

President's Message



Dear Members,

The beginning of each new year is always a challenging time. It's a time to look back and tally our successes and to look forward and establish a new set of goals and objectives, both personally and professionally. Please include a re-dedication to getting more involved in the administration and operation of your local HFMA chapter. Without your commitment and participation, the Louisiana chapter cannot continue to grow and provide the level of educational programs you desire. So it doesn't provide the educational opportunities you seek? Then an important form of participation is to spend three minutes to send an email to either myself or any of the officers, to let us know what current program topics you seek and that we are overlooking. We have taken an oath to service our membership, but need our membership to step up and let us know where change is needed; otherwise we assume we're on the right track.

The HFMA Region 9 Conference in New Orleans that spanned November and December, had a lower than anticipated attendance. As the planning group begins preparing for a return to New Orleans in late 2007, they need your input on possible successes and failures, in order to improve the next venue. Was the time of year bad? Time of month bad? Topics didn't interest you? Cost too high? Once again, please participate by giving feedback to any LA HFMA officer via email.

Once again, our Winter Institute is being held in Baton Rouge at a new location, the Hilton Baton Rouge Capital, on January 29th and 30th. This location is the renovated historic Capital House Hotel in downtown Baton Rouge near the river. Please watch for the meeting announcement and final agenda, both on the local website www.lahfma.com and in the mail. Hope to see you there.

Doug Jerome

The Chapter Officers

2006-2007

President

Doug Jerome

President Elect

Candi Richard

Treasurer

Mike Mouisset

Secretary

Stacy Calvaruso

Vice President

Roger Mattke

Vice President

Chris McGivaren

Vice President

Lucius Butts

Mark Your Calendar LOUISIANA CHAPTER

2006-2007 HFMA Meeting Calendar

Annual Institute

Lafayette Hilton Towers

Lafayette, LA

May 6 — 8, 2007

CoSponsored Events with LHA:

May 11

Next Steps After Boot Camp Coding

June 28, 29

Revenue Cycle — 2 day program

July 12, 13

Skilled Nursing Facility PPS
(all locations)

October 24-26

ICD-9 CM Coding Boot Camp

December 13

Auditing and Accounting

December 14

APCs for 2007

December 19

Advanced Chargemaster



From atop of the Hilton Baton Rouge
(L to R) Holly Richard, Scott Richard, Stacy Calvaruso,
Lucius Butts and new member Wade Gillham



Crowded room intensely listens
to issues surrounding NPI



hfma™

healthcare financial management association

A. Vision of the Chapter's Future

The Louisiana Chapter of the HFMA will improve the business performance of the State's healthcare organizations by providing excellent educational and personal growth programs for the professional financial management of these organizations, through the use of local and national HFMA talent and resources.

B. The Chapter Mission

The Louisiana Chapter of the Healthcare Financial Management Association is dedicated to advancing the financial management of healthcare by assisting members and others improve the business performance of their organizations operating in or serving the healthcare field, by :

- a. Providing education, information, networking opportunities, and promoting certification and leadership development.
- b. Influencing healthcare financial management and accounting policy decisions, principles and practices through dissemination of information and encouragement of members in their advocacy efforts.
- c. Establishing and promoting the highest standards of professional and ethical conduct.

C. Values of the Chapter

- a. Service to the individual member is the highest priority
- b. Excellence is the standard of our operations
- c. Teamwork is essential to our Chapter activity
- d. Creativity and innovation must be fostered
- e. Individuals are important and should be treated with respect, dignity and fairness
- f. We must act in a financially responsible manner
- g. Leadership must be continuously developed



Important Tips for Hospitals

Ten Questions Hospitals Should Ask When Considering a Patient Financing Program

San Diego, California, March 7, 2006 — CSI Financial Services, LLC (CSI), has published a checklist entitled, *Ten Questions Hospitals Should Ask When Considering a Patient Financing Program*. The checklist, which is available for downloading from www.csifinancial.com, was specifically written for hospitals and other healthcare facilities that want to offer their patients attractive, flexible and compassionate patient financing while improving the collection efforts at the healthcare facility.

"Sending unpaid accounts to a collection agency is often at odds with a hospital's mission of treating people well. Yet there is a dire need for hospitals and other healthcare providers to collect a higher percentage of patient obligations in a way that will not compromise patient satisfaction," said Mitch Patridge, Chairman and CEO of CSI. "CSI has focused on these two goals for the past 13 years, and our experience provides valuable guidance for hospitals who would like to quickly improve their revenue cycle while increasing both the level and quality of available patient financial services offered by the healthcare provider."

The checklist summarizes observations and recommendations gleaned from CSI's ongoing partnerships with hospitals across the United States. The following is a condensed version of the *Ten Questions Hospitals Should Ask When Considering a Patient Financing Program*. The complete checklist is available at the CSI website mentioned above:

- 1. Does the program reach the maximum number of patients? Some patient financing programs do not accept patients who are most in need of a loan. Look for a financing partner that can qualify the weaker credit risks and serve the maximum number of patients.
- 2. Is it easy for patients to use? Look for a program that does not require patients to complete lengthy applications. Patients and their families are already stressed enough without having to wade through paperwork and meet multiple times with financial counselors in order to qualify for a loan.
- 3. Is it easy for hospitals to administer? Look for a partner that can score healthcare obligations with a high degree of accuracy and that is well equipped to administer all details once the loan has been granted.
- 4. Does the program streamline processes already in place? Programs that don't cause hospitals to change procedures or buy hardware or software will improve the return on investment (ROI). Look also for value-

added services such as automating processes that are already in place.

- 5. Does the partner company offer the ability to consolidate patient debt over time? Look for a program that can consolidate receivables from multiple patient visits. This eases the patient's mind and greatly reduces paperwork and costs for both patients and the hospital.
- 6. Do they provide professional and compassionate management of patient accounts? Removing receivables from the hospital's books and lightening the workload are tertiary goals. Make sure the company is experienced in healthcare debt and treats patients with respect and dignity.
- 7. What is the track record of the funding company? It is important to find out how long the company has been in business and how many funding sources they have. Ask to see their references and inquire if they've ever not been able to fund.
- 8. Does the funding company listen to its customers? Determine if the company will work with the hospital to help meet its goals. If the hospital wants to give loans to every willing patient regardless of credit score, ask if the company accommodate this.
- 9. How flexible is the funding company? A patient funding program should be flexible so that it is able to change as the hospital's needs change.
- 10. Does the partner company work with hospitals to gain community acceptance of the patient financing service? Many hospitals believe that they will lose patients if they are too heavy handed with trying to collect on patient debt. Look for a financing partner that is willing and able to help with the public relations component of patient financing programs.

Trends in the uninsured and underinsured populations have led to a dramatic increase in patient-paid receivables. On average, they represent 15 to 20 percent of a healthcare provider's receivables, yet only two to five percent of their net revenue. By taking advantage of CSI's unique financing methods healthcare providers can easily provide affordable financing to a diverse and underserved portion of their patient population and significantly improve on collections.

CSI Financial Services has provided hospitals with more than \$150 million in advance payments for patient accounts and currently has patient loans in every state. For more information, visit www.csifinancial.com.