



Quick Links

To see chapter event photos, Spring Conference posted!
http://www.azhfma.org/events_gallery.cfm



Program Update



Jason Metcalf, FHFMA
Program Chair

The Spring Conference will be on April 20-22 in Scottsdale. Our theme is "Survivor." We have all been through ICD-10, system conversions, and other changes this year. It is time to celebrate

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January 2016

Cactus Clarion

3/2015-16

President's Message

Mike Kennedy

Hello Arizona Chapter,

I hope everyone had a wonderful holiday season. Already, 2016 is shaping up to be another challenging year for the healthcare industry. The Arizona HFMA Chapter pledges to bring you the education and networking opportunities you need to succeed. I've said it before: we have an amazing chapter, thanks to the dedication of our members. *For example, Arizona had the highest participation rate in the nation for the 2015 October National Survey. We had an astounding 40% response rate with 64% satisfaction. Thank you to everyone who offered ex-*



(Continued on page 2)

2015 News that Shaped Healthcare
Big moves & mergers garner attention, scrutiny

The Hertel Report

Aetna & Humana

The merger of Aetna and Humana created a new national No. 3 carrier with a significant footprint in the Medicaid and Medicare Advantage (MA) markets. The deal is expected to result in Aetna-Humana claiming at least 50 percent of the MA market in 39 counties across the nation. The impact in Arizona is minimal since the companies' MA and commercial footprints are complementary.

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(President's Message continued from page 1)

amples on how we can improve the chapter as each and every comment is read, and several suggestions have already been implemented.

One common theme of the suggestions was the cost of our conferences. In response, we are lowering our provider registration fee for the upcoming Spring Conference held in Scottsdale on April 20th through the 22nd. Melinda Hancock, National Chair for HFMA, will be speaking at our conference. I urge each of you to set an attendance record and show Melinda what the Arizona Chapter is all about. [Registration is now open, so please sign up today!](#)

This is our 5th official year in our Quest for the Shelton which is the highest award an HFMA Chapter can receive. The goal of the award is 5 years of continual improvements. As a chapter, we have been diligently working to make Arizona the best in the nation. I think we are there. Now we need to let HFMA National know how amazing our chapter is and will continue to be. Finally, we are looking at more networking opportunities for 2016; keep watching the weekly email blast for times and places.

In closing, I would like to thank all the members of the board. Without their hard work and commitment, including their awesome committee members, we could not have come so far. Also, I would like to thank our amazing members who are our lifeblood and the reason for AzHFMA. Please continue to give us suggestions so we can sustain the excellence and strive for even higher goals.

I wish you a prosperous 2016.

Sincerely,

Michael Kennedy

Events

Visit www.azhfma.org for more details

February 3

AzHHA co-sponsored Webinar:

"Cybersecurity of Healthcare: What do Leaders Need to Know?"

[Register](#)

February 17

AzMGMA co-sponsored

"Arizona Medical Association Update"

Phoenix

[Register](#)

February 11

RSM co-sponsored Webinar:

"Revenue Cycle Transformation"

Part 3 of Revenue Integrity Series

[Register](#)

April 20-22



Spring
Conference

**"It's A Jungle
Out There"**

**Provider Member Registration
Rates Reduced - Start at \$295**

February 16

AzMGMA co-sponsored:

"Arizona Medical Association Update"

Tucson

[Register](#)

[Register](#)

Anthem & Cigna

A \$48 billion deal was set in motion in July for Anthem to purchase Cigna but the insurance giants must first pass federal regulatory hurdles. A House Judiciary subcommittee announced in September it would investigate the impact of several pending mergers, including Anthem-Cigna and Aetna-Humana, on competition. Anthem is a member of the national Blue Cross Blue Shield Association, but unless the company explores other BC mergers, the deal will have little consequence in Arizona. Neither Anthem nor Cigna runs a Medicaid plan in the state.

Centene & Health Net

Centene's purchase of Health Net in July was a boost for the Medicare leader. The deal increased the company's national membership to more than 10 million. In Arizona, It enabled Centene to obtain an AHCCCS acute care plan and representation in the Health Insurance Marketplace (HIM) and commercial market.

Dignity Health

The Arizona hospital system partnered with Kindred to open Dignity Health East Valley Rehabilitation Hospital in Chandler. Dignity Health, as the controlling entity, also entered into a joint venture with Arizona Spine & Joint Hospital. The deal is a partnership between Dignity Health, physicians, National Surgical Hospitals and United Surgical Partners, Inc. Dignity Health, in a joint venture with Adeptus Health, opened Dignity Health Arizona General Hospital in Laveen and a new freestanding emergency room in Chandler.

Pfizer & Allergan

Prescription drug behemoth Pfizer merged with Botox maker Allergan in October and will move its headquarters from the U.S. to Ireland. Analysts report the move will allow Pfizer to cut its tax rate from 25 percent to 17-18 percent in Ireland, but tax law experts say it's not an inversion because Pfizer's 56 percent ownership falls below the 60% threshold. The deal's reported cost was \$160 billion and the new company will be known as Pfizer PLC.

Tenet

The Texas-based hospital system took a majority position in a deal with Dignity Health and Ascension to purchase Carondelet Health Network in Southern Arizona.

University of Arizona & Banner Health

The University of Arizona Health Network merged with Banner Health to create the Banner-University Medical Division securing its position as Arizona's largest employer. As part of the deal, Tucson's sole academic medical center will be rebuilt through a three-year project beginning in 2016. The deal also gave Banner ownership of its health plan line of business, including University Family Care, the health system's first AHCCCS plan.

Walgreens & Rite Aid

The drugstore landscape could be dominated by two choices if Walgreens completes its \$17.2 billion purchase of Rite Aid. The deal would create the largest pharmacy chain in the U.S. with 13,000 locations. Arizona currently has 244 Walgreens locations.

Partnerships in the News

Also this year, several new partnerships were established in Arizona. Highlights include:

Southern Arizona Hospital Alliance

Five independent, nonprofit hospitals in Arizona joined together this summer to form the Southern Arizona Hospital Alliance. The hospitals include Tucson Medical Center, Benson Hospital, Copper Queen Community Hospital, Mount Graham Regional Medical Center and Northern Cochise Community Hospital in Willcox.

Certification Corner

Terry Brennan, FHFMA

As we start another new year, think about making CHFP Certification your professional goal for 2016.

The AZ Chapter Leaders are encouraging our members to become certified and be recognized as a **Certified Healthcare Financial Professional (CHFP)**. What are we doing to encourage and "Support Your Efforts to Get Certified"? Watch for chapter announcements about our new coaching format and the coaching material available 24/7.

We are joining forces again with the certification leaders of CT, NH/VT and WI chapters to organize a new joint educational program using an innovative approach to teaching the certification material. This newly designed Joint Program is planned and will be **available March 2016**.

Our Chapter will inspire you by:

- Providing **FREE coaching lessons**; speakers are "subject matter experts" presenting test topics
- Providing 6 pre-recorded coaching sessions for the Module 1 lessons
- Using YouTube to access these recorded 6 coaching sessions
- Providing members **\$250 incentive payment** to help defray your cost

(Note: You must be a current and active member of AZ Chapter when you request your \$250 incentive reward and when you took the exams)

Members considering sitting for the CHFP exam should visit www.hfma.org/certification and read the entire FAQ section. The online study materials, which includes the exams, cost \$700 (or there is a more expensive iPad version of the study materials).

The members of the Certification Committee will help and coach you on how to take the examinations. Help from the Certification Committee is a phone call and/or an email away.

If you have questions about certification, please do not hesitate to contact:

Terry Brennan at tmltab@cableone.net

(The Hertel Report 2015 News that Shaped Healthcare continued from page 3)

The Arizona Health Collaborative

The Arizona Health Collaborative was established this year. The network of 18 urban and rural health systems throughout Arizona generates more than \$2.77 billion in net patient revenue. The group's goal is to help hospitals collaborate to create sustainable healthcare organizations.

Health System Alliance of Arizona

After exiting from the Arizona Hospital and Healthcare Association several years ago, Banner Health, Dignity Healthcare, HonorHealth and Tenet Healthcare Corp. joined forces in December to create their own advocacy organization, the Health System Alliance of Arizona.

CORE Institute Specialty Hospital

The CORE Institute joined with Surgical Care Affiliates and local independent physicians to open The CORE Institute Specialty Hospital in Phoenix. The hospital will have a staff of surgeons specializing in a variety of orthopedic specialty procedures including hip and knee replacements.

The Hertel Report
www.thehertelreport.com

Membership

Leslie Flake, Membership Chair

Healthcare is undergoing vast changes and it is essential that we provide care that is both high quality and cost effective. HFMA provides healthcare financial management executives with resources to meet these needs including:



- Tools to meet challenges & opportunities
- Networking with financial, clinical & operational colleagues
- Practical strategies to address changes
- Education to stay ahead of the curve on fast-moving developments

As status Quo is no longer an option, HFMA resources help improve the business caring for financial, clinical and operational leaders.

Invite your peers, staff, and colleagues to join you as a member of Arizona HFMA through the [Member-Get-A-Member Program](#) by completing the online Referral Form on the national HFMA website and we will send a message to your colleague on your behalf detailing the many benefits HFMA provides. With each referral you could win the following:

- HFMA apparel item, duffel bag, or smartphone accessory
- \$25, \$100 or \$150 Visa Prepaid Cards
- Apple Watch Sport™ (valued at \$349)
- Grand Prize of \$5,000 (\$3,000 for the winner and \$2,000 donated to a charity of their choice).

We would like to thank you for being a part of Arizona HFMA and look forward to partnering with you for a great 2016!

Leslie Flake
Chair, Membership Committee
leslie.flake@bannerhealth.com
602-747-3950

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our survival and talk about future strategies. Pete Scobell, celebrated Navy SEAL, competitive skier and athlete, mountain climber, inspiration, advocate, and now country singer who has worked with Wynonna Judd and Cactus Moser, will be one of our keynote speakers. The tribe has spoken. We have used our member feedback from the latest surveys to plan our educational content. There will be local and nation updates, system automation, and EMR topics and much more from your requests.

It is going to be a great time to celebrate accomplishments, to network and prepare for the future survival. Don't miss it!

Jason Metcalf, FHFMA
Program Chair
AZ Chapter HFMA

Welcome New and Transferred Members

Since October 2015

Garth Beguin

Accounting Manager
Westminster Village, Inc.

John Burton

Regional Services Manager
McKesson Cardiology

Cara Cantu

Senior Manager
Myers and Stauffer LC

Patricia J. Coryea-Hafkey

Director
Dignity Health

Christina Gallaway

Director of Client Services
Canyon Vista Medical Center

Thomas Goimarac

Joshua W. Gray *(transfer from ID)*

Strategic Planning
Phoenix Children's Hospital

Karen Han

Financial Analyst Consultant
Banner Health

Melissa Jodis

April Kelly

Regional Director
Dignity Health Medical Group

Ricci Sanchez *(transfer from TX Gulf Coast)*

Vice President, Clinical Service Lines
Yuma Regional Medical Center

Keith A Sei

Consultant
Southwest Medical Consultants

Matthew T. Settersten

Business Owner
Phytek LLC

Janet Sims

Strategic Sales Exec.
McKesson HBOC

Dustie Smith

Supervisor Revenue Cycle
Phoenix Childrens Medical Group

Annette P. Theis *(transfer from MD)*

Executive Director
Ironwood Cancer & Research

Dustin J. Thomas

AVP, Clinical & Business Intelligence
HonorHealth

Barbara A. Townsend, FHFMA, CRCR

(transfer from Great Lakes)
Corporate Business Office Director
Iasis Healthcare

Sarah Lynn Wyckoff, CRCR

CHAN Healthcare

Sponsorship Update

Alan Newberg, FHFMA, Sponsorship Co-Chair

Your AZ HFMA sponsorship committee is currently gearing up for the Spring Conference. This year's conference slogan, Healthcare Finance ... It's A Jungle Out There, will be conveyed with a Survivor Theme based on the popular reality TV program. We have a total of 30 exhibitor spaces and 18 sponsorships available for the spring conference.



The popular Thursday Night Group Dinner is returning this spring. Last fall's Hawaiian Luau and entertainment was a tremendous success. While our Survivor entertainment has not been finalized at this time, rest assure, we will do our best to surpass the fall. Two sponsorship opportunities are available to host this event.

Exhibitor and Sponsor brochures were sent out via email in December, with a second mailing in mid-January. Follow-up phone calls will begin in early February. These mailing and calls are based upon a vendor list the chapter maintains. Most of the vendors on the list are, or were at one time, Exhibitors or Sponsors supporting our chapter events. If you are a vendor who is not currently getting vendor communications and would like to, please contact the chapter office to be added to our list. If you are a provider, and know of a vendor who wants to get involved in the chapter events, also please let us know.

Lastly, and once again to all our vendor partners – thank you. Without your support, AZ HFMA could not provide such wonderful programming and networking value to our members. And to our provider members – thank you for networking with exhibitors and sponsors at events such as our spring conference, learning of their services and offerings. Together we all make AZ HFMA the strong value-added organization we are.

*Alan Newberg
Sponsorship Committee Co-Chair
AZ Chapter HFMA*



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