

Fall 2015

The Excitement of Oregon HFMA

As I write this message, the national implementation of ICD10 is well underway. 501(r) regulations are in place for non-profit healthcare organizations. Chronic Care is still on the rise with solutions being sought by our wonderful healthcare providers and supporting vendors. The Bundled Payment discussion and implementation continues to rise while Meaningful Use Requirements and HAC Scores push to influence reimbursement and operational requirements. It is truly an 'exciting' time to be in healthcare. However, I know that as we face requirements, challenges and opportunities ahead...we will be more successful when we do so together. That is the power of belonging to HFMA and especially the wonderful Oregon Chapter!

Amazing Joint OR / WA / AK Meeting and First Women's Luncheon

On September 16-18, the Oregon HFMA chapter had the wonderful opportunity to be the host chapter to the joint OR / WA / AK meeting which occurs every three years. The education was exceptional with a kick-off from a special keynote speaker, Cary Mullins (www.carymullen.com) who reminded us the steps to take to 'Win in Extreme Condition'. What a great reminder for all of us who are facing some extreme condition in healthcare today. It is about getting back up when we get knocked down! For more information on all of the great content from this meeting, please visit <http://www.oregonhfma.org/conference-presentations.html>.



The Fall Conference also included our first Women's Luncheon. I'd like to extend a special 'Thank You' to Liana Hans and other chapter members for pulling this together. Individuals attending this very special afternoon heard from local female leaders in our healthcare community on how they achieve success and maintain work-life balance. The attendance and feedback was remarkable for this first-time event with many asking for separate Women's Only Conference. Discussions are in place to make this happen.

Oregon HFMA's Lip Sync Video goes National

One of the initiatives from National HFMA was to look for ways of engaging the younger generation and making lasting memories for chapter members. Starting at our 2015 Spring Conference, chapter members were asked to help us put together a Lip Sync challenge that our chapter could use to engage other HFMA chapters across the nation (who says that Jimmy Fallon gets to have all of the fun). A challenge to National and the other chapters was sent a few weeks ago with a remarkable response. Here are some of the comments:

"I sent it around to our Board and am getting very positive response...cool idea. Thanks so much for including us...hey; maybe it's worth a Yerger!"

Tim Cashman
President

Colorado HFMA

"I viewed your chapter's Lip Sync and your chapter has a great video. Your challenge to our Chapter is going to be tough for us to overcome. That being said we are fun-loving competitive chapter and will definitely accept this battle/challenge. We should have our chapter video completed by month's end and I will let you know where to access it later this month.

This should be a lot of fun and hopefully other chapters will do the same. I agree that this will be a great communication tool and should be helpful in bridging the gap with the younger generation.

As said very well by you below, may the best chapter win but more importantly have blast doing it!!"

Woody Turner

President

South Carolina HFMA

"Thanks Oregon Chapter for your leadership and enthusiasm! This is great and you can count us in!"

Melinda Hancock

National Chair

HFMA

Many chapters are now working to challenge Oregon in the lip sync battle...including National HFMA.

The video, which is located on the Oregon HFMA YouTube Channel

(<https://www.youtube.com/watch?v=0gDnkABxrhQ&feature=youtu.be>) has had over 312 unique viewers across the nation and is already making a difference in creating positive energy. National hopes to showcase all of the videos submitted at LTC 2016 in Ft. Lauderdale, FL. AND...IT ALL STARTED WITH THE INCREDIBLE MEMBERS FROM OREGON!

The New HFMA Business of Healthcare Exam

The Oregon Chapter continues to provide support for members interested in becoming HFMA certified. The new certification exams are now available and the first wave of members has signed up and is in process of receiving this valuable training and recognition. I'd like to encourage any member desiring to learn more to reach out to our certification team chair, Lisa Hynes (lisa.x.hynes@healthnet.com) or co-chair Jeremy Stewart (jeremywstewart@outlook.com).

Membership in Oregon HFMA

With your Oregon HFMA membership, you gain immediate access to the largest network of local and national healthcare financial professionals. Additionally your membership grants you access to the industry's most comprehensive healthcare finance information as well as many valuable opportunities. We hope that all members will take advantage of everything that is offered through this membership and encourage co-workers and others interested in healthcare to join. For additional information please visit www.hfma.org or contact our membership chair, Audrey Scott ([kempera@ohsu.edu](mailto:kemper@ohsu.edu)) or co-chair, Angela Hillebrand (ahillebrand@peacehealth.or).

Special Thanks

I personally want to take a moment to thank all Oregon HFMA Members. Your enthusiasm and commitment drive our chapter. I am honored to interact and work with all of you. Thank you for all that you do. You each make the difference in our organization!

Best wishes,

Jeffrey Johnson
President 2015-2016
Oregon Chapter of HFMA