

TENNESSEE TRACKER

TENNESSEE HFMA MONTHLY NEWSLETTER

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A Letter from our President

July finds us one month into our new chapter year. There has been so much work completed and again I am in awe of the leaders that make up the TNHFMA organization. Some of the amazing things that have happened since last month were the announcements of the HFMA Association chapter awards. As usual TNHFMA was a leader in this area in both chapter and Region 5.

Congrats on the following awards:

TN HFMA Chapter Yerger winners:

- TN HFMA 2019 Fall Institute
 - Submitted/written by Pam Jones and Amanda Hoffmeister
- TN HFMA Cultural Transformation
 - Leadership submission
- 2019 Spring Institute - the Challenge of Change
 - Submitted/written by Steven Bauer and Christine Crowley

Region V Yerger winners:

- Braves Game Networking Event
 - TN and GA HFMA along with Blue Turtle Creative contributed to this yerger submission.
- Region V Blood Drive
 - TN and GA HFMA
- Inaugural 2020 Region V South Eastern Summit
 - Submitted by the SC chapter

Of course, we have to mention the assistance of our Award and Yerger leaders: Martha Calfee and Stephanie Akin. We could not have done it without them.

I have gotten such great feedback about the newsletter and if there are things you would like to see that are not here please let me know and we will work on it.

We are very excited to launch another new program this month: our first virtual provider collaboration forum in July. This is in response to requests from TN providers that have asked for a virtual way to collaborate and network with other TN providers. Stay tuned and we will keep you updated on some of the items discussed and outcomes of the forum. If you are a TN provider and would like to be included, please let me know.

We have completed our virtual MINI Leadership training as well as had our first strategic leaders meeting. There are so many exciting things taking place this year.

We are still working hard on our Fall Institute. It appears that we will have to move it to a virtual event so stay tuned as we have some great speakers and events being lined up.

If you would like to be a part of this exciting group, we have a place for you to serve. I would love to talk with you and help find the right role to serve on one of our committees, you can reach 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

RODNEY ADAMS

PRESIDENT ELECT

WILLIAMSON MEDICAL CENTER,
ASSOCIATE ADMINISTRATOR OF FINANCE



Rodney Adams is the Associate Administrator of Finance at Williamson Medical Center in Franklin, TN. Adams has been with with them since October 2016 and has lead various revenue cycle projects in his career. Adams holds a Bachelor's Degree in Business Administration from Warren National University and a Masters of Management in Healthcare (MMHC) from the Owen Graduate School of Management at Vanderbilt University. He has been married to his wife Candi for 18 years. They have one son, Colby (13), and a goldendoodle named Rolo.

What does TN HFMA mean to you?

Being a part of such an amazing team that is leading the chapter through some challenging times is what means the most to me.

I love the outdoors! Hunting, fishing, kayaking, golf, running and mountain biking. Also playing with our goldendoodle, Rolo!

What do you enjoy doing outside of work?

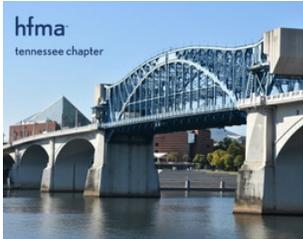


Do you have a talent or hobby?

I enjoy carpentry and electrical work. I have helped build and wire several homes over the last 20 years!



UPCOMING
EVENTS



TN HFMA'S ANNUAL
**Fall
Institute**

September 22-25
Moved to Virtual



Tennessee HFMA Webinar

THE CHANGING FACE OF BLOOD DONATIONS

Tuesday, July 28 at 11:00 a.m.

Presented by:
JIM DECKER, MEDIC BLOOD
JB GASKINS, BLOOD ASSURANCE



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MEDIC
REGIONAL BLOOD CENTER

Register

Beginning this month, we will be hosting webinars on both the second and fourth Tuesday of the month. Our second webinar for this month will be taking place on July 28th and is followed by next month's first on August 11th. For a full list of upcoming webinars, be sure to visit tnhfma.org!

Register

Digital Engagement for Self Pay Collections: A Case Study

Tuesday, August 11
11:00 a.m. - 12:00 p.m.

Presented by: David Ralston, Jackson Hospital
Noel Felipe, MedAssist



PROVIDER SPOTLIGHT



Paul Bolin is the Chief Financial Officer at Williamson Medical Center. He sat down with our Tennessee HFMA president, Buffy Loveday, to discuss COVID-19, leadership, and the impact of today's cultural climate.

WHAT KEY QUALITIES OF A FINANCE LEADER ARE BECOMING MORE IMPORTANT?

Healthy finances are more important as margins decline. Margins are key to growth and capital expansion. CFO and finance leaders must be more relational due to having to build more trust with constituents. You must create a place where honest dialog can take place. Community shareholders relationships are key as well. System thinking is taking on a new facet. As health systems have been redefined from just fee for service, leaders must be much more concerned about what happens with quality. It is good because it is the right thing for our patients. We look at the continuum of care and realize there may be areas that need to be adjusted. They may be revenue sources but if the quality is not there then the service shouldn't be there.

HOW DO YOU BEST LEVERAGE PROFESSIONAL RELATIONSHIPS?

Relationships develop throughout life. The sooner you can learn how to develop them, the better. Being a part of HFMA allowed me contact with so many people who were willing to help and I can pick up the phone and talk to others in the same situation. Being involved with community, utilizing your skills and license to help others accomplish their goals as well has helped me build relationships. Just like I call you when I need things. It is a true trust relationship.

HOW AND WHY IS IT IMPORTANT THAT AN EMPLOYER CREATE A CULTURE FOR THE YOUNGER WORKERS?

We all talk about an aging workforce. Especially within our clinicians. It is hard to retain young nurses. We have to either figure out how to keep them or realize we must adjust our retention models for a 3-5 year term. The younger generation is very mission minded. They must know their work is more than just working with patients. They want to be part of the mission and really feel it.

DO YOU FEEL THAT IS THE CASE WITH NON-CLINICAL STAFF TOO?

Yes, there are not clear paths in revenue cycle. Education is not as clearly defined. You can find schools to help you become MA, RN, etc... but not so many help with how to become a biller, patient advocate, financial counselor, etc... Makes it hard to find the right skill set for the younger generation.

"They want to be a part of the mission and really feel it."

WHAT ARE SOME LEADERSHIP LESSONS & INDUSTRY RESPONSES YOU HAVE RELATED TO COVID-19?

The first COVID case in Tennessee was in Williamson County. WMC was the first to furlough, first to stop visitors, first to stop electives. The leaders here have worked together for years and trusted each other, we practiced our incident command so even though we didn't prepare for a pandemic, our preparation worked because we were able to act quickly. We also made sure that as leaders we were very visible to our teams and patients. We wanted them to know we were part of their team. We felt it was important to walk out the leadership life in front of the employees, not just expect them do as we say. Even now if you are at the facility as an employee you must wear PPE. We must continue to use precautions for the safety of our patients and teams.

WHAT IS THE BIGGEST SURPRISE TO YOU FROM COVID-19?

We sent all revenue cycle and finance staff home in one day. It has worked wonderfully. We have worked our details like internet, printers, etc... I'm not sure that they will ever come back. We have realized we don't have meet face to face and it saves time and money.

WITH ALL THAT IS GOING ON IN OUR SOCIETY TODAY WHAT IS YOUR LEADERSHIP RESPONSE REGARDING RACIAL TENSIONS?

The most important thing we can do and are doing is acknowledge it is happening. WMC is training its leadership on sensitivity and bias. We realize it is a problem. We are in the process of adding a diversity statement to our mission statement. I realize these are just words and our intent is to back them up with awareness of racial issues. Williamson is a predominately white county. We must learn that we must be sensitive to racial injustices and stand against them. One of the real struggles is employee's social media. How do you handle when personal posts are counter to what WMC believes in or wants to stand for? We have not figured that out yet but continue to work on it.

"We are all in this together and it will take us all to succeed..."

AS A PAST PRESIDENT OF THE TNHFMA CHAPTER WHAT DO YOU SEE HFMA DOING RIGHT AND WHAT ELSE WOULD YOU LIKE TO SEE US DO TO HELP HEALTHCARE LEADERS IN TN?

What HFMA is doing right is helping create networks and relationships and figuring out how to do so under the current conditions. The move to virtual has been great. Actually it saves time and money. What they could do better is be more about leadership and not as much about details of just finance. There is no just finance any longer, you wouldn't believe some of the questions I must answer as part of my CFO role. You would think I had to have a medical degree. I must be so much more than just the numbers guy to truly perform at my best. We need opportunities for education around leadership. Lastly now that we are not meeting in person and able to network, it would be helpful if TNHFMA could set up a provider forum for CFOs that are across the state so that we can share and learn from each other. We are no longer viewing each other as competitors. We are all in this together and it will take us all to succeed and that is what our communities need from us.

LASTLY, IS THERE ANYTHING ELSE YOU WOULD WANT TO SAY TO OUR READERS/MEMBERS?

We all need to be lifelong learners. Not necessary to just the specifics of our job. We must learn how to better manage and lead with respect for all the people doing the work. In trying times, we must trust our leaders and be leaders that can be trusted.

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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

**PARTNER
SPOTLIGHT**



Marc Carter is a partner at CBC. He is the Region 5 Executive as well as a Past President of the Tennessee chapter. He sat down with our current president, Buffy Loveday, to discuss COVID-19, inclusion, and how he spends his time these days.

HOW HAS COVID-19 EFFECTED YOUR BUSINESS?

While the impact from the COVID-19 pandemic can be absorbed in many ways, CBC has chosen to focus on the positive aspects offered by the circumstances surrounding the current business environment. We recognize that while the “remote work” environment may not be ideal for all families, our employees have utilized the opportunity to gain a closer family relationship. A reconnection of sorts that allows family members to discuss the pandemic and the value of family. As well, the same “family” concept shared among the CBC employee base has allowed the CBC leadership team to provide special considerations in meeting the needs of all employees based on their personal family situation. As our clients experienced a serious impact to their financial position due to non-existent patient visits, CBC continued to generate revenue to assist in shoring up the cash position and actually increased their return with same compassion offered to our client’s debtors pre-COVID.

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

First and foremost, a change in our comfort level obtained with the remote work model implementation. Residing on the perimeter of our long-term business plans, response to the pandemic created an environment of necessity to offer remote work and the success of the model has been extremely positive. An additional positive outcome has been the expanded employee pool to hire from geographically with the capabilities to obtain experienced workers thereby reducing the training window. As some in our industry have reduced their staff for various reason, we are able to provide jobs to those willing and able to provide quality results. Secondly, the pandemic has reaffirmed the need for nimbleness in our service lines as our clients' revenue cycle needs can expand literally overnight and flexibility is a necessity in developing programs to meet client expectations.

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?

At CBC, we recognize that supporting diversity and inclusion is not only the right thing to do, it is also the right thing to do for our business. This commitment is woven into our values and beliefs that our company is strongest when we embrace the full spectrum of humanity, regardless of what we look like, where we come from, or who we love. That means both building a more diverse and inclusive workplace and promoting what we call courageous engagement in our company and the business world we serve. I pray each day for peace and understanding as we navigate these challenging waters regarding racial discord and that all parties open their hearts to create a better world for all citizens of the world.

YOU ARE AN HFMA REGION 5 EXECUTIVE AS WELL AS A PAST PRESIDENT OF THE TN CHAPTER, WHICH TAKES A LOT OF TIME. WHY DO YOU CHOOSE TO SPEND YOUR TIME ON HFMA?

My journey in HFMA began March 1, 1989 with a full-fledged jump into active participation in 2005 as Member Services Co-Chair under the tutelage of Guice Smith. With Guice's encouragement, I accepted the role of Chair followed up by agreeing to submit to the offer of joining the leadership rotation of the chapter. Ascending to TNHFMA President in 2012, the personal and professional growth provided each step of the way grew into a desire to give back to the association that had delivered so much to me. When the opportunity to submit my name as a candidate for the Regional Executive role, hesitation never crossed my mind. I owe so much to this association and especially to the Region 5 chapter leadership for putting their trust in me to continue on the tradition of excellence in chapter and Region 5 management. The friendships I have been offered and created will last a lifetime as well as the feeling of helping others with the various community service projects in place at HFMA events. The journey is priceless and I encourage all members to volunteer for a role in active chapter participation.

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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

Bronze: Oracle, Penn Credit

Sponsorship list as of 07/07/2020

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!

Kamila Carnicella
Craig Crane
Jeff Eddins
Ryan Foster
Felipe Freitas
Elham Galyon
Juliet Hahn

Adam Hook
Cassie Hynes
Denise Luna
Brandie McLain
Lisa Miller
Agatha Nolen
Robert Novielli

Brenna O'Malley
Josh O'Rear
Ashley Oelgoetz
Laura Osbun
Julie Pack
Rosanna Papier
Terry Pefanis

Emily Price
Adam Schwab
Tiffany Taylor
Andrew Temple
Jennifer Trujillo
Christina Tupper
Djuana Vincil

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