

October 2010
Third Issue - FY2010-11

The Edge

 hfma northern california chapter
healthcare financial management association

News Flash

HFMA NCA will Raffle Off \$500 in Cash and Prizes!

Participate in the Membership Survey for a chance to win

President's Message

Kathleen Cain
Chapter President
2010-2011



You could win \$\$\$ because we listen

HFMA National conducts a survey each year to measure a Chapter's focus on members and sends to random members of the Northern California Chapter during October. **PLEASE COMPLETE THE SURVEY.** It's very important that we generate a good response rate so the views of the members are adequately presented. Please let National and Chapter leaders know we heard you. **We're proud of the improvements we made and want to do even better.**

If you receive a survey, please complete it; print the last page and write your name, HFMA Member number, and phone number or email address. Send the last page with your information to Geli Argao, Chapter Administrative Assistant, by fax at (925) 828-4538 or send a scanned copy by email to office@hfma-nca.org. Upon receipt of your completed survey, you will be entered to win a **\$200.00 gift card and free registration (approximately \$300.00 in value) to either the 2011 Spring Conference or 2011 Fall Conference**. The raffle draw will be done on December 9 at the chapter Board Meeting.

We listened to your comments contained in the last Chapter Survey conducted in Fall 2009 and have made several improvements.

Your comments identified the top two services to improve as: (1) the topics addressed at educational programs and (2) the location of education programs. We've added more edu-

cational sessions and a larger variety of topics. Today, I looked at the website www.hfma-nca.org and found the following topics:

- Healthcare Reform
- Fraud and Not for Profits
- PFS Road Shows
- Annual Legislative & Regulatory Update
- Revenue Cycle Forum
- Managed Care
- Accounting Updates
- Risk Management
- Medicare
- Tax Updates

These are some of the variety of programs offered until the end of the calendar year! Many of these are free webinars for members and the free monthly Revenue Cycle lunch hour teleconference. Members have the opportunity for significant educational hours at little or no cost.

We made attendance more convenient by offering more webinars for limited time out of the office. We've also continued the PFS Road Shows in the most popular locations to provide access to the geographic reach of the Chapter.

The next item members identified was more networking opportunities. We've tried to think of activities that would appeal to a broad spectrum of members and provided the following this past year:

- Golf Outing
- Family Day at the SF Giants
- Spring Conference Casino Night

Please visit the website often to see these opportunities to network with your peers and also have a great time. Once again, we appreciate hearing from you and want to thank you in advance for completing the survey.



Upcoming Chapter Education Events

**HFMA Northern California
PFS Road Shows**

D E N I A L S

We know they're out there
but we have the tools to
fight back

- **Critical Legislative Updates (Medi-Cal vs Collections) and Recovery Techniques**
- **Denial Management with the right tools**
- **How Utilization Management can avoid the top 10 clinical denials**
- **Revenue Cycle Directors share their best practices in thwarting denials**

REGISTRATION FEE:

HFMA Members - \$35

Non-Members - \$45

Group Discount - \$10 off on registration fee per person (3 or more from the same facility)

Registration fee includes box lunch, and coffee and juice for refreshments



Fremont - October 15
Washington Hospital

Monterey - November 11
Community Hospital of the
Monterey Peninsula

Sacramento - January 12
Sutter Gateway Oaks

Modesto - February 11
Modesto Memorial

REGISTER ONLINE
www.hfma-nca.org

What's Cooking in Sacramento?

The Annual Legislative and Regulatory Update Conference

Sponsored by the Northern California Chapter Managed Care Committee

Thursday, October 21, 2010

9:00 AM - 3:00 PM

**Sutter Center for Health Professions, Homer & Socrates
Classrooms**

2700 Gateway Oaks, Sacramento, California

Come join us at this annual event, and get an update on hot regulatory and legislative issues with focus on the Healthcare Reform.

California Association of Physicians Group (CAPG)

*Impact of Healthcare Reform on Medical Groups/
Physician Networks*

Legislative Analyst's Office

Legislation Planned to Implement Healthcare Reform

California Hospital Association (CHA)

How will Healthcare Reform Impact California Providers, Health Plans and Consumers?

Department of Managed Health Care (DMHC)

Healthcare Reform's Impact on DMHC

Panel Discussion on Medi-Cal

How Will Medi-Cal Change as a Result of Healthcare Reform and What Does it Mean for California?



REGISTRATION FEE:
HFMA Members - \$20
Non-Members - \$30
Register online:
www.hfma-nca.org

Continental breakfast and light lunch will be served