

TENNESSEE TRACKER

HFMA TN CHAPTER MONTHLY NEWSLETTER

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A Letter from our President

October is in full swing and the leaves are beginning to change. This always reminds me that things do change. I believe that we are all ready for 2020 to change and look forward to 2021. We have many things around us showing that to be the case. Things like Presidential debates... don't worry I won't get off on that tangent, but I will say no matter what there is change coming in our government and in our regulations around healthcare. The great thing is we have wonderful experts that can help us to navigate the new rules and regulations.

Many of these professionals were part of our virtual Fall Institute at the end of September. This event was a wonderful success. We had over 300 registered. We had some of the top providers in our state speak to us about financials, operations, revenue cycle, and many other topics. The sessions were recorded and can be seen on our [YouTube channel](#). We have also posted the presentations and you can find them [on our website](#). I must give a big shout out to our chapter sponsors as well. We could not have these events without them.

During our Fall Institute there was over \$5,000.00 raised in our online auction benefitting the Gloria Adams Memorial Scholarship fund. Thank you to all who donated and bid for those items. It is the heart of TNHFMA to want to give back and we will identify a charity and have another auction sometime early December. Stay tuned.

Our chapter is always looking for chapter sponsors and have some great benefits to you this year so be sure and check out TNHFMA.org to learn more. We also wish to engage you as a member and the best way to get engaged is to volunteer in the chapter. We have lots of opportunities to get involved and I encourage you to contact any of us in the chapter to learn more.

We only have a few more months in 2020 and my hope is that you can find and focus on positive things that have happened this year while looking forward to what is to come.

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 TN 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

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

CPE Awards - Lee Ann Burney

Founders Points - Brad Adams

LEE ANN BURNEY

CPE COORDINATOR

DIRECTOR OF FINANCE,
WILLIAMSON MEDICAL CENTER



Lee Ann has been in healthcare for over 30 years. She received her undergraduate degree from Lipscomb University and her graduate degree from the Owen Graduate School of Management at Vanderbilt University. She has 15 years of experience specific to reimbursement, and has served TN HFMA as Treasurer, Vice-President, President-elect, President, Parliamentarian and Chairman of the Board. She has been awarded the Follmer Bronze, Reeves Silver, Muncie Gold Merit Awards, the Medal of Honor and the Ira M. Lane Award.

What does
TN HFMA
mean to
you?

Through Tennessee HFMA, I have made lifelong friends both professionally and personally.

I love to be with my church family and my regular family when I'm not with my HFMA family.

What do
you enjoy
doing
outside of
work?

Do you
have a
talent or
hobby?

I'm a decent artist (I majored in art before I became a CPA and I still love to paint), and I love to dance.

Fall Institute Recap

with Chair of the event,
Chad Preston

As it relates to HFMA, I've been thinking about the term 'virtual meeting'. If the meeting happened, even in electronic format, it happened. It did not 'virtually' happen. The Tennessee Chapter had firsthand experience with this in late September.

We had more participation and positive feedback than we could have imagined. I want to take a moment and give special thanks to the volunteers who helped orchestrate the event. A big thank you goes out to Beth Witten and Mallie Wardrup of Blue Turtle Creative. If you're not aware, Beth and Mallie support the chapter in a variety of ways. They were instrumental in scheduling the presentations and managing technical support throughout the week. They do much more, but we want to say thanks. I also want to thank the TN Fall event volunteers, chapter board, chapter leaders, past presidents, education committee and sponsors. We could not have done it without you.

The Fall Meeting was eventful in several ways. Most impactful to me was our lunch honoring Bill Matheney. Bill was a special man and he deserved the incredible tribute we honored him with. A special thanks goes out to Clint Jones, Martha Calfee, Carolyn Moffit, Neil Kounce and many others who helped produce a memorable event.

Throughout the week we had many informative sessions. Scott Mertie and Katie Reid with Kraft CPA's kicked us off with an update on TNCare/Medicare. Kevin Loveday led a course on CPA ethics. Price transparency is a very hot topic right now. We were fortunate enough to have one of our nation's leading experts on hospital pricing, Jamie Cleverly with Cleverly and Associates, present to us on the pending requirements of price transparency. Debbie Ernsberger with PYA and Laura McGregor with LBMC educated our members on the tax implications of Covid.

One of my favorite sessions was Bill Griffin, CFO of Baptist Memorial Healthcare, Leadership During a Pandemic. Not only was Bill extremely insightful and candid, he also brought some levity into his presentation. Two of his polling questions:

1. Who is your favorite captain of the Star Trek Enterprise?
2. What is your favorite Beatles song?

The answers were interesting. By the way, In My Life is my personal favorite Beatles song.



The two most attended sessions were our panel discussions. We held educational discussions with one containing Revenue Cycle leaders and the other featuring CFO's. Each of those sessions boasted over 150 participants calling in live to hear their insights.

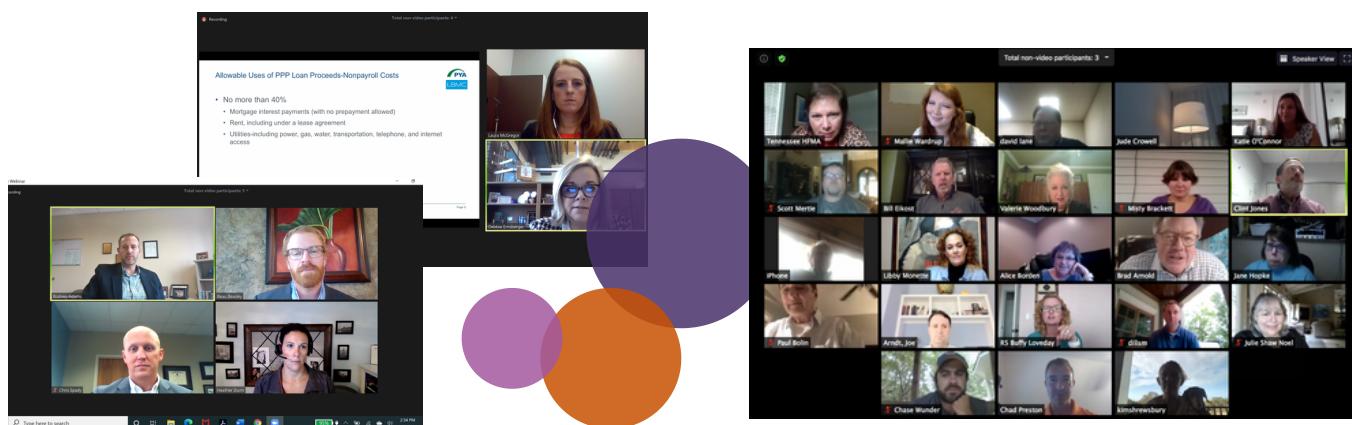
Moderated by our President-Elect, Rodney Adams, our attendees were hearing meaningful and timely feedback from our panelists', Heather Dunn with Vanderbilt Health, Beau Beasley with Methodist LeBonheur and Chris Spady with Erlanger. They broached several timely topics. Those topics included telehealth, remote workforce, staff engagement, operational efficiencies, vendor relations and more. It was an incredibly informative session, it went by fast and I'm certain we'll hold more of these in the future.

"Soft skills are often as important as the technical and financial knowledge for a CFO." Paul Bolin

To that end, the CFO panel was no less impressive. Our chapter President, Buffy Loveday moderated our panel. We were fortunate to hear from Cecelia Moore, CFO Vanderbilt, Britt Tabor, CFO Erlanger and Paul Bolin, CFO Williamson Medical Center. Again, a wide range of topics were discussed. It was interesting to hear how each of them dealt with the many challenges of COVID and the current environment. Each leader gave insight into dealing with reduced volumes, employee engagement, remote workforce, safety, capital and more. It's incredible all the challenges our hospitals face in today's environment and we're thankful to gain some understanding from our panelist.

I also wanted to mention our silent auction. Benefitting the Gloria Adams Scholarship Fund, the HFMA TN Chapter, led by Merle Glasgow, held a silent auction during the week. Some of the prizes were incredible. There were condos on the beach and baskets of bourbon auctioned off. The results were amazing. As a chapter, we generated over five thousand dollars for the TN Chapter Scholarship Fund. If you're not familiar with the scholarship, I encourage you to check for information on our website.

While this event may have taken place on a virtual platform, it completely happened. Old friends were reunited, our lost friend was mourned, and people were educated in real time by experts in various healthcare finance fields. If that isn't a real and true HFMA Tennessee Chapter event, then nothing is. Thank you to everyone who joined us, and we can't wait to hug you all in person very soon!



CREDIT BALANCES AND THE HIDDEN RISKS

Presented by:

JOSHUA ROBINSON, CROSSROADS HEALTH

November 10

11:00 A.M. - 12:00 P.M. CT

REGISTER

**UPCOMING
EVENTS**

Price Transparency Panel

SPEAKERS:

Valerie Barckhoff - Windham Brannon

Heather Dunn - Vanderbilt

Brian Lee - Alston and Bird

OCTOBER 27

11:00 A.M. CT

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REGISTER

Remembering Bill Matheney

During our Fall Institute last month, we took some time to reflect on the ways that our lives were impacted by Bill. Stories and memories were shared between not only chapter members, but members of Bill's family as well. Below is a card that we received from Bill's family regarding the lunch that took place in his honor. It was recently announced that Bill's company, Matheney Stees, has merged with one of our other trusted HFMA Tennessee chapter firms, Krafts CPAs, PLLC, where his memory will live on. A full description of this upcoming transition can be found on the page below. Thank you to all who attended, we know that Bill will always be part of the HFMA Tennessee Chapter family.

Thanks to the many friends in TN HFMA organization for your prayers, visits, flower arrangement and spectacular memorial tribute. Your love for Bill was evident and our family is deeply touched by your kindness.

July, Joeh, Felicia, David, Taylor & Bailey



During a time like this we realize how much our friends mean to us... Your kind expression of sympathy will always be remembered



Kraft Acquires Chattanooga Firm

KraftCPAs PLLC, a Nashville-based firm, has expanded its footprint to Chattanooga with the acquisition of Matheney Stees & Associates PC (MSA).

MSA has served the Chattanooga area for more than 20 years, particularly in the healthcare and construction industries. MSA has 17 full-time and part-time employees.

The effective date of the acquisition is September 30, 2020.

Tim Stees, a Manager-in-Charge at MSA, will join KraftCPAs PLLC as a member. He has more than 35 years of experience in finance, accounting, and taxation, including 25 in public accounting. Tim graduated cum laude with a Bachelor of Science Degree in Accounting from Bob Jones University.

“MSA shares many of our cultural beliefs, and we look forward to welcoming the MSA team to our Kraft family,” said KraftCPAs chief manager Vic Alexander.

[View Full Article](#)

PROVIDER SPOTLIGHT



MAURY REGIONAL
MEDICAL CENTER

Nick Swift is the Chief Financial Officer at Maury Regional Hospital. In this interview, he discusses COVID-19, HFMA membership, and what it takes to be a good leader.

WE HAVE NOW BEEN IN THE COVID-19 PANDEMIC FOR 6 MONTHS. WE HEAR THAT RURAL SYSTEMS WILL BE MOST AFFECTED, CAN YOU SHARE WITH US WHAT YOU ARE SEEING AT YOUR FACILITY AND YOUR OUTLOOK FOR THE REMAINDER OF 2020?

We have seen an increase in COVID volume in recent months. East Tennessee did not see the same level of COVID cases for the first few months as other parts of the state. We had a low volume of COVID positive patients in the hospital until last week of June and then it started to grow. Since then we have had 20-35 COVID positive patients on any given day. We do expect this to grow as we enter the winter months. We have had the same challenges as most hospitals, fluctuating availability of PPE, medication levels for respiratory patients, staff becoming ill with COVID or their kids or parents. Staff burnout is a big concern as well, mental as well as physical. The pandemic brings a little fear of the unknown to everyone and the rules to combat the pandemic continue to change. A real battle to keep the message out there and what you have to do on a daily basis to keep your patients, the staff and yourself safe.

WHAT ARE SOME OF THE EFFECTS THAT YOU HAVE SEEN FROM YOUR PATIENTS AND COMMUNITIES DUE TO COVID-19? LOSS OF JOBS, COVERAGE, FEAR?

We have seen a wide range of impacts throughout our communities. Some have been impacted with furloughs and job loss, other industries have been hit very little or bounced back quite well. A wide range of impacts and a wide range of emotions and situations.

DURING THE PANDEMIC, MANY SYSTEMS CONVERTED TO A REMOTE WORKFORCE APPROACH. IT WOULD APPEAR THAT MOST SYSTEMS WILL REMAIN REMOTE IN MANY AREAS. I WOULD THINK THAT WOULD HELP RURAL SYSTEMS IN BEING ABLE TO COMPETE FOR TALENT ACROSS THE COUNTRY AS YOU WOULD NO LONGER BE LIMITED TO PHYSICAL PROXIMITY TO YOUR FACILITY. CAN YOU SHARE WHAT MAURY DID AND WILL CONTINUE TO DO RELATED TO REMOTE WORKFORCE?

It is one of the positives of the Pandemic to me. In healthcare, sometimes change comes slow. We moved about 150 folks just on the non-clinical side of operations to remote work in a matter of weeks. It was amazing to see the buy-in and teamwork of such a significant change from the employee, leader and organization. We now are making a concerted effort to keep all of these associates as remote working. We do feel it will help us compete for talent, retain our excellent staff and we have seen a rise in overall productivity.

TRANSPARENCY HAS BEEN SOMETHING WE HAVE TALKED ABOUT FOR YEARS IN OUR INDUSTRY. NOW IT SEEMS IT IS INEVITABLE. WHAT IS YOUR ORGANIZATION DOING TO ADDRESS THE UPCOMING REQUIREMENTS AND WHAT ARE SOME BENEFITS YOU WOULD EXPECT RURAL SYSTEMS TO SEE FROM THIS MANDATE?

We will meet the formal requirements in 2021, but looking for opportunities to market the quality and low cost position we feel our health system presents for the patient. Our intent in 2021 and beyond is to market those things in addition to the new guidelines to share the options to patients for a great quality outcome, with excellent service and at an affordable price. In addition, we are working very hard to give patients estimates of their care before the service across all service lines. Patients just want to know what they are going to owe and they want it upfront.

"It is a time of growth and strengthening of your team. It has been a real positive..."

THIS HAS BEEN A STRANGE TIME FOR SO MANY, CAN YOU SHARE WITH US SOME THOUGHTS ABOUT HOW THIS PANDEMIC AND ALL ASSOCIATED WITH IT HAS AFFECTED YOU PERSONALLY?

My wife has health issues that put her more at risk. I'm always concerned of bringing this virus home to her. I appreciate the time, the moments, the hugs of my kids, grandkids, etc. even more so than I did before any of this. You also get to see your associates grow. Any time your organization gets stretched, your people do to. New leaders emerge, some take a step back, others learn new skills, you get closer to your associates as you talk about sensitive subjects. It is a time of growth and strengthening of your team. It has been a real positive and some real super heroes have emerged. An awesome thing to witness and be a part of for any leader.

WE ARE AT A PIVOTAL POINT IN OUR COUNTRY REGARDING DIVERSITY AND INCLUSION, HOW HAS THAT AFFECTED YOUR STAFF AND COMMUNITY? WHAT ARE SOME OF CHANGES BEING MADE IN YOUR ORGANIZATION TO ADDRESS THIS TOPIC?

I am not sure we can ever do enough to treat each person the way they want to be treated. Listening and dialogue go a long way in understanding the views of others. We have tried to have these in various settings historically and continue to explore other avenues to create the dialogue.

VOLUNTEERS NEEDED!



**Interested in joining
us?**

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

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.

SPONSOR SPOTLIGHT



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

WE ARE NOW MORE THAN 6 MONTHS INTO EXPERIENCING THE COVID-19 PANDEMIC? WHAT ARE SOME OF THE DIFFICULT DECISIONS WAKEFIELD & ASSOCIATES HAS HAD TO MAKE? WHAT ARE SOME OF THE GOOD THAT YOU HAVE SEEN IN YOUR ORGANIZATION THIS YEAR?

When the pandemic first arose and we began to hear news about the potential long-term serious impact it might have on both individuals and businesses, Wakefield & Associates immediately took action and assembled a COVID-19 response team consisting of our entire senior leadership group. The team met daily to monitor and respond to the situation that was quickly evolving. Each member of the team shared the latest information they were receiving about the pandemic as it related to their field of responsibility within the organization. The team discussed possible anticipated challenges that may arise as a result of public and government response. In turn, the team developed contingency plans and strategized solutions – sometimes overnight – that could be quickly implemented.

During the initial days of us beginning to understand that we were under siege by this aggressive world-wide pandemic, one of the very first initiatives we undertook to help protect the safety of our employees while allowing us to remain fully operational to serve our clients was to hire medical professionals to check temperatures of every individual who entered any one of our seven locations. While temperature testing might seem easy to operationalize, we had never done this before. Therefore, we had to fully vet the legal and HR implications of taking temperatures of our employees on a daily basis, develop a policy and communication that did not exist, find and hire outside medical staff, and even find and purchase touchless thermometers – which were hard to come by at that time. And we did all of this in a matter of a day or two.

In addition, we began to practice social distancing within our office, and developed policies and procedures to be in compliance with various local and state laws regarding social distancing in each location where we have a physical office.

We also set up a work from home program for nonessential personnel that complies, again, with various local and state laws and regulations. Since Wakefield & Associates already had a work from home program that we were utilizing for some employees, we were ahead of the curve in quickly deploying the program across the company where possible. With a strong IT team having had prior experience with a more limited work-from-home program, we were able to scale the program as it became necessary over a weekend doing so with precision and very few glitches.

As a direct result of the work-from-home program we operationalized across the company in response to COVID-19, we have been pleasantly surprised to see production-levels go up across the board. We have also experienced fewer HR issues. Consequently, our managers now spend less time dealing with employee issues and have more time to be productive as well.

Wakefield & Associates also suspended travel for our sales and marketing team in conjunction with our clients' policies. As a result, we saw savings from travel. However, we stayed in constant contact with our clients through various platforms such as Microsoft Teams and the good old-fashioned telephone and email.

All of these COVID-response programs and initiatives, along with many others, rolled up into both an internal plan we shared with our company team members, as well as a corresponding plan for our clients that we shared early with our entire client base.

Overall, we were not impacted financially through the first six months. We do anticipate seeing lower placements through the end of the year from some of our bad debt clients that had lower censuses. Those placements are just now beginning to be sent to Wakefield & Associates. Nevertheless, we are well prepared for this dip in placements and have created reserves from travel savings to handle any impact to revenue.

"Since we already had a work from home program that we were utilizing, we were ahead of the curve..."

WHEN THE PANDEMIC HIT, MANY THINGS WENT INTO RAPID CHANGE. HAS THERE BEEN ANYTHING THAT HAS CAUSED YOU TO LOOK AT YOUR ORGANIZATION AND HAD TO PIVOT EITHER IN PRODUCTS OR SERVICES THAT YOU WILL INVEST IN FOR 2021? WHAT LONG TERM CHANGES DO YOU SEE FOR YOUR ORGANIZATION POST COVID-19?

Throughout the pandemic, Wakefield & Associates has continued to build on our infrastructure to further enhance our work-from-home program. We also continue to advance our AI capabilities. These products have become increasingly more relevant as states issue various "stay-at-home" or "shelter-in-place" orders across the country.



In addition to our internal advancements, we have also been able to help our clients that had to furlough employees. We were able to fill any staffing needs they had through our Leased employee platform.

As we prepare to emerge from the pandemic, we plan to maintain our work-from-home program at some level where possible. We find it works for us. And with many employees working off site, we will be able to maintain social distancing within our multiple locations.

"The continuing education provided is invaluable, especially in these current times."

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

At Wakefield & Associates, we appreciate the importance of creating an environment in which all of our employees can feel valued, included and empowered to bring great ideas to the table and great service and results to our clients.

We recognize that each employee's unique experiences, perspectives, and viewpoints across our company are critical to creating superior service and revenue recovery for all of our clients across the country. Therefore, our goal is to foster an environment that is an incubator for great ideas and hard work, is attractive to the best talent, and that creates a profound sense of pride across our company.

Our diversity and inclusion efforts focus on: (1) Leading and managing inclusively – embracing different cultures, ethnicities, genders and sexual orientations; (2) Creating a work environment that fosters growth and advancement; and (3) Engaging with our clients in a way that reflects and respects their unique perspectives and experiences.

Our diversity and inclusion objectives, and progress toward achieving them, is assessed annually, to ensure they align with our business and talent objectives.

At Wakefield & Associates, we have created the "Wakefield University." Through this program, we further the education of all our employees. In addition to industry related education, we also have a class on culture, acceptance, and diversity

WAKEFIELD & ASSOCIATES HAS BEEN A LONG-TERM SPONSOR OF TNHFMA. AT A TIME WHEN BUDGETS ARE TIGHT, WHY DID YOU CHOOSE TO CONTINUE TO SPONSOR TNHFMA?

Wakefield & Associates sees tremendous value in the Tennessee HFMA organization. It is a great resource that allows us to stay on top of changes within our industry. We have several employees that serve on HFMA boards in various chapters. We also see it as a great opportunity to network with our peers and customers. The continuing education provided is invaluable, especially in these current times.



2020 - 2021
TN HFMA Chapter

SPONSORSHIP AVAILABLE!

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2020-2021 HFMA TN Chapter Sponsors

Diamond: AccuReg

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EnableComp, Wakefield and Associates

Bronze: Oracle, Penn Credit, Softek

Honorary: Bill Matheney

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HFMA Blog

HFMA Podcasts

**Nashville Healthcare
Council**

**Brian Rothman
David Bertani
Matthew Rieck
Matthias Gorham
Jess Harris**

**TN Chapter Membership Chair,
Adam Blackwell, and his wife,
Lauren, welcomed baby boy #3
into the world this week. Welcome
to the HFMA family, baby Thomas!**



**A special welcome
to our new
TN HFMA members!**

**Kelley Jerome
Clayton Irving
Tracy Maynard
Kenneth Kubisty**

**Felipe Freitas
Chris Brown
Leah Albertsen
Eric Roberts
Blake Stansell**

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