEPS YOU MOTIVATED AND HOW DO YOU KEEP YOUR LEADERS MOTIVATED WHEN THINGS CAN BE SO OVERWHELMING?

Motivation for our organization has always been fueled by our religious not-for-profit mission which is centered on the three-fold-ministry of Christ, that of Healing, Preaching and Teaching. Therefore, while the environment we operate in may change dramatically, we retain our focus on the patient by providing the right care, at the right place, at the right time and at the right cost. Take things day by day and continue to focus on the needs of our patients and their families.

YOU HAVE BEEN A LARGE PART OF HFMA OVER THE YEARS, WHY?

I joined the Tennessee Chapter of HFMA in 1987 while I was in public accounting as a vehicle for selling services. That evolved for me as I got involved in the chapter and saw not only the networking benefit but also even more than that, I saw a professional development benefit. As I transitioned into a provider role, the benefits expanded to be a convenient way of obtaining educational credits. I continued to get more involved in the chapter and began to develop lasting friendships with other members. This led to a desire to give back to the chapter and I began to get involved with leadership opportunities. Over the past 20 years I have chaired various committees, been chairperson of chapter institutes, volunteered with several Annual National Institutes, served on the Board of Directors for a number of years, and have held officer roles as parliamentarian and treasurer. Other Leaders encouraged me to pursue a Fellow in HFMA certification and I know that this and other certifications through HFMA have aided me in my professional career. I have even had the opportunity to be the musical entertainment for two chapter institutes with another long-term chapter member and good friend (stage name Papa and Bucky). So the question is why have I made HFMA a large part of my life over the many years? The answer is... I found that the more I gave through involvement, the more I received in enrichment. I made life-long friends, received substantial education and certification and grew as a professional. Oh yeah, did I mention the life-long friends?

hfma™

tennessee chapter

VOLUNTEERS NEEDED!



WE WANT YOU!

The 2020-2021 leadership team needs your time and talents. We are recruiting now for committee members to support key areas within the chapter.

Interested in joining us?

Click [here](#) to begin your journey with us.

WWW.TNHFMA.ORG

**SPONSOR
SPOTLIGHT**

LBMC

MAKE A GOOD
BUSINESS BETTER

President Buffy Loveday sat down (virtually, of course) with LBMC to discuss COVID-19, inclusion, and why HFMA matters to them.

HOW HAS COVID-19 EFFECTED YOUR BUSINESS?

During this peak busy season in our industry, the majority of our client work related to tax advisory and compliance/regulatory requirements remained constant, but the pandemic and navigating the associated economic stimulus packages created additional challenges for our clients. We quickly evolved to helping guide them through the PPP application process to educating on loan forgiveness or assisting with remote workforces of the future. We pivoted seamlessly to help our clients adjust to the new normal through our enhanced advisory practice.

WHAT ARE SOME OF THE POSITIVE OUTCOMES LBMC HAVE EXPERIENCED DUE TO COVID-19?

COVID-19 has been a catalyst for innovation, progress, adoption of new practices and expansion of technology for us. The silver lining is we've made positive changes we may not have otherwise made, at least not at this accelerated pace. We've demonstrated we can effectively work from home without missing a beat. It's becoming increasingly clear that the workforce of the future will be more remote than ever, and LBMC is well-positioned to adapt to the ever-changing environment.

WHAT LONG TERM CHANGES DO YOU SEE FOR YOUR ORGANIZATION POST COVID-19?

I think it's clear the COVID pandemic has changed life for this planet, if not permanently, then at least for the foreseeable future. As is the case with any tragedy or crisis, there have been and will continue to be valuable lessons learned that will change how we interact with one another and how health care providers interact with patients/guests. Our LBMC healthcare operational consultants are hearing from providers that they will forever be more diligent about the safeguards they have in place in their facilities, processes, and the human interactions that occur within them. As such, the roles of infection control, patient safety and quality practitioners will have even greater influence on the day-to-day operation of facilities and the manner in which those human interactions occur. Contactless transactions, electronic preregistration, the design of waiting rooms, the manner in which patients are triaged and transported, routine employee health screening, community and regional care coordination and diversion protocol, negative air pressure in most or all patient treatment areas – the effect has potential to touch most every decision our healthcare leaders and practitioners make. At LBMC, we see a continued increase in demand for healthcare advisory services as we help leaders and practitioners make these and other vital operational decisions in the new normal.

WE ARE AT A PIVOTAL POINT IN OUR COUNTRY REGARDING DIVERSITY AND INCLUSION, WHAT STATEMENT WOULD YOU LIKE TO MAKE ON BEHALF OF THE CBC LEADERSHIP RELATED TO THIS TOPIC?

Here at LBMC, we value diversity in its many facets. We work hard to mirror our local marketplace and the clients we serve, believing diversity of thought and experiences truly benefits all. We are proud of our focus to improve the diversity within our firm and continue to be forward looking.

AT A TIME WHERE BUDGETS ARE TIGHT, WHY DID YOU CHOOSE TO SPONSOR THE TENNESSEE CHAPTER OF HFMA?

TNHFMA offers value by providing opportunities and a platform to partner with providers and other vendors to solve healthcare challenges. It also offers substantial educational resources and certifications for new staff and an outlet for our subject matter experts to share valuable educational content with members. Through TNHFMA we have access to the HFMA network including collaborations with Tennessee's Region V partners, as well as current and potential clients nationwide through the Association's national events. In our current environment, we look to support and sponsor associations that align with our client base and provide value to our team members as well as our clients and their teams.



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TN HFMA
2020 - 2021

**SPONSORSHIP
AVAILABLE!**

Click [HERE](#) for more details

2020-2021 TN HFMA Chapter Sponsors

Diamond: AccuReg

Gold: CarePayment

Silver: LBMC, MSCB, Fifth
Third Bank, EnableComp

Bronze: Oracle, Penn Credit

Sponsorship list as of 08/03/2020

RESOURCES

HFMA News

HFMA Blog

HFMA Resources

HFMA Podcasts

Tennessee Hospital
Association

Nashville Healthcare
Council

LBMC News

A special welcome to our new TN HFMA members!

Madison Adams
Lesley-Ann Browning
Cherrelle Croffett
Felipe Freitas

Seth Gundy
Sybil Hyatt
Stephanie Kelley
Polina Melnyk

Lainie Millikin
Kate Montgomery
Shenita Morrow
Jannette Nguyen

Zachary Schultz
Chelsea Sieller
William Tuttle
Richa Yerawar

Interested in becoming an HFMA member? Join [HERE](#)