

TENNESSEE TRACKER

HFMA TN CHAPTER MONTHLY NEWSLETTER

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A Letter from our President

Hello fellow HFMA Tennessee Chapter members.

Can you believe it is already mid February? Seems this year is flying by. So many challenges lie before us in healthcare but so much has been accomplished. As an industry we now seem to have taken a stab at transparency. I know to what degree varies by each provider, but many that I've spoken with at least met the mandate in January. The real challenge is does it accomplish what it set out to do for the patients and providers. That still remains to be seen!

We continue to have Enterprise members sign up with HFMA and if you are a part of an organization that has signed up then I encourage you to check out our multiple certifications. There is a webinar that was just completed and will be on our website that speaks to the various certifications available with HFMA. The best thing is as a member all certification materials and testing is FREE with your membership. It helps you to display a competency within specific areas of the healthcare space. Check them out and see if there is one right for you.

I want to mention that we will be hosting our Spring Institute, May 19-22nd in Nashville, TN. This will be an IN PERSON event! I am looking forward to seeing many of you. We will still have all the necessary precautions to keep everyone safe and will practice social distancing. Plan on joining us. More information to follow on hotel, venue, agenda will be released in the next few weeks.

With it being February and the month of heart health and love I would like to list some of the things dear to me and that I love:

Family: in my home that means more than just DNA. My work family, my HFMA family, friends who are closer than family.

Faith: I'm a Christian. I am not perfect, but my faith keeps me centered and helps me to remember that I am here to serve others.

Health: If 2020 taught me anything it was not to take health for granted. I'm able to get out and move and that is something I plan to keep doing as long as I can.

May you all have a safe and healthy Valentine's Day!

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
HFMA Tennessee Chapter 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**
- Scholarship- 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**
- CPE Awards - Lee Ann Burney**
- Founders Points - Brad Adams**

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PAMELA JONES

VICE PRESIDENT, WEST

PATIENT SERVICE REPRESENTATIVE,
BALLAD HEALTH NEUROSURGERY AND SPINE



I am currently employed at Ballad Health Neurosurgery and Spine. I joined HFMA Tennessee Chapter in 2011. My first leadership role in the chapter was serving as the Programs and Education chair. Since then, I have served as Secretary for the past 2 years. I live in Kingsport with my husband and two girls. I enjoy spending time with my family, gardening, and watching anything sports related.

What does TN HFMA mean to you?

TN HFMA is a huge part of my life. The members are mentors, teachers, and most of all, great friends. I consider them as part of my family!

Working, spending quality time with my family and rescue dog Smokey, and yard work.

How have you spent your time during COVID-19?



How did you get your start in healthcare?

I started working in the healthcare industry as an intern (while in college) for a neurosurgeon.

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Hindsight is 2020
The Challenge of Change

COVID

Spring Institute
May 19-21, 2021
Nashville, TN
Details to come

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**SAVE
THE
DATE**

**UPCOMING
EVENTS**

SHOW ME THE MONEY

UNCOVERING MISSING CHARGES IN YOUR CERNER SYSTEM

TUESDAY, MARCH 9 | 11:00 A.M. CT

 Jesse Hodes
Vice President

Softek

REGISTER

Work From Home and Healthcare:
A Panel Discussion



Rodney Adams
Associate Administrator of Finance
Williamson Medical Center

Wade Wright
Executive Director, Patient Financial Services
West Tennessee Healthcare

David Ralston
Assistant Vice President, Revenue Cycle
Jackson Hospital

Jason Meyer
CEO
Frost-Arnett

Clint Jones, Moderator
Vice President, Business Development
AccuReg Software

REGISTER



**SOUTH
EASTERN
SUMMIT
NASHVILLE
BOUND
SKIPPED A
YEAR BUT
NOT A BEAT**



**April 2-6, 2022
Nashville, TN**

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“My HFMA involvement has been amazingly beneficial to me in so many way. From non-participatory member to Committee Chair to President of TNHFMA and currently HFMA Region 5 Region Executive, the journey has provided me with the opportunity to network both professionally and personally with incredible peers all across the country. Keeping a finger on the pulse on current events in the healthcare industry and driving my company forward, the personal growth stemming from surrounding myself with positive/energetic business leaders is amazing. Oh and did I mention the service projects these people love to do? From Food Bank in Denver feeding over 17,000 meals, serving meals to the homeless in Charleston, to building beds for the under-privileged, this is the hardest working group of people on the planet. You could not ask for a better opportunity to make a difference for others as well as yourself. Jump in! Carpe diem.”

Marc Carter, HFMA Region 5 Executive

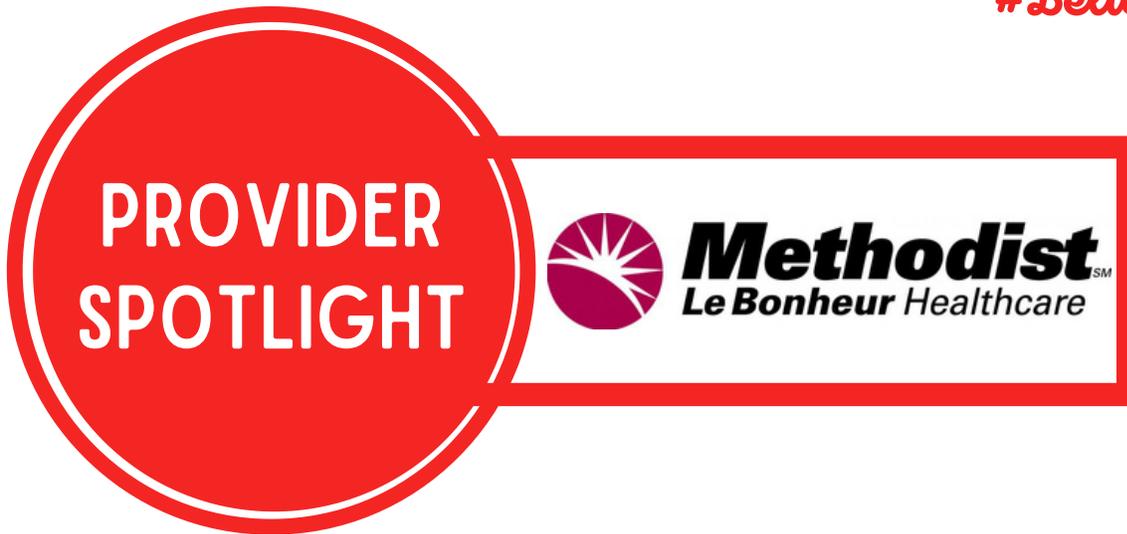
“HFMA goes way beyond the professional side. While making the professional connections through networking and education are important and a big reason to be involved, if you truly get involved, you will make so many personal connections that will last a lifetime. If you make the personal connections, the professional ones will come organically.”

Kim Farmer, RE 3

“The opportunity to connect with amazing, talented, friendly and caring health care professionals from across the state and country. Having a shared connection to such a wonderful network has been an invaluable for me in my career.”

**Laurence Harris,
Georgia HFMA Chapter President**





An HFMA Tennessee Chapter interview with Methodist Healthcare's Vice President of Revenue Cycle, Beau Beasley.

As the new year is underway, what are some of the goals that Methodist Healthcare has for 2021?

Regarding the Revenue Cycle, we are getting laser focused on the possibility of fully embracing a remote work environment where applicable. If there is any bright side to the COVID pandemic, I think remote work has to be at the top. It has forced us to reimagine what our work force looks like and how to structure that in a way that sets us up for success for years to come. Additionally, we are trying to put more emphasis on quality of work as opposed to 'productivity' to ensure we add value to every account that is touched. Lastly, the patient experience is becoming more and more critical for the revenue cycle. This is no longer just an initiative for clinical care but for every aspect of the patient experience.

What are some of the challenges you see for your organization both short and long term?

'New Normal' has certainly been a buzz word for 2020 and I think that carries through to 2021. Budgeting and planning has been difficult, especially without a crystal ball, so we are trying to capitalize on lessons learned from the craziness of COVID and be prepared to react, efficiently, to change from new challenges that are sure to arise.

The Transparency ruling went into place in January. What do you feel are some pros and cons of transparency in healthcare?

I have mixed feelings on price transparency to say the least. First, I am certainly in favor of making patients feel more informed and comfortable with their financial decisions. Healthcare costs and the inner workings undoubtedly can be difficult to wrap your head around considering all the variables at hand. I support the premise of the shoppable services but would have rather seen incentives for healthcare organizations to adopt and implement self-serving patient estimators where patients can get detailed, real time estimates for their insurance provider. On the flip side of that, I think requiring hospitals to post contracted rates with insurance companies took it a step too far.

"...creating an environment with your team that allows them to feel completely comfortable sharing their shortcomings, concerns, bad decisions, etc. without anxiety or fear is paramount."

As a healthcare leader, what do you feel are some of the best traits that make a successful leader?

Without question, I think creating an environment with your team that allows them to feel completely comfortable sharing their shortcomings, concerns, bad decisions, etc. without anxiety or fear is paramount. Healthcare is far too complicated and we all miss the mark from time to time so having that open line of communication is critical to solving whatever crisis at hand. I feel too many, at times, don't share pertinent information because of how it may make them 'look' in the eyes of their leader. Let's throw in honest, personable, and forward-thinking as well.

What are some of the benefits you receive from HFMA specific to the Tennessee Chapter?

I truly value its peer group sessions we have monthly. I feel relationships are building stronger each month and it's incredibly encouraging to have that support system to lean on in this crazy world of Revenue Cycle.

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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



An HFMA Tennessee Chapter interview with one of our sponsors, Oracle Healthcare.

It is a new year and so many had hoped that 2020 and the aftermath would just disappear. It hasn't. Can you share some of the ways that the pandemic is still affecting you and your business at Oracle?

Yes, 2020 has been a year unlike any other. The biggest shift is how we interact with our customers, moving to a larger number of virtual meetings and events. We miss the in-person meetings as well as the larger industry wide conferences. Virtual is just not the same.

What are some of the strategic goals Oracle has for 2021? Did these change due to 2020 and how?

'Oracle Healthcare's Mission of "Helping you better care for your people and organizations so you can provide the best care for your patients, community, and environment" has not changed. We are continuing to deliver on this mission by Delivering People-First Experiences, Enabling Operational Excellence, and Empowering Future-Proof Agility.

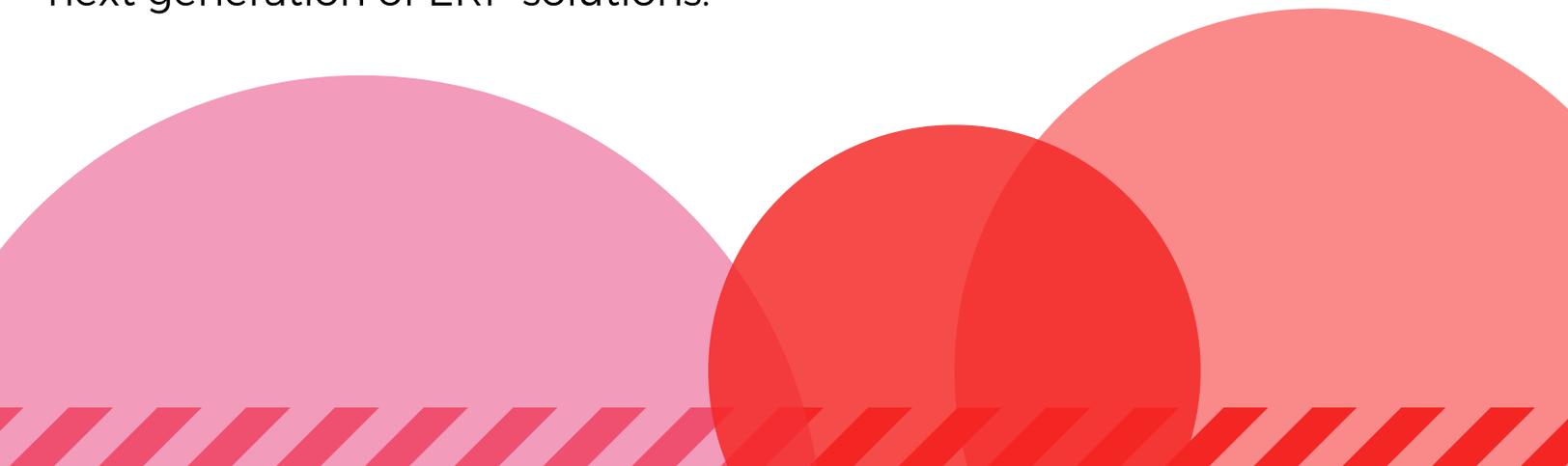
Give us some insight to some of the great things that Oracle is doing that would interest our healthcare finance audience?

Hard to single out one in particular! We are seeing a trend for organizations moving toward a rolling forecast, our planning tools can support that process and have built in Healthcare best practices. We have had customers complete their month and year end close virtually over the last year with our Cloud ERP solutions. Oracle's Accounting Hub allows our provider customers to build sub-ledgers with clinical data enabling further drill down and reporting.

"...creating an environment with your team that allows them to feel completely comfortable sharing their shortcomings, concerns, bad decisions, etc. without anxiety or fear is paramount."

What are some of the positive things that have come out of 2020 for you and your organization?

We have been more heavily involved than before with key Foundations that partner with our customers. Whether that means sponsoring events, working to provide meals to the front-line Healthcare workers, and anything we can do to help! Working alongside many Healthcare Organizations in 2020 has led to tremendous momentum in just the past few weeks, both in go-lives and customers entrusting us for their next generation of ERP solutions.



2020 - 2021
TN HFMA Chapter

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AVAILABLE!**

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2020-2021 HFMA TN Chapter Sponsors

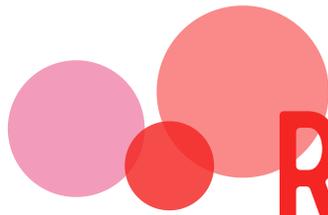
Diamond: AccuReg

Gold: CarePayment

Silver: LBMC, MSCB, PYA, Fifth Third Bank,
EnableComp, Wakefield and Associates

Bronze: Oracle, Penn Credit, Softek

Honorary: Bill Matheney



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Association

Nashville
Healthcare
Council

A special welcome to our new HFMA TN Chapter members!

| | | | |
|------------------|------------------|-----------------------|----------------------|
| Kim Griffies | Julia Freeman | Tia Brown | Stefanie Moore |
| Misty Haralson | Mary Andres | James Burrell | Rebecca Olsen |
| Terry Hensel | Paula Beard | Mary Margaret Burrows | Emili Parmelee |
| Tara Thompson | Sharon Edwards | Emily Crawford | Selina Rogers |
| Robyn Worbington | Stephanie Larson | Ania Gorska | Chris Smillie |
| Cherry Parks | Dana Lawrence | Jason Hinson | Sue Swann |
| Dina Harris | Jacob Neal | Stephen Hoekendorf | Felicia Tinnin |
| Jessica Hudgens | Elizabeth Ayala | Madelynn Johnson | Mackenzie Vandebroek |
| Kerry White | Meghan Bonadies | Andrew MacMillan | Doug Wolfe |

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