

Louisiana LEDGER

THE OFFICIAL NEWSLETTER OF THE LOUISIANA CHAPTER OF THE HEALTHCARE FINANCIAL MANAGEMENT ASSOCIATION

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Section 501 r – Here to Stay?

It is 2017 and non-profit hospitals must now be fully compliant with the final rules for IRC Section 501 r.

Despite statements from the Trump administration and Republican-controlled congress regarding repeal of Obamacare, Section 501 r is likely to remain. This is due largely to Sen. Charles Grassley (R-IA), the individual responsible for including these provisions in the Affordable Care Act (ACA). He regularly monitors them, as does the IRS. Actually, the IRS is required to review the community benefit activities of all non-profit hospitals every three years.

So, even if Obamacare is repealed, hospitals should plan to continue complying with Section 501r requirements. The *2017 Workplan* for the IRS Tax Exempt and Government Entities Division clearly states they will review hospitals' compliance with requirements under Section 501r during 2017.

Though it has been two years since the final Section 501 r regulations were released, there are a number of areas that remain confusing. Outlined below are several of the issues that hospitals have repeatedly asked to be clarified.



Mark Rukavina

Widely Distribute Policies

Certain information must be posted on hospital websites, as well as translations of this information. Paper copies of this information must also be made available in hospital locations or sent, free of charge, to those who request it.

This information includes the financial assistance policy (FAP), plain language summary of the FAP, and FAP application. One area of confusion arises when a hospital has a separate billing and collection policy. If a hospital chooses not to incorporate its billing and collection policy into its FAP, the separate policy must be posted and translated on the hospital website and made available upon request.

Translation of Information

Hospitals have also asked for clarification on which languages translations must be made available. The regulations state that information must be translated into the primary language of any limited English proficient (LEP) populations

that constitutes the lessor of 1,000 individuals or 5% of population likely to be affected or encountered by the hospital. Hospitals are allowed to use a reasonable method to determine these populations. To comply, hospitals should have a clear rationale and data to back-up their decision regarding translation of materials for LEP populations.

Notice of Extraordinary Collection Actions

The final rules require hospitals, or any third parties collecting on their behalf, to provide a notice of the extraordinary collection actions (ECAs) that will be pursued prior to initiating such actions. This notice is to be provided after reasonable efforts have been made to inform the patient of financial assistance. A written notice must be provided at least 30 days prior to initiating ECAs and a plain language summary must be included with it.

Questions arise whether the hospital or third party agency must provide the written notice of the ECAs. The regulations only specify that the notice must be provided, therefore it is important for hospitals to clarify whether they or their agencies will provide the written notice and the hospital's plain language summary.

Application Period

It is critical that hospitals and third party agencies are aware of the date of the first post-discharge billing statement. FAP applications must be accepted and processed if received within 240 days of the first statement. This timeframe may be extended depending on the timing of when the notice of ECAs to be initiated is provided to the patient.

The possibility that the application period could possibly be extended beyond 240 days is yet another area of confusion. For example, the timeframe for accepting FAP applications could be extended if the written notice of ECAs is provided after day 210. It may also be extended if an incomplete application is received close to the end of the 240 application period since the regulations stipulate that applicants must be allowed a reasonable amount of time to complete their application.

Continued on page 3

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Join us on LinkedIn



Not a member?
www.hfma.org/join

Registration is open at
**LA HFMA Winter
Institute 2017**
(Jan 22-24)

AND

**Women's Leadership
Conference**
Jan 24 11:30am - 3pm

President's Message

Winter 2017

Happy New Year to you all! I hope 2017 is off to a great start for each of you! We had a great Region 9 meeting in New Orleans in November and appreciate each of you who were able to participate. Thanks to Lucius Butts and Scott Richard for representing Louisiana on the Region 9 Steering Committee and volunteering their time and energy to make the event successful.

We are excited about our upcoming Winter Institute and first-ever Women's Leadership Conference immediately following the Institute. (please see Conference Info for details) Both promise to be full of great content, networking opportunities and we hope to see you there. Please feel free to share these invitations with co-workers and friends. This is a wonderful way to expose others to the benefits of HFMA. Thank you to Kim Bryan and Corinna Goron and the Program Committee for the advanced planning of these events. We are looking forward to our Sunday Night Football Social and a fun Monday Night Mardi Gras Party as well.

We would like to ask you to invite a colleague to join HFMA. We have been providing the membership goals and progress with the most recent newsletters so that you can see how we're doing and allow you to help participate in the benchmarks we strive towards as a chapter, set forth by National each year. Please consider helping us meet our membership goal by renewing your own membership or sponsoring a colleague. We also track member satisfaction. Thank you to those who took time this fall to complete the Member Satisfaction Survey. We appreciate your feedback!

Another goal National HFMA tracks is certified members within each chapter. Are you interested in becoming a certified member of HFMA? If so, please contact Brian Kirk. Are you already certified but need to report your hours? Please use the National website reporting tool to keep up with your hours after each meeting or webinar. Reporting your hours might be just what the chapter needs to reach our goal.

I hope you're making plans for our Annual Institute in Lafayette, April 30-May 2, 2017. We will have golf, bingo, shrimp and crawfish, dancing, and that's just the first day! Kim and Corinna are already hard at work on the Annual Institute but are always looking for volunteers to help. Contact them for more on how you can get involved. If you are interested in a booth, please contact Amy Carpenter, Exhibit Chair. If you are interested in sponsoring an event, please let us know. Also, the hotel has advised us that they will be busy that week so please book your room early to avoid missing out.

As always, thank you all for making LA HFMA so successful. Cheers to each of you for a Healthy, Happy 2017!

Mary Leah



Officers & Board

2016 - 2017

President

Mary Leah Walke

President Elect

Kim Bryan

Secretary

Kim Hebert

Treasurer

Brook Harvey

Vice President- Membership & Registration

Anthony Verdicanno

Vice President- Communications

Olivia Davis

Check Your Founders Points

Did you know that you can check your founders points 24/7 through the HFMA web site www.hfma.org?

It is easy. Just follow these few, easy steps.

1. Go to www.hfma.org
2. Click on membership
3. Go to manage my account
4. Log in with your user name and password
5. Click on the box that says view founders points

If you find a discrepancy, contact LAHFMA's Founder contact, Kim Hebert.

2016-17 Officers and Board Members



(L to R): Brook Harvey, Olivia Davis, Kim Hebert, Mary Leah Walke, Kim Bryan and Anthony Verdicanno



Here to Stay... continued from cover

Refunds

Given the 240 day application period, it is conceivable that an application may be submitted after an applicant has made payments on accounts that are subsequently approved for assistance. If the payments are in excess of \$5 of the amount the applicant is personally obligated to pay under the FAP, a refund is to be issued.

Addressing refunds in an FAP allows a hospital to take advantage of the “safe harbor” provision included in the regulations. Section 501 r puts limits on the amount that a hospital may charge an FAP-eligible patient. The safe harbor protects hospitals when they have charged such a patient more than allowed under their policy. Refunding payments made by a patient prior to being approved for assistance for the particular account may not have been a widespread practice before now. However, given the requirements of the final rule and the safe harbor provision, it is crucial that hospitals to address the issue of refunds in their FAP.

Adopted by Authorized Body

Hospitals will not have implemented their policies, as required, unless an authorized body has adopted the policy and it is consistently carried out by the hospital. According to the final rule, an authorized body includes the governance board, a subcommittee of the board, or an individual or committee permitted under state law to act on behalf of the governing board.

While it may be a change of practice for many hospitals to have their governance board approve the policy, care should be taken to ensure that an authorized body adopts the policy. Given the importance of the federal tax exemption, this is an essential step that must be taken by all hospitals.

The Future of Section 501 r

As mentioned previously, it is unlikely that Section 501 r will be going away, even with repeal of the ACA. Given this, hospitals are advised to have clear and transparent policies that are widely available and consistently applied. The IRS requires this. They, along with the public policymakers, consumer groups, academic researchers, and the media are certain to be paying attention.

Non-profit hospitals are required to make their policies widely available to the communities they serve to ensure that those in need are able to access care. For hospitals that have not already done so, steps should be taken to audit their policies for compliance with the final rules.

About the Author

Mark Rukavina, Principal at Community Health Advisors, LLC in Boston, is a member of HFMA’s Massachusetts-Rhode Island Chapter 617.833.9829 mark@communityhealthadvisors.com

Choose Your Partners Wisely

Every successful organization forms alliances with other companies; it’s the smart way to do business. But choosing the right partners is no easy task. You want them to be reputable, credible and reliable. The wrong ones can cause numerous headaches and may even contribute to significant financial losses.

There are many reasons to consider forming a partnership, but you must do your due diligence, exploring a company’s work ethic, approach to business, performance record, and reporting protocols. Online tools such as Google, the consumer review site Yelp, and social media channels like LinkedIn will help you quickly learn about any company, as will The Better Business Bureau rating. Read company profiles and see what endorsements a company has received, and visit websites and look at the press releases and news sections. In short, learn all you can about a potential partner before you make a commitment.

Here are some guidelines to help you determine whether the partnership is right for your business.

- The company has core offerings similar to or complementary with yours. You want to expand your product and service lines with a company that has a proven track record of profitability and cash flow.
- An experienced management team is in place that will be compatible with your leadership team, and will work hard to make the partnership a success.
- The company fills gaps in either the skills that are core to running your business or has products and services to compliment your product / service lines. A blend of technological expertise, financial acumen, operational skills and business development capabilities is ideal.
- The organization has a good relationship with its customers, so that you can smoothly integrate them with your customer base. You want a partner that treats its customers fairly and fosters a positive customer experience.

- The firm has a long-term growth strategy and a potential for revenue growth, not a troubled company looking for a bail-out.

Your bottom line is most important, and a robust internal culture with happy employees can help it grow. Find a partner that has a strong focus on a nurturing, proactive work environment and you’ll find a healthy team that performs at a much higher level than any of its competitors. An organization that maintains a positive, inclusive, productive atmosphere is a much better option than one in which employees are so competitive they work against each other. Ask whether the company invests in the personal and professional development of its staff. A company that uses some of its budget to build a world-class team tells you that management feels employee growth is essential.

You might also want to consider the size of the company you are considering, whether it is a huge nationwide / global company or a small mom-and-pop shop. Big companies are likely filled with bureaucracy and politics that might hinder performance. A big corporate structure with levels of management can’t compete with a strong private company where all the employees know and trust each other. On the other hand, mom-and-pop shops don’t have enough structure or the experience to compete. The mid-sized organization that allows flexibility, autonomy, and transparency, and has an organizational chart that keeps everyone connected, just may be the perfect choice.

Don’t be afraid to ask questions of a potential partner, to delve into the heart of a company’s business practices and learn what makes it tick. Only then will you be able to determine if that company is the right fit for you.

Meagen Lane, Vice President, South Region Choice Recovery
352.359.3170 ml@choicerecovery.com



Meagen Lane

Program Committee

In the spring of 2015, a Program Committee was formed to assist with meeting planning and oversight.

Thank you to the following individuals for volunteering to assist with the upcoming Chapter events:

Kevin Bearden	Speakers
Rud Blumentritt	Speakers
Alicia Broussard	Advisory
Neil Boudreaux	Socials
Bill Brakeen	Venue--Audio/Visual, Mtg. Mgt.
Kim Bryan	President Elect/Meeting Mgt.
Amy Carpenter	Webinar Chair, Exhibits Chair
Ty Carson	Speakers
Meg Chase	Socials
Laura Gilmour	Speakers
Corinna Goron	Program Chair
Jon Harlan	Speakers
Hunter Hayes	Speakers
Alicia Jones	Sponsorship Chair
Jason Martin	Speakers
Michael McLachlan	Speakers
Jason McNeil	Speakers
Shannon Smith	Speakers
Asbel Montes	Speakers
Tracy Permenter	Socials
Anthony Verdicanno	Registration/Venue
Martin Walke	Venue Chair
Mary Leah Walke	Advisory
John Wells	Audit and Finance
Lisa Whitford	Speakers
Katherine Willis-Muller	Speakers
Chris McGivaren	LINK Contact

If you are interested in joining the Program Committee or submitting ideas to the Program Committee, please contact one of the members listed above.

2016-17 Committees and Chairpersons

Advanced Programming	Charmaine Vidrine
Advisory/By-Laws	Scott Richard
Audit & Finance Chair	John Wells
Awards	Kim Hebert
Certification Contact	Brian Kirk
Compliance Committee Chair	Rob Hawkins
Co-Sponsored Events	Corinna Goron
DCMS Contact	Kim Hebert
Founders Contact	Kim Hebert
General Accounting	Kim Hebert
LINK Chair	Chris McGivaren
Medicare/Medicaid Committee	Chair Rob Hawkins
Membership Chair	Anthony Verdicanno
Membership Directory Chair	Anthony Verdicanno
Nominating Chair	Alicia Broussard
Past President	Alicia Broussard
Program Chair	Corinna Goron
Public Relations	Martin Walke
Statistical	Kim Hebert
Strategic Planning Chair	Mary Leah Walke
Volunteer Coordinator	Amy Carpenter
Webmaster	George Balhoff

CHFP CERTIFICATION

New Certifications since 5/1/16:

Michael Magee, CHFP • Meggan Murray, CHFP
Matt Poss, CHFP • Jason P Virts, CHFP

Corinna Goron, FHFMA Kimberly E. Bryan, FHFMA

To all: Job well done! LA Chapter of HFMA now has 47 active members who are certified. What are you waiting for? We encourage you to invest in yourself and your future by achieving CHFP certification this Chapter year.

Please follow this link to Certification Program FAQ:
<http://www.hfma.org/WorkArea/DownloadAsset.aspx?id=31251>

Changes to HFMA's CHFP Certification Program

HFMA's strategic vision characterizes the current healthcare business environment as the transformation of care to achieve value. Providers, physicians, and payers are all confronted with new business challenges. The nature of the business environment and its impact on industry stakeholders supply both the demand for and elements of a new approach to the CHFP.

New CHFP program features

A learning program designed to build comprehensive industry understanding and sharpen business skills;

Two-module structure: 1) Achieving Strategy: the Business of Healthcare 2) Operational Excellence: Healthcare Industry Stakeholder's Business Challenges;

CHFP designation earned by successful completion of both modules;

Online study materials created specifically to assist in mastering the business content.

Why is the certification program changing?

The healthcare reform environment has caused the industry's key stakeholders—providers, payers and physicians—to fundamentally rethink existing business models. Care transformation is business transformation. The necessary success factor for finance professionals today: Change-oriented business acumen. The existing certification program focuses narrowly on applied finance and financial reporting and does not address the business environment.

Questions? Please contact careerservices@hfma.org or call (800) 252-4362 and ask for career services.

VOLUNTEER COORDINATOR ADDED TO CONNECT MEMBERS

Looking for a way to volunteer but not sure how to jump in or where you want to serve?

We are looking for help managing our meetings, specifically, help managing meeting rooms the days of the Institute.

Contact Amy Carpenter, our new Volunteer Coordinator for LA HFMA, and she will help plug you in:
carpenteramy@gmail.com

Louisiana Chapter Corporate Sponsors 2016-17

The LA Chapter of HFMA sincerely appreciates the support of its sponsors. The financial backing of our sponsors helps LHFMA to offer top level educational opportunities to our members at a minimum cost. To find out more about the benefits of being a sponsor or how your company can sponsor selected events throughout the year, Alicia Jones (225-295-2549).

Diamond Sponsors



Platinum Sponsors



Gold Sponsors



Silver Sponsors



Calendar of Events



Winter Institute

Sunday January 22, 2017-Tuesday January 24 2017
Renaissance Hotel, Baton Rouge, LA

Women's Leadership Conference

January 24, 2017
Renaissance Hotel, Baton Rouge, LA



Annual Institute

April 30, 2017-May 2, 2017
Doubletree by Hilton, Lafayette, LA
Exhibitors contact Amy Carpenter:
carpenteramy@gmail.com

CFOs at any medical facility are allowed to attend **one free meeting!**

An existing member may sponsor a member prospect to attend one meeting for a fee of \$25.

Membership Has Its Benefits

With your membership to HFMA, you have a wealth of resources and benefits right at your fingertips. Check out www.hfma.org to find a number of valuable tools to help you in your daily quest for excellence...As a member of HFMA you have "exclusive access to special online content, including HFMA's practical checklists, best practice information, work plans, job descriptions, presentations, forms, fact sheets, work sheets, pricing strategies, and research reports." You can search the site for best practices on a number of hot topics to see what your peers are talking about, plus get more information about free webinars,

Membership Update

Please welcome all new chapter members!

Meggan Canale Murray

University Medical Center New Orleans

Lingting Yang

By The Numbers:

Total Membership as of 1/10/17	Membership Goal
393	440

Please Consider Renewing Your Membership & Remember our Member-Get-A Member Program!

LA HFMA Winter Institute 2017

visit www.lahfma.org

Sunday, January 22, 2017 at 1:00 PM - Tuesday, January 24, 2017 at 4:00 PM (CST)

Renaissance Baton Rouge Hotel

7000 Bluebonnet Boulevard Baton Rouge, La 70810

(\$145.00 group rate)

Sunday, January 22, 2017

Sunday Night Football Social--NFC Championship Game 5:30pm-7:30 pm
(sponsored by Transfinancial-HCRR & Med A/Rx)

Monday, January 23, 2017

(Classes begin at 8:00am)

Registration/Breakfast 7:00am-9:30am

President's Welcome/Annual Business Meeting

IPPS Final Rule, Jim Wadlington & Julia Jesuit, Horne LLC

Key Financial and Operational Issues From the CY 2017 OPSS/APC Final Rule--

Jugna Shah, MPH, President, Nimit Consulting Inc

Break

Ransomware, Paul Douglas, Postlethwaite & Netterville

Lunch

Opening Patient Access,
Hunter Hayes, FTI Consulting
Safety, Life and A Just Culture,
Natasha Nicol

Break

(sponsored by TSI Co.)

Will MACRA get Trumped:

What You Need to Know about MACRA in Uncertain Times

Michael Rovinsky, Veralon

Revenue Portfolio Design and Care Transformation:
or How I Learned to Love Bundles,

Marie Castro & Bill Hannah, Dixon Hughes Group

Dinner

(on your own)

Social 8:00pm-11:00

(Mardi Gras Cocktails and Dancing--Renaissance Hotel sponsored by Bolder Healthcare)

Tuesday, January 24, 2017

(Classes begin at 8:00am)

Breakfast 7:00am-9:30am

The Top Five Challenges of Healthcare Leaders in the Industry,

Lyman Sornberger, Capio Partners

Break

Federal Legal Issues and Updates:

EMTALA & Medicare Advantage,

Elizabeth Richards, Boulder Healthcare Solutions



LA HFMA SPONSORSHIP OPPORTUNITIES 2016-2017

The Louisiana Chapter of Healthcare Financial Management Association (HFMA) sincerely appreciates your interest in sponsoring and/or participating in our Chapter activities for the Chapter year of June 2016 through May 2017.

Please send us a reply email indicating your desired level along with contact information, a jpeg file of your current logo and a brief current company description as soon as possible. This will help us ensure you are included in all of the necessary publications and allow us to meet all printing deadlines. Once we receive your commitment, we will follow up with an invoice.

Our Chapter meetings for the 2016-2017 year are:

Winter Institute: January 22-24, 2017 • Renaissance Hotel, Baton Rouge, LA

Annual Institute: April 30-May 2, 2017 • Doubletree by Hilton, Lafayette, LA

Annual Corporate Sponsorships:

DIAMOND

\$3,500.00 per year sponsorship entitles the sponsor to the following benefits:

- Crawfish Boil Sponsorship for 2 sponsors (*right of first refusal to previous years' sponsors then available to the next sponsor/s requesting*)
- Recognition in Chapter Newsletters
- Sign Board recognition with color logo at each Chapter Institute
- Recognition on the Chapter website including the sponsor contact name
- Free registration for two (2) company employees at each Chapter Institute
- Pre-Paid Booth in the Vendors Exhibit at the Annual Institute, priority booth selection
- Free registration for two (2) golfers at the Chapter Golf Tournament

GOLD

\$1,500.00 per year sponsorship entitles the sponsor to the following benefits:

- Recognition in Chapter Newsletters
- Sign Board recognition with color logo at each Chapter Institute
- Recognition on the Chapter website including the sponsor contact name
- Free registration for one (1) company employee at each Chapter Institute.

PLATINUM

\$2,000.00 per year sponsorship entitles the sponsor to the following benefits:

- Recognition in Chapter Newsletters
- Sign Board recognition with color logo at each Chapter Institute
- Recognition on the Chapter website including the sponsor contact name
- Free registration for one (1) company employee at each Chapter Institute; two (2) at the Annual Institute
- Pre-Paid Booth in the Vendors Exhibit at the Annual Institute
- Free registration for one (1) golfer at the Chapter Golf Tournament

SILVER

\$1,000.00 per year sponsorship entitles the sponsor to the following benefits:

- Recognition in Chapter Newsletters
- Sign Board recognition with color logo at each Chapter Institute
- Recognition on the Chapter website including the sponsor contact name
- Free registration for one (1) company employee at one (1) Chapter Institute.

Alicia Jones, LA HFMA Sponsorship Chair 2016-2017, 225-295-2549 Alicia.jones@bcbsla.com

Event Sponsorships

Event sponsorship is also available at our meetings.

For more information, please contact Kim Bryan (Kim.bryan@oceanshealthcare.com) or Alicia Jones (Alicia.jones@bcbsla.com)

Exhibitor Booths At Annual Institute

Contact for Booth Space at Annual Institute:
Amy Carpenter (carpenteramy@gmail.com)

2016-2017 Annual Corporate Sponsorship Agreement

Name of Organization

Contact Name

Address

() ()

Phone Fax

Contact Email

Sponsorship Level: (check one)

Diamond \$3,500

Platinum \$2,000

Gold \$1,500

Silver \$1,000

Payment may be made:

By check payable to LA HFMA (Mail to Alicia Jones, 5525 Reitz Ave, Baton Rouge, LA 70809)

By credit card on Eventbrite @ LA HFMA
Look for upcoming event & (choose your sponsorship level)

Sponsor Contact/Exhibitor info if different from above:

Name

Phone

Email

Company web address

Services Offered (or email to:)

Company Logo: please email to bharvey@pncpa.com

THANK YOU TO ALL OF OUR ANNUAL SPONSORS!!

Alicia Jones, LA HFMA Sponsorship Chair 2016-2017, 225-295-2549 Alicia.jones@bcbsla.com

THE (NEW) GOLD STANDARD

Certified Healthcare Financial Professional

Business skills
for today's
healthcare leaders

Health care is changing – and so is the Certified Healthcare Financial Professional (CHFP) designation.

The new CHFP from HFMA prepares finance professionals, clinical and nonclinical leaders, and payers to address the continually evolving healthcare business environment. Multidisciplinary courses focus on providing today's essential skills: business acumen, strategy, collaboration, and leadership.

Course modules include:

The Business of Healthcare

Healthcare finance overview, risk mitigation, evolving payment models, healthcare accounting and cost analysis, strategic finance, and managing financial resources

Operational Excellence

Exercises and case studies on the application of business acumen in health care

Take the next step in your professional development – check out the new CHFP at hfma.org/chfp.



hfma

healthcare financial management association