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**Program Update**



**Jason Metcalf, FHFMA  
Program Chair**

*We Survived!! The Spring Conference was on April 20-22 in Scottsdale, and our theme was "Survivor." 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, was our keynote speaker. own issues and work on fixing it.*

*(Continued on page 2)*

*April 2016 Issue*

**Cactus Clarion**

*President's Message*

Mike Kennedy

Hello Arizona Chapter,

Where has the year gone? Over the years, I have been told by past AZHFMA presidents that their year went by too quickly. Now I understand what they were telling me. It seems like only yesterday I was writing my first president's letter and wondering how I could live up to the presidents before me. Being your Chapter President has been a truly exceptional and humbling experience.



*(Continued on page 2)*

**News that is Shaping Healthcare**



*All content supplied by The Hertel Report.  
Photos by Paula Blankenship.*

**PROTON THERAPY PROGRAM PREMIERS AT MAYO**

**CLINIC** The Mayo Clinic Cancer Care Center's new Proton Therapy program features intensity modulated proton beam therapy using the precision of pencil beam scanning to treat tumors near critical and sensitive organs and structures. The Phoenix program opens midMarch. Mayo's \$188 million program is proving popular at the Mayo Clinic in Rochester, Minn., which treated twice as many patients as originally projected.

*(Continued on page 6)*

## *President's Message (continued from page 1)*

This year, our chapter saw a passing of the torch. Linda and Bob Cherner from Silver & Cherner, after being our management team for the last 19 years, decided it was time to retire and do some traveling. Over the years, Linda and Bob have not only been a key part of everything we do in our chapter, but they have also touched each and every one of us with their kindness and friendship. Before retiring, Linda and Bob did an exhaustive search for the perfect company to take over the responsibilities of managing our chapter. KCA, founded by Katherine Christensen in 1991, had the perfect blend of association management experience and the dedication of being a true partner to the associations they serve. This experience and dedication was put to the test at our recent Spring Conference. Cathy Herring, our KCA representative, rose to the challenge and did a remarkable job. She coordinated the activities, juggled the schedules, made all the hotel arrangements, and executed the thousand other things that need to happen for a successful conference. She did all of this while still finding time to meet the chapter members and make sure everyone was enjoying the conference. Although Linda and Bob will be missed, they have put us in good hands.

This past year has been our 5th official year in our Quest of the Shelton. As most of you know, the Shelton is the highest honor a chapter can receive. To achieve a Shelton award, a chapter must have 5 consecutive years of exceeding goals in education, membership, satisfaction, financial, and certifications. I am proud to say we are in the running! Regardless of whether or not we win the Shelton, this journey has focused our chapter to "Go Beyond" what is expected. We have listened to you, our amazing members, and have implemented your great suggestions. Without you, we would not have achieved all that we have over these years. However, we are only as good as we are today and tomorrow is a new opportunity to further improve our chapter. As I look to the 2016/2017 chapter year, I am confident the Arizona chapter will continue to improve while sustaining its excellence. Ryan Reiff, your incoming president, joined the board in 2011. He was at the initial board meeting when our chapter decided to go for the Shelton, and thus the Quest was born. Since I first met Ryan, I knew he would make a great chapter president, and though he lives in Colorado, his heart is firmly planted in Arizona HFMA.

In closing I want to thank all the members of the 2015/2016 board. Without each of you and your dedicated committee members, we could not have achieved the success our members have enjoyed. I also want to thank the chapter members and our chapter sponsors. You have all made this year very memorable with your kind words and support. My time on the AZHFMA board has been the most rewarding experience of my professional life.

Thank you all for this incredible opportunity to serve you. I highly encourage each of you to be involved in our chapter. I promise, you will not regret the journey.

*Sincerely,  
Michael Kennedy  
AZHFMA President 2015/2016*

## *Program Update (continued from page 1)*

He reminded us that whether you are a soldier recovering from "blast effect" or working in healthcare you have to own your own issues and work on fixing it. No one else is going to do it for you. We heard from Jerry Bridge who reminded us that we can't get it all done, so don't try. Prioritize and do the things that matter most. That means taking time for ourselves and family in order to continue to survive. The tribe has been requested to complete surveys to evaluate the conference. We will use our member feedback from the latest survey to plan our future educational content. Thank you for participating in programs this year. We hope you found the content provided this year valuable.

If you are interested in helping decide and provide content for the future, please email the Program Chair on the AZ HFMA website.

*Sincerely,  
Jason Metcalf  
Program Chair*

## Communications Update



### **Kelly Ryan Communications Committee Chair**

The 2015- 2016 HFMA year has been a year of reach reaching out to our membership and expanding the way we reach. We hope you have seen and appreciated our efforts to get you the information you need about the chapter, conferences and critical topics in that effect you and your teams!

*(Continued on page 4)*

## THRIVE!!!

### **Ryan Reiff CHFP, CPA President-Elect**



The week of April 18th was an especially busy one for a number of AZ HFMA's board members. Prior to the fantastic spring conference in Scottsdale that began on Wednesday April 20th, seven board members spent a few days in Ft. Lauderdale, Florida at the HFMA Leadership Training Conference (LTC). LTC attracts more than 400 chapter volunteer leaders from across HFMA's 68 chapters. LTC is an annual conference which every chapter is invited to send seven representatives to gain value leadership skills as well as a practical working knowledge of the role they will play in their chapter during the upcoming chapter year. LTC includes a number of hands-on workshops broken down into various learning tracks such as programming, membership, communications, treasurer and president. The opportunity to share best practices and ideas with our peers from around the country is invaluable to bringing the best experience to the members of Arizona HFMA.

# Welcome New Members!!!

**Our chapter's vitality depends on member retention and new membership.  
On behalf of our AZ Chapter Community,  
I would like to welcome the following new members:**

- Jeffrey Treasure (Northern Arizona Healthcare)
- Joanna Hardy (Northern Arizona Orthopaedics)
- Lori Ferber (Cancer Treatment Centers of America)
- B. Alex Montoya (Fort Defiance Indian Hospital)
- Benjamin Dodge (Fort Defiance Indian Hospital)
- Joshua Wilson (Commerce Bank)
- Patty Trunzo (IASIS Healthcare)
- Jamie Miller (Summit Healthcare)
- Kenley Black (Fort Defiance Indian Hospital)
- Sandra Dixon (Tsehootsooi Medical Center)
- Brochelle Shirley (Fort Defiance Indian Hospital)
- Sharon Lee (Fort Defiance Indian Hospital)

**FIND US ON:**



**OR**

**VISIT OUR WEBSITE:**

[www.azhfma.org](http://www.azhfma.org)

## Communication Update *(continued from page 3)*

During this year of growth we have expanded our outreach from emails and email newsletters to include some new approaches to social media and new ways to standardize and streamline our communications to you, our members. This fresh approach includes:

- The addition of an AZ HFMA Facebook page – check us out, join if you haven't, and LIKE us... really, really LIKE us! <https://www.facebook.com/groups/943111692418933/>
- We also added a LinkedIn, not quite as sexy but truly informational – Join us? <https://www.linkedin.com/groups/2876498>
- Email blasts are now once a week and consolidated.. I know you miss getting hit multiple times a week but we thought we would go with a standard. Hope this is helpful.
- New and improved email content – the quarterly newsletter has been expanded to include more information from the AZ HFMA leadership and more timely articles about the industry including contributions from the Hertel report.
- Conference outreach – you may have noticed more outreach during conferences including costumed committee members surveying members and providing information on our social media links. We will continue to provide our membership with information at future events and hope to expand to other avenues like Twitter and Instagram... you're welcome!

We hope this outreach has been fun and helpful. Please do let us know if you have other suggestions on how we might best reach you, our membership or, if you would like to join us in this quest.

*Here's to another great year. Cheers.  
Kelly Ryan,  
Communication Committee Chair*

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## President-Elect Report *(continued from page 3)*



One of the key highlights of every LTC conference is the opportunity to hear from the incoming chair of HFMA National's board of directors on their vision for the upcoming year. This year's message was delivered by incoming chairperson Mary Mirabelli and struck a chord with me as we move into the next year in Arizona. Mary shared with the audience her personal story of loss of close family members since the time she was a young child. Throughout the loss, Mary and her family continued to thrive due to the love and support of one another. Fittingly, "thrive" is the theme which Mary has laid out for HFMA's upcoming year.

Thriving is exactly what we will do in Arizona this year as well! Healthcare providers are faced with the many challenges of the ACA, MACRA, payment reform, consolidation....and the list goes on and on. AZ HFMA will bring its members the educational and networking opportunities necessary to learn and grow to meet these challenges. Together, we can ensure that the healthcare providers of Arizona thrive and rise to meet the needs of our communities.

### **It's my pleasure to introduce your 2016/2017 AZ HFMA Board:**

**Ryan Reiff**, President  
**Chuck Ribbe**, President-Elect  
**Jason Metcalf**, Secretary  
**Leslie Flake**, Program Chair  
**Alan Newberg**, Treasurer  
**Joan Goda**, Communications Chair

**Matt Cox**, Sponsorship Chair  
**Samantha Brodt**, Membership Chair  
**Jeff Buehrle**, Director  
**Liz Ricafort**, Director  
**Kathie Kirkland**, Director  
**Pam Miller**, Director

## Silent Auction Success!

We are proud to announce our chapter raised \$5,350 during the our first ever silent auction benefiting Hire Heroes USA at last week's spring conference!

"Bid on the opportunity to take a CFO to dinner" raised \$2625. However Jeff Buerhle, being the wonderful man that he is, agreed to go to dinner with the TWO highest bidders!

11 auction items 10 of our vendors generously donated items to be auctioned such as a condo in Puerto Vallarta, a wine basket, front row tickets to the Journey concert, Kate Spade purses etc. which raised \$2025.

Our 50/50 Raffle raised \$700 with special thanks to Greg Wojtal, who won the raffle and gave his 50% back to the charity! Next we are going to work with Hire Heroes to connect with Arizona Hospitals to partner and put veterans to work here in Arizona. Stay



## Sponsorship Update

**Matthew Cox**  
Sponsorship Co-Chair



### Thank You Arizona HFMA Chapter Sponsors & Exhibitors

The spring conference last week at the Scottsdale Resort was a great success! The Arizona Chapter continues to be a unique chapter by providing some of the best HFMA educational events available in the Nation. Our sponsors and exhibitors help to make these educational events exceptional AND affordable.

The Arizona Chapter has a long history of successful partnerships with sponsors and exhibitors. Every time I go to one of these events I see what a well-oiled machine the support process is at the Arizona HFMA Chapter. Not only do our Sponsors make our conferences financially viable, they make them more fun. For example the Spring Conference sponsors provided entertainment, food & prizes. Our exhibitors are also very professional and are happy to answer questions about the products and services they provide. The following is a list of the sponsors and exhibitors for the spring conference. THANK YOU!!

#### Conference Exhibitors

BACTES Imaging Solutions  
CBIZ Employee Services Organization  
Cleverley + Associates  
CMRE Financial Services, Inc.  
Franklin Collection Service  
GetixHealth  
Global Credit Solutions AG  
Hawes Financial Group  
IC System  
Marsh  
NHI Billing Services  
Progressive Management Systems  
R-C Healthcare  
Recondo  
The SSI Group  
TruBridge  
Xtend Healthcare

#### Conference Sponsors

APEX Revenue Technologies  
Craneware, Inc.  
Crowe Horwath LLP  
Ernst & Young LLP  
Healthcare Resource Group, Inc.  
IMA Consulting  
MedAssets/Precyse  
Moss Adams LLP  
Progressive Management Systems  
RevSolve  
Winthrop Technology Finance

#### Golf Sponsors

Irgens  
Rubixis  
IHMS  
Oracle

With the upcoming Fall Conference there are always opportunities for sponsors and exhibitors! For more information about how to become a sponsor, upcoming events to sponsor or joining the sponsorship committee please contact me at [matthew.cox@dignityhealth.org](mailto:matthew.cox@dignityhealth.org)

# The Hertel Report

## **NEW FREESTANDING ER FOR DIGNITY HEALTH ARIZONA**

The new location on Power Road, The Dignity Health Arizona General Hospital Emergency Room, may be just the first move into Mesa territory. Late in 2015, Dignity Health filed development plans with the city of Mesa to open a new 50bed hospital and ER in the spring of 2017. "Mesa is a growing city and we're certainly looking at that," said Lynne Reaves, director of communications for Dignity Health Arizona. "Our main objective is to provide excellent and convenient care throughout Maricopa County."

Last year, Dignity Health and Adeptus Health announced a partnership under the name "Arizona General Hospital" to expand the healthcare providers' market footprint in emergency medical care. Linda Hunt, president and CEO of Dignity Health Arizona, said the new Mesa ER supports that strategy.

"We are focused on providing patients with the best and easiest access to care of any healthcare system in Arizona and this new facility will help achieve that goal."

## **WESTGATE DEVELOPMENT**

On March 10, Westgate Healthcare Campus broke ground at the intersection of 99th and Glendale avenues. The \$30 million project, the brainchild of radiologist and Simon Med founder Dr. John Simon, is designed to eventually include a 290,000 square foot comprehensive healthcare campus comprised of five buildings. A master planned community, the campus is expected to be home to community medicine, surgery centers, long-term care operators and skilled nursing. The new complex joins other healthcare oriented neighbors including: Dignity Health St. Joseph's Westgate Medical Center, Banner Estrella Medical Center and Midwestern University.

## **BANNER'S TUCSON GROWTH**

Integrated models and clinics that provide patients with a collaborative medical team to meet their healthcare needs including basic behavioral health services and programs are proving successful. Open since early February, Banner's Whole Health Clinic in Tucson provides individual, group and family therapy, case management and referrals, peer support services, psychiatric evaluation, medication monitoring, comprehensive physical health assessment and care, lab and pharmacy services, vocational support, benefit eligibility assessment and enrollment assistance, substance abuse services and referrals, court ordered treatment monitoring, and family psychoeducation and support groups.

## **NEW KINDRED HOSPITAL OPENS IN DOWNTOWN**

Kindred Transitional Care is a new 120bed, transitional care center located in Phoenix at 18th Street and Van Buren. Specializing in short-term nursing and rehabilitation, Kindred's new downtown facility opened at the same time Curahealth LLC announced its purchase of 12 Kindred long-term acute care hospitals. The \$27.5 million purchase includes two Arizona Kindred hospitals located in Peoria and Midtown Phoenix.

The deal is expected to close in the third quarter of 2016, the same time Dignity Health East Valley Rehabilitation Center in Chandler is expected to open. The 50 bed inpatient rehabilitation hospital in Chandler is a joint venture between Kindred Healthcare and Dignity Health.

## **UA COLLEGE OF MEDICINE PHOENIX ACCREDITATION**

The Liaison Committee on Medical Education (LCME) granted the University of Arizona College of Medicine Phoenix provisional accreditation in February after issuing warnings last summer indicating the medical school could face possible probation or loss of accreditation. *"This is an important step toward full accreditation and we were confident that the measures the college and University took to address the questions from the LCME were more than sufficient. I am extremely proud that the UA remains on track to be the only land-grant university with two fully accredited medical schools."* -UA President Ann Weaver Hart

*(Continued on page 7)*

## The Hertel Report continued....

### St. Luke's Health Initiative is now Vitalyst Health Foundation

St. Luke's Health Initiatives (SLHI) has changed its name to Vitalyst Health Foundation. The non-profit retained its identity after it was formed with funding from the sale of the not-for-profit St. Luke's Health System to the for-profit IASIS, but reportedly faced frequent confusion from consumers.

"Since 1996, the foundation has been completely independent of the St. Luke's Health System, and also does not have any religious affiliation. Yet there is not a week that goes by that we don't field some vendor call about hospital-related supplies and/ or the provision of direct medical services," stated the organization in its announcement.

The new name and brand is designed to better convey the organization's advocacy goals listed below:

- Increase access to care and coverage, because Arizonans with coverage and care achieve better well-being and health than those who do not.
- Promote healthy community design policies and practices, because health is created where we live, work and play.
- Build community capacity that improves the effectiveness of community-based organizations, because dynamic and healthy communities are based on civic participation that propels policy and

### Capital Lawn Crowd Cheers On KidsCare Budget Addition

Advocates call for legislators to reject a state budget that doesn't include restoration of [KidsCare](#)  
Arizona Rep. Regina Cobb, R-Kingman, at the KidsCare news conference Monday, April 11, 2016

The lunch hour news conference for KidsCare at the Arizona State Capital on Monday included one primary call to action: Tell your legislator and Senate President Andy Biggs to include KidsCare in the state's budget.

"We speak with a unified message," said Dana Wolfe Naimark, president and CEO of the Children's Action Alliance. "Use your vote," she called to Arizona legislators, "Use your leadership," she called to Senate President Andy Biggs, "We're counting on you."

Enrollment in Arizona's version of the Children's Health Insurance Program or CHIP was frozen during the Great Recession and although a House Bill to unfreeze enrollment passed by a 47-12 vote, it was never assigned to committee by Biggs, ending the legislation's bid to be heard in the Senate.

Donald Smith, president and CEO of CopperPoint Insurance Companies called out his GOP affiliation and his support of KidsCare during his comments to the crowd of around 100 gathered in Arizona legislators' front lawn at the state capital. "I'm a lifelong Republican," said Smith, who also serves as the board chair of the Valley of the Sun United Way. "Limited government doesn't mean no government."

When concerns regarding KidsCare's fiscal impact on the budget were raised, supporters were quick to clarify the program was budget neutral through 2017 due to 100 percent federal funding and included a trigger that automatically would limit or freeze enrollment if federal funding fell short.

Biggs told Ted Simon on Arizona PBS Horizon April 6, that there's no guarantee that KidCare would end because of a lack of future federal funding. That once benefits are provided it's hard to pull them back. "You can have all the triggers you want, but when you have a constituency the triggers don't mean anything."



# Certification Corner

## CRCR



Certified Revenue Cycle Representative

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The Certified Revenue Cycle Representative (CRCR) program helps set standards of performance for revenue cycle staff. By becoming certified in the CRCR program, you or your team has the designation that proves a high level of revenue cycle knowledge and expertise has been reached. Individuals as well as organizations may purchase the program.

## FHFMA



Fellow of the Healthcare Financial Management Association

As recognized industry leaders, HFMA Fellows act as ambassadors to the profession by raising the standard of practice through consistent participation in professional development activities and service to the healthcare finance industry. Fellows can maintain their FHFMA designation by teaching courses, making presentations, publishing, participating in special interest groups or attending educational events. It's up to you!

## CHFP



Certified Healthcare Financial Professional

The CHFP program has been updated to provide the broad range of business and financial skills essential for succeeding in today's high-value healthcare environment: Business acumen, Collaboration, Financial strategy and Understanding future trends.

The new CHFP is geared toward financial professionals, clinical and nonclinical leaders, and payers – all those whose jobs require a deep understanding of the new financial realities of health care.

## UPCOMING EVENTS

May 12

AzHHA cosponsored

**Webinar: "Value Based Care No Single Way to Win; Where is Tomorrow's True North?"**

[Register](#)

May 18

RSM cosponsored

**Webinar "Strategies for a Successful Fundraising Campaign, part 3: Obtaining the Green Light and Maintaining Momentum"**

[Register](#)

May 23

AzHHA cosponsored event

**"The Arizona Healthcare Payment Reform Summit Phoenix"**

[Register](#)

June 3

**"Az HFMA Educational Road Show Kingman"**

Sponsored by IMA Consulting

[Register](#)

## **Call for Action!**

In the words of Jerry Maguire, "Help us help you". We need volunteers on our committees to bring new ideas and innovations to our chapter. Do you have knack for organizing events or a flair for creating great content for our newsletter? We would love to harness your talents to make our chapter even better. Contact our Committee Chairs for information on projects, tasks and subcommittees you can join today!

Membership Samantha Brodt

Program Jason Metcalf

Communications Joan Goda

Sponsorship Matt Cox

Certification Terry Brennan



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