

Northwest Outlook



hfma™ washington / alaska chapter
healthcare financial management association

Ist Quarter



2012



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Publication Objective

The NW Outlook is the official publication of the Washington/Alaska Chapter Healthcare Financial Management Association. Our objective is to provide members with information regarding Chapter and national activities, with current and useful news of both national and local significance to healthcare finance professionals and to serve as a forum for the exchange of ideas and information.



From the President

by Brad Becker,
President

As I write my last President's column, I can't help reflect back on the whirlwind year which has occurred. For those of us in Washington State, we just witnessed one of the most challenging state legislative sessions ever. The hospital market in Washington continues to consolidate and evolve; and at the national level, we await the upcoming Supreme Court decision on the Affordable Care Act.

HFMA is undergoing a significant change of its own. After serving 26 years as HFMA's President and CEO, Dick Clarke retires in a couple of months. Joseph Fifer will become the new National HFMA President and CEO in June. Joe was the HFMA National Chairman from June 2006 – May 2007. That time period holds special meaning for me. It was during Joe's chairman year that I first served in a WA-AK leadership position and attended my first HFMA Leadership Training Conference (LTC). As our chapter's first Program Chair, I was fortunate to go to Huntington Beach, California. At that April

2006 event, incoming National Chairman, Joe Fifer introduced his theme, Courage in Leadership. Our keynote presenter at that meeting was Erin Gruwell, author of the book, The Freedom Writers Diary. Erin shared her story

the more you give
to HFMA, the more it
gives back to you

of being a new teacher in Long Beach, California, and trying to teach underachieving kids who faced significant personal challenges. She succeeded far beyond her wildest dreams.

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Contributing Writers



Grant Baumgartner
Brad Becker
Randy Blue
Dan Dreblow
Shar Sheaffer

THANK YOU!!!

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Her story was inspiring to all of us at LTC (became a movie a few years ago) and provided a great kick-off for the training conference; and my first chapter leadership position. I often think about the messages shared by Joe and Erin. I have relied on their words as I faced the many challenges that are common throughout the healthcare financial management industry.

Six years later, I look back on all of the HFMA meetings, events and conference calls I have participated in. I have met HFMA leaders from throughout the U.S., heard outstanding speakers present every healthcare and leadership topic imaginable, and have dozens of friends and industry experts I can call upon. As part of my welcome message which goes out to each new member, I share a phrase I heard from my predecessor, Jim Heilsberg. That phrase is; the more you give to HFMA, the more it gives back to you. Now more than ever, I cannot emphasize how true that is.

I have had the honor of meeting many new members the past few years. Some of you, due to budget cuts and travel limitations, have not been able to attend meetings in person. For some, our communications have only been through electronic means or the occasional call. However, many of you are able to attend events. This current year, our chapter independently held, co-organized, or actively promoted 12 separate educational events. These ranged from hour-long seminars to our multi-day February conference and trade fair. We were also the advisory chapter for the Region 11 Symposium subcommittees (assisting Hawaii in their very successful lead year), and have begun working with different partners on webcasts.

Through all these efforts, our chapter-specific education hours (excluding National HFMA events) increased by 10% over last year; and increased 40% from two years ago! During this same time period; however, chapter member attendance at National HFMA events has decreased. For the current fiscal year, our national education hours are around 1/3 compared to two years ago.

As I wrap up my term, I would like to thank all of the chapter officers, Board members and all of our council and committee chairs, co-chairs and participants. In particular, president-elect Cathy LeMay, secretary Carla Dewberry, VP and program chair Kathryn Stevens, treasurer Susan Ruchin, and past-president Jim Heilsberg have assisted me greatly the past several months. Joining the officer ranks in June will be the new program chair Rik Lewis and incoming secretary Charlie Brown. Without question, all of the officers and Board members have shown great dedication to the chapter and its members this past year. We could not have offered all of these events without all of their efforts.

At our May chapter meeting at Lake Chelan, I will pass the baton to Cathy LeMay; our first-ever Alaska president of the largest chapter in all of HFMA. I am confident that Cathy and the rest of her leadership team will continue to improve our chapter and strive to serve all of you. Your chapter leaders will be reaching out to many of you this coming year, asking if you are able to contribute even a small piece of time for the chapter. I encourage you to say yes. By doing so, you will open up many additional doors and opportunities.

Thank you all, for allowing me this opportunity to serve. ■



Region 11 Saga: "I Believe I Have Died and Gone to Heaven!"

by Dan Dreblow | J&L Teamworks

Some times you hear H.F.M.A. members complain that the Region 11 Annual Institute in Las Vegas has become too predictable – same city, same hotel, same schedule and same attendees...NOT...or should I say "NOT" at least for my wife and me, there was little routine to our conventioning January, 2012.

As the regional sales and consulting director for J&L Teamworks, I organize dinner/show parties for our clients and prospects, just like many other participating vendors at the Institute. This year, we had 15 guests scheduled with more invites to be extended. The planning had been going on for months. Everything was ready for an awesome event!

That was the "Good News." Pretty much all of the good news I'm afraid.

The "Bad News" was that somehow during the brief time we were in Las Vegas, I managed to become severely dehydrated and along with an undetected viral infection, a walking "time bomb."

The "time bomb" went off on Monday evening in the Caesar's Palace registration area where, while waiting for our guests, I fainted and collapsed in my wife's arms,(which saved me from a head injury). I was unconscious for about 30 seconds. Shortly thereafter, the hotel's EMTs arrived and I violently emptied the contents of my stomach in the restroom.

Trap #1 Don't rely upon the medical advice of

a hotel EMT; insist upon a full paramedic. The EMTs freely discussed my condition with interested hotel guests which shocked me. HIPAA anyone?

After being transported by the EMTs to my room and a 2 hour rest, I awoke feeling poorly and tried to sit in a chair...I fainted for the second time. My pulse rate dropped into the 40s and my blood pressure was at 88/40. Both were a major concern.

My wife had spoken earlier to her son, (a paramedic in Riverside County), and Adam had been alarmed that I wasn't already in the hospital...this time; Mary Anne was not hesitant to demand my transfer.



Due to my condition, a "critical care paramedic" was sent to our hotel room and handled the transport. Based upon my PPO insurance coverage, I was told by the paramedics that I could seek treatment at any Las Vegas facility...NOT.

Trap # 2 Don't rely upon the insurance advice of a medical transporter; contact your carrier if at all possible. I was sent to the only hospital not contracted with my PPO; a hospital nurse shared with me that this happens often resulting in a more profitable ending for the transporter.

Private Hospital-Las Vegas

10:00 p.m. Arrival at hospital E.D. Very brief wait before being taken into treatment area...the physician was very knowledgeable and he thought that I may have pneumonia and that I was probably also very dehydrated.

10:30 p.m. Physician ordered chest x-ray. I was exhausted and tried to sleep.

I also encouraged my wife to go back to hotel to

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get some rest and she refused. Each time I awoke during the next 5 hours, Mary Anne was alert and watching me...each time refusing to leave...my "Guardian Angel."

12:00 p.m. Mary Anne asked our nurse when the chest x-ray would be completed since we had waited 90 minutes with no activity. The nurse made a phone call without success.

12:50 a.m. The attending physician noticed that I still had not had a chest x-ray and called the department.

1:00 a.m. X-Ray taken and about same time, I was notified that hospital did not contract with my PPO coverage. A transfer would be necessary. Since I was in stable condition, all further treatment was put on hold.

1:30 a.m. Mary Anne contacted the "non-Plan hospital" contact number off of my insurance card and there was no answer.

She then contacted the "After hours nurse advice" and they offered to attempt to help.

A staff member from Case Management was in the area and I alerted Mary Anne to talk this lady. The Case Manager offered to investigate but seemed confused as to what had happened.

Trap #3 A lot of misinformation is shared by hospital staff to the public as a way to explain delays. I never mentioned that I had worked at a hospital; I signed two blank tablet screens...agreeing to what? I don't know.

2:30 a.m. For the most part the E.D. had become empty and very quiet as patients were all admitted or discharged.

The Case Manager came back and said that I needed to be examined by a physician from my PPO prior to transfer being authorized. This physician was currently at the hospital.

3:00 a.m. I finally convinced my wife to rest on an available bed...she had watched me, without

break, since 10:00 p.m.

Trap #4 Don't assume that caregivers treating you are well organized...be attentive to what is going on around you.

3:15 a.m. I complained to the nurse in my area that I had been at the hospital for 5 hours and nothing was being done to treat my pneumonia.

3:30 a.m. Antibiotics were administered to me by nurse.

4:30 a.m. PPO physician arrives and states that I did not have pneumonia; that all indications were for a heart related issue. I would be transferred and a complete workup be done.

6:00 a.m. Transport arrives for transfer to contracting facility.

Public Hospital – Las Vegas

7:00 a.m. Private room with flat screen TV, free WiFi and private bath and most importantly a door I could close and a light I could turn off.

7:01 a.m. "I have died and gone to heaven!"

The nightmare was over...the Public Hospital had wonderful nurses and staff, and an excellent physician was attending to me, and the food was awesome...much better than 50% of restaurant I have been to.

The final diagnosis was severe dehydration with viral infection. I will be interested to see the Medical Records for more details.

Thursday – 11:00 a.m. PPO Insurance Representative called me 20 minutes prior to my discharge and asked, "is there anything that we can do to help?"

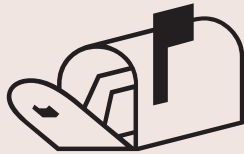
11:30 a.m. Discharged - I am sorry I missed the meatloaf dinner on Wednesday evening...but not too sorry...nice to be home...with my "Guardian Angel."



Dan Dreblow is the Regional Sales Director for J&L Teamworks. Dan.d@jteamworks.com



You could win \$100 by writing an article for N.W. Outlook! Share your knowledge & experiences with other HFMA Members. You can help make a difference!



Please send information & articles for upcoming newsletters to:

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How Do I Change My HFMA INFORMATION?

All of our chapter directory information including e-mail and addresses for the newsletter are received from the National HFMA database.



The easiest way to make changes is via the internet. Simply follow these steps to change any of your personal information.

Please note: you must make your own information changes. The Chapter cannot make these for you.

- 1. Log on to <http://www.hfma.org>**
- 2. Go to the membership section**
- 3. Log in using the username and password prompts**
- 4. Follow instructions to access your Profile**
- 5. Edit information.**

Middle Class Tax Relief and Job Creation Act of 2012

by Shar Sheaffer | CPA, Owner

On February 17th, Congress passed the *Middle Class Tax Relief and Job Creation Act of 2012*. This bill is an extender to the two month *Temporary Payroll Tax Cut Continuation Act of 2011*. It extends many of the same items in the temporary tax cut act, but also includes provisions for paying for the “fixes.”

Medicare bad debts –

Currently, facilities are paid for uncollectible deductibles or coinsurance amounts on their Medicare cost reports. Prospectively paid hospitals (PPS) and nursing homes are paid at 70% of the Medicare bad debt amount claimed. For critical access hospitals, federally qualified health centers, rural health clinics, and dialysis centers, these amounts are paid at 100%.

This act decreases the amount of Medicare bad debt reimbursement to 65% of the amount claimed. For facilities currently paid at 100%, this decrease is a three-year phased in amount – 88%, 76%, and then 65%.

These cuts begin with the cost report year beginning in federal fiscal year 2013:

- If you are a provider with a January 31 through July 31 year end, this is your 2014 fiscal year (cost report).
- For September 30 through December 31 year end providers, this is your 2013 fiscal year end (cost report).

While these cuts will certainly affect your facilities, due diligence must still be taken to ensure that you are claiming all of the Medicare bad debts. The amount of reimbursement decreases, but the total amount of money to be gained is still 65 cents on the dollar.

Physician fee schedule cuts –

Physician fee schedule payments are inflated each year using a sustainable growth rate formula. This formula results in a steep decrease

to the amount Medicare pays physicians (typically reported as an approximate 27% decrease). Congress has not



been able to agree on a fix to the formula. Instead, each year we see a temporary delay in the sustainable growth rate calculation. This act extends the delay in physician fee schedule cuts through the end of 2012.

Physician payments are adjusted geographically based on the amount of physician work, practice expense, and malpractice insurance expense. There is a current provision that makes a floor adjustment of 1. Therefore, areas with lower geographic amounts benefit from the geographic adjustment of one. This act also extends this floor adjustment of 1 through the end of 2012.

Extension of hold harmless payments –

In 2000, Medicare changed the way it paid outpatient services to non-critical access hospitals from a cost-based system to a prospective system. At that time, it implemented a “hold harmless” system whereby it paid additional outpatient payments based on prior year’s cost data.

The Affordable Care Act extended hold-harmless payments for rural hospitals with 100 or fewer beds and sole community hospitals. These payments are extended through the end of 2012.

Rural ambulance add-on –

For rural ambulance services, there is a current add-on payment of 3% if originating in a rural area and 2% if originating in an urban area. This original payment came through The Medicare Improvements for Patients and Providers Act. These add-on payments have been extended through the end of 2012.

Closing –

If you have any questions or require additional information, please call me at 509.242.0874. ■



Mark Your Calendar



HFMA Spring Conference

May 30th - June 1st, 2012



Campbell's Resort
Chelan, Washington

SEE YOU THERE!

Share the Wealth

Share your wealth of knowledge by submitting an article or experience for the Northwest Outlook newsletter ...that way, we are all enriched!



CORPORATE SPONSORS

The Chapter would like to thank the following companies for 2011 - 2012 sponsorships:

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Many of you are members of LinkedIn, and we invite you to join our chapter's group: HFMA Washington-Alaska Chapter. You can begin discussions and ask questions of the group, view upcoming events, post jobs, connect with other professionals to increase your network, and SO MUCH more!

Not familiar with LinkedIn?
Check out these amazing stats:

LinkedIn and Business

- LinkedIn counts executives from all 2011 Fortune 500 companies as members; its corporate hiring solutions are used by 75 of the Fortune 100 companies.
- More than 2 million companies have LinkedIn Company Pages.
- LinkedIn operates the world's largest professional network on the Internet with more than 135 million members and LinkedIn is growing at a rate that is faster than two new members per second.
- LinkedIn represents a valuable demographic for marketers with an affluent & influential membership.
- More than 40,000 developers are using LinkedIn APIs to create innovative tools and services for professionals, averaging over two billion API calls per month.
- There are now more than 180,000 unique domains actively using the LinkedIn Share button on their sites to send content into the LinkedIn platform.
- LinkedIn members are sharing insights and knowledge in more than one million LinkedIn Groups.
- As of September 30, 2011, hundreds of thousands of job applications have been submitted using 'Apply With LinkedIn'.

Bottom line: LinkedIn is the most powerful social networking site on the internet, and we want to use it to benefit our group, our members, industry associates and business partners. We encourage you to become a LinkedIn member and join HFMA Washington-Alaska Chapter. Feel free to contact me with any questions.

Randy Blue, M.Ed. Director of Business Development
RCA – Resource Corporation of America
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randyblue@resource-corp.com

Becoming a Certified Revenue Cycle Representative



This program is for HFMA members and non-members to demonstrate their high level of revenue cycle knowledge and expertise.

If you work in the areas of Patient Access, Patient Accounts, Health Information Management, Billing Department, Case Management, Compliance Decision Support, Finance, Financial Representative or Managed Care Operations then this program would be beneficial to you.

The CRCR allows you to measure understanding of the revenue cycle and assist you with Improving financial performance by raising revenue cycle staff knowledge and proficiency. The CRCR was created by HFMA in collaboration with National Health care providers and experts in the field of Revenue Cycle.

The cost for materials and to take the exam is \$400.00. Then you re-certify every two years at a cost of \$150.00. This is an excellent opportunity to stay current with the best practices of revenue cycle. This small investment will easily be recouped by leading your facility in providing a high level of knowledge in the area of revenue cycle.



THE WA-AK CHAPTER RIDES AGAIN!



BY GRANT BAUMGARTNER

The Washington – Alaska Chapter’s Annual Conference and Trade Fair returned again to the Sea-Tac Hilton February 22nd through 24th - complete with a Wild Wild West theme. The number of townsfolk, posse members, cattle rustlers and cow pokes riding in for the event exceeded 240, many sportin’ their Sunday best clothing and polished boots! There were also many suspected outlaws rumored to be infiltrating the show and concealing their identity by wearing false mustaches, hats and/or bandana scarves.



On Wednesday the event was kicked-off at a rooster crowing time of 7:00 AM with a Chapter Planning Retreat, open to all members, led by President-Elect Cathy “Quick Draw” LeMay. In the afternoon the show started, split into two corrals with breakout sessions for CAH/Rural and Revenue Cycle/PFS (for the city-slickers!). In the CAH/Rural tracks, Diane Meredith Gordon and Jennifer Wilbur presented, “Medicare CAH Observation & One/Two Day Stay Review – A Case Study.” In the Revenue Cycle/PFS tracks, Sarah Lucas and Brenda Ding presented, “ICD 10: Tactical Planning for Revenue Cycle – After the Impact Assessment” and Shar Sheaffer presented, “Revenue Cycle/PFS: Business Strategies for a Successful Hospital.” The day ended with program planning in the Chapter’s Leadership Councils & Committees (LCC), a Chapter dinner, the Chapter Board Meeting and a hospitality suite sponsored

by Revenue Cycle Professionals.

Thursday morning was started by circling the wagons, again at 7:00 AM, and serving up a good ole country breakfast at the Trade Fair. Chapter President “Wild Brad” Becker fired the first shot of the day starting the general session with a welcome and introduction

of the first speaker, Susan Ruchin, who presented the Reimbursement Update. Andrew Busz then followed with the WSHA Update. After a mid-morning cowboy coffee break at the Trade Fair, the morning general session was concluded with a presentation by Mary McWilliams and Jim

Andrianos titled, “Measuring and Reporting the Components of Value in Health Care.” The afternoon sessions again broke out into separate corrals. In the Revenue Cycle/PFS track, Terrie Handy and Mary Kjemperud presented, “Legacy Health’s Revenue Cycle MAP” and Leonard Wenyon presented, “Analyzing the Health of Your Revenue Cycle with Real-Time Metrics.” The Finance/Compliance track included the presentations, “Cost Savings Opportunities in EE Health and Wellness Programs” by Mary Cranstoun, “Cost Savings Opportunities: The List and How



to Achieve Success” by Eileen Walsh and “Managing Fraud: Practical Ways to Manage Fraud Risk in Turbulent Economic Times” by Vincent Stevens, Jason Mitchell, Jeff Eby and Kathryn Warma.

That night the Wild Wild West festivities continued as the moonshine flowed in the Trade Fair Reception sponsored by PNC Healthcare. Supper for all was sponsored by Hospital Solutions, Inc., which transitioned into Bootin’ Scootin’ Music and Line Dancing sponsored by M. Leco and Associates and a Casino Night. After all this ho-downin’, another hospitality suite was sponsored by Revenue Cycle Professionals.

The final day of the conference was key-noted by Ralph E. Lawson, HFMA National Chair-Elect, who presented, “The Hunting of the Snark” – a challenging look at the mega-trends in health-care and the future of the industry we must be prepared to address. We then broke into the Trade Fair for the final time and Trade Fair Prize Drawing sponsored by The Data Systems Group, which was MC’d by that infamous outlaw duo of Mark “Butch” Flaten and Ricky “the Kid” Lewis. The conference was concluded with a Quality Workshop, sponsored by KeyBank, and presented by Lucy Savitz, PhD, MBA, Director of Research and Education at Intermountain Healthcare’s Institute for Health Care Delivery Research.

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New Members

**The Washington/Alaska Chapter is pleased to
announce the following new members:**

Tamara Cihak

Therapeutic Associates, Inc.

Holly Copeland

Univ of Wash Medical Center

Jim Cox

I.C. System, Inc.

Joseph Coyne

Washington State University

Shauna DePrato

Mark Reed Hospital District

Robert Dillman

First Financial Healthcare Solutions

Robert Dulskis

Summit Financial Services

Will Erickson

Swedish Edmonds

Rhonda Hunter

Noridian Administrative Services

Carol Kiyono

UW Medicine

Anna Lewis

Providence St Peter Chemical Dependency Center

Arla Mathiason

Univ of Wash Medical Center

Greg Mennegar

Spectrum Information Services NW, Inc.

Kirk Merrill

Merrill Carlson PLLC

Tamara Moll

MultiCare Health System

Roxanne Morganthaler

University of Washington Medical Center

Jeff Nelson

Evergreen Professional Recoveries, Inc.

Carol Orwin

CHAN Healthcare

Jason Peterson

ECG Management Consultants

Donna Ray

Arctic Slope Native Association

Kim Reed

UHC

Ryan Roberts

Kibble & Prentice

Flor Rojas

Multicare

Sara Samdal

MedAssets

Patricia Smith

Healthcare Resource Group

Mary Square

Olympic Memorial Hospital

Shannon Weintraub

Optum Insight



**Get
Connected!**



hfma washington / alaska chapter
healthcare financial management association

Job Opportunities

TITLE	ORGANIZATION	LOCATION	CONTACT
Chief Financial Officer	Whidbey General Hospital	Coupeville, WA	click for more information
Controller	Whidbey General Hospital	Coupeville, WA	click for more information
Financial Analyst	Harrison Medical Center	Bremerton, WA	click for more information
Patient Financial Services Manager	Harrison Medical Center	Bremerton, WA	click for more information
Systems Accountant	Harrison Medical Center	Bremerton, WA	click for more information



NATIONAL OPPORTUNITIES

Whether you're climbing the ladder or you've reached the top, you must stay continuously focused on your career. HFMA gives you a distinct advantage every step of the way. Professional certification programs, career self-assessments, employment opportunity updates, resume referral services, mentoring opportunities, and national and local leadership opportunities let you have a hand in shaping the future of the industry and the profession.

To access HFMA National's Job Bank please [click here!](#)

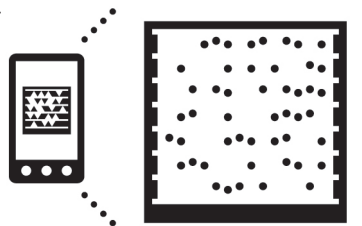
For more information on these listings or to include a listing, please contact Kimie Delos Reyes at (360) 567-3594 or email at: kimie@hawesfinancial.com

See also National HFMA's website (www.hfma.org) for additional job listings.

[Last Update: Apr 2012]

Scan & get the latest Job Listings anytime from the WA-AK HFMA website on your Smart Phone

App: Microsoft Tag Reader



Get the free mobile app for your phone
<http://gettag.mobi>

**Mark Your Calendar
WA-AK/Oregon Fall Conference
September 19-21, 2012**



**The Heathman Lodge
Vancouver, Washington**

UPCOMING CHAPTER MEETINGS & EDUCATIONAL EVENTS

DATE	EVENT	LOCATION
May 30 - 01, 2012	WA-AK Spring Conference	Campbell's Resort Chelan, WA
Sep. 19 - 21, 2012	WA-AK / Oregon HFMA Fall Conference	The Heathman Lodge Vancouver, WA
Oct. 29 - 30, 2012	WA-AK Chapter Meeting - Alaska	BP Center Anchorage, AK
Feb. 20 - 22, 2013	WA-AK Vendor Fair & Conference	Hilton Seatac Seatac, WA

www.waakhfma.org

NW Outlook 1st Quarter 2012

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