A message from our President:

Fellow HFMA Members:

I wanted to share an update with all of you on our Membership Survey results. We scored 68% on overall satisfaction. In the prior year we were at 55%. Thank you to all and especially to the board for their efforts in improving the Utah HFMA chapter experience. We did have a very low response rate again this year. Only 39/143, or 27%, responded to the survey. For those that responded we thank your support and feedback. For those that did not respond I am sorry you did not take advantage of the opportunity.

We want to welcome our new members to the Chapter. Thanks for joining. We hope you will take advantage of the networking, educational, and volunteer opportunities.

Again we want to thank those who volunteer on our program planning committee. The committee has been a huge success in helping to plan our meetings, find speakers, and topics for the agenda. We would like to encourage more of you to volunteer and help out.

Here is a quick update of the remaining events for the year:

March 13th - 15th Utah Healthcare Alliance – St George. Golf on the 13th
May 24th HFMA Golf Tournament and Officer Installation

We want to thank our sponsors for their continued support of our chapter. We just started our new year of chapter sponsorship. We would like to encourage the recruitment of more sponsors to join us, so please reach out to potential interested parties. Our sponsors are what make the chapter a great success. Please visit our website sponsor page to view current sponsors.

We are working to update the Website and are looking for ideas and thoughts on how to enhance. Please contact any of the board members to let us know your thoughts.

We will have some open positions on the board this upcoming year. Feel free to send nominations to me.

Thanks,
Jared Spackman
CFO
Davis Hospital and Medical Center
jspackman@iasishealthcare.com
New Members

Welcome!

New Members

- Brian Chin, CFO – UHIN
- Robert Doxey, VP Revenue Cycle Technology – MedAssets
- Chris P. Eggert, Client Relations Executive – 3M HIM
- Rachel A. Norris, Accountant – Intermountain Healthcare
- Garrett Burbridge, Administrative Director – University of Utah Department of Psychiatry
- Mike DeMotte, Budget Supervisor – Intermountain Healthcare
- Jared Jorgensen, Senior Manager, Operations – Accretive Health
- Christopher B. Richter, Internal Auditor – Intermountain Healthcare
- Jared Wilstead, Sales Executive – GE Healthcare
- Karen Squires, Finance Director – University of Utah Healthcare
- Carter Owens, Audit Manager—KPMG LLP
New Member Spotlights

Rachel Norris

Job/Department/Company I work for:
Accountant II, Risk Management Department, Intermountain Healthcare

My family includes:
I am married with two children. My daughter is 4 and my son is 20 months.

The best part of my job is: The people I work with.

If I'm not at work, you'll find me: I am most often with my children when not at work.

Pets: Nope, I have allergies and fish are creepy.

Hobbies: I enjoy baking, riding my ATV, and playing with my kids.

My proudest moment was: Passing the CPA exam.

I joined HFMA because: It was recommended to me by a colleague.

My favorite food is: Chocolate.

A person may be surprised to know that: I have been sky-diving.

Education:
- UNIVERSITY OF PHOENIX – Phoenix, AZ (Masters of Science, Accountancy, 2010)
- BRIGHAM YOUNG UNIVERSITY – Provo, UT (Bachelor of Science, Human Development, 2006)
- SOUTHERN UTAH UNIVERSITY – Cedar City, UT (Additional Business Courses, 2011)

Carter Owens

Job/Department/Company I work for: KPMG Audit Manager

My family includes: My wife Heather, and our four children, Ashlee, Austin, Chase & Tyson.

The best part of my job is: interacting with my clients and staff members. Also, I thoroughly enjoy learning about the new technical aspects of accounting that I encounter with my clients.

If I'm not at work, you'll find me/Hobbies:
Sitting on a beach vacationing with my family, playing golf, running/exercising, or reading a good book.

Pets: We have a dog named Ginger.

My proudest moment was: I would say that my proudest moment was when my wife accepted my proposal for marriage, but I was even more proud when she actually showed up on our wedding day.

The best advice I ever received: Do what you love, and love what you do

I joined HFMA because: I am looking to expand my current network of healthcare professionals and gain a better understanding of the financial impacts that face the industry in the coming years.

My favorite food is: Steak, medium-rare.

A book that I would recommend: Unbroken, an amazing WWII story of survival.

My mentor is: Jim Talbot, my father-in-law.

Education: I received my Bachelor of Science, Accounting Major, as well as my Master of Accountancy from Brigham Young University. I have since earned my CPA.

A person may be surprised to know that... Despite having over seven years of public accounting experience, I have also accumulated over five years in private industry overseeing financial operations. I think it helps my clients to know that I have seen things from both sides of the fence, which allows me to better understand their position.
Message from Region X

While the recent presidential election seemed to be a vote for the status quo, it appears the future for healthcare will be anything but status quo... Current buzzwords include fiscal cliff, sequestration, Value Based Purchasing, reimbursement cuts, ACA, ACO’s, risk contracting and capitation. All indications are that healthcare providers will need to be more efficient to survive on lower payments going forward. What does that have to do with HFMA? As healthcare financial professionals, it is important that we understand what is happening and help lead our organizations to succeed in these uncharted waters. HFMA’s education and networking should be of even greater value than ever before.

It’s hard to believe the HFMA fiscal year (June 1 – May 30) is half over. Our region did extremely well last year in terms of performance and awards. In fact, four of our seven chapters scored a perfect 100 on the Chapter Balanced Scorecard. Our region is off to a great start this year. For example, thru mid-November, three chapters already have impressive education hours per member—Montana (14.1), New Mexico (11.2), and Wyoming (10.2). Congratulations!!

I’ve visited three chapters in recent months and really appreciated their hospitality. I was very impressed by the quality of their educational events, as well as the commitment and leadership of their officers, board, and committee members. Sustained chapter excellence requires involvement and commitment from its members. While we’re all stretched for time, having more individuals volunteer makes the workload manageable and enjoyable. My experience has been that those contributing benefit from increased knowledge, personal development, leadership growth, and networking.

The Regional Executive Council (representing all 11 regions) recently met and reviewed the priorities for HFMA for the coming year. The top priorities (as reflected in the Chapter Balanced Scorecard) continue to be high quality education, membership satisfaction, and membership growth. If you have any suggestions for improvement, please share them with your chapter leaders.

Just a reminder, the Region 10 Conference will be May 15-17, 2013 in Santa Fe. We anticipate another outstanding educational conference in this fantastic setting and hope you can make it. You can get additional information on the website at www.hfmaregion10.org/conference.php.

Thanks for your support. Best wishes,

Alan Robinson
Regional Executive
Chapter Scorecard to Date
from President, Jared Spackman

This year we want to be transparent in letting each of you know what our goals are for the Chapter. Each year all chapters within the HFMA are rated according to a scorecard and points are awarded. The scorecard with a brief explanation and associated points are as follows:

<table>
<thead>
<tr>
<th>Measurement</th>
<th>Points</th>
<th>Goal</th>
<th>Current</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education hours - The lesser of 15.9 reg/hrs/mbr or 0.5% growth</td>
<td>30</td>
<td>2,485.10</td>
<td>1,710.8</td>
</tr>
<tr>
<td>Membership - Equivalent of HFMA overall count (+ 0.4%) over May 1 count</td>
<td>20</td>
<td>180</td>
<td>176</td>
</tr>
<tr>
<td>Member Satisfaction - Lesser of 60% chapter members who are very or extremely satisfied with chapter services or 5 percentage points improvement over the prior year’s score</td>
<td>15</td>
<td>60%</td>
<td>68%</td>
</tr>
<tr>
<td>Certification - % certified members = HFMA May 1 average (8.2%) or 1 more exam taken than in the previous year</td>
<td>15</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Days Cash on Hand - Between 150 - 600 days. Chapters in excess of 600 DCOH parameter but who achieve both education and membership satisfaction goals will receive credit for DCOH (2)</td>
<td>10</td>
<td>150-600</td>
<td>654.5</td>
</tr>
<tr>
<td>DCMS on time reporting - Meet all DCMS chapter requirement due dates, report all education events and newsletters within the quarter in which they occurred</td>
<td>5</td>
<td>7</td>
<td>4/7</td>
</tr>
<tr>
<td>Chapter Board Composition - Chapter Board composition to reflect 40% provider percentage. All chapters are grandfathered in and will receive 5 points for the 2012-13 year</td>
<td>5</td>
<td>40%</td>
<td>82%</td>
</tr>
<tr>
<td>Total points possible 100. Should we fall below 60 we have to create an action plan to correct our scores and chapter.</td>
<td>100</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>
Five Benefits of Customer Loyalty

Loyalty is an important yet rare quality in our culture. It is demanding and volatile. Without an environment containing consistency of trust and attentive care, it will not survive.

Customer loyalty is no different. Your customers want and hope they can trust you. They demand the care that anticipates their unspoken needs and quickly responds to their spoken requests. The organizations recognizing this are able to create and sustain customer loyalty not because they are lucky or just happen to hire the right people. They do it deliberately. And they are deliberate because they understand customer loyalty is a vital key to sustained growth and profitability.

The first area of benefit from creating loyal customers is obvious yet significant – fewer of your customers choose others to provide the service they originally entrusted to you. Most companies spend too much time and money on the marketing efforts of “hunting and fishing” and not enough on nurturing their existing customers. Engage your staff’s creativity to determine how your team can make each customer encounter special.

A motivated staff is the next benefit. This is the lynchpin to creating customer loyalty – creating staff loyalty within your own organization. Engaged, educated, empowered, enriched, and energized team members will supply their discretionary effort at work to ensure your customers are satisfied. It is leadership’s responsibility to model behavior that is caring, trusting, and supportive. In other words, take care of the people you have entrusted with the care of your customers.

How would you like fewer complaints while serving more clients? Does it sound too good to be true? With greater customer loyalty, over time it becomes a reality. This frees you and your staff to pursue more productive work.

The fourth benefit is pure magic as your customers become your promoters. As you quickly close the loop on complaints and anticipate the needs of the customer, they will tell the story of your outstanding service to other potential customers. Most understand that things go wrong. What they don’t understand is why it took so long to fix, why it happened again, why they had to keep calling back for updates, and why there was no sense of urgency with your staff.

Think of it this way. People are going to tell stories of their experiences. When your company “blows it”, your customer is going to tell their peers, friends, and whoever else will listen. It is nothing personal. They do not think about this hurting your reputation in the industry. Resolving complaints timely, effectively, and to the customers satisfaction puts you in control of the end of the story. Now they still tell the story but with a happy ending where you and your staff are the heroes.

Finally, a stronger, more predictable bottom line will result as the first four benefits become reality.

Organizations struggling to achieve distinction in their industry, memorability with their clients, and profitability on their bottom line need to focus on creating loyalty with their customers. They want confirmation that choosing your organization was a wise decision. They want you to do what you promised and respond to their needs and requests timely. Your challenge is to do this and provide the “what else.”

So how are you doing? Maybe a Customer Loyalty initiative could help.
HFMA Regional Conference to be held May 15th-17th in Santa Fe, NM

The chapters which comprise HFMA’s Region 10 including Arizona, Colorado, Idaho, Montana, New Mexico, Utah and Wyoming are busy putting the final touches on this bi-annual event which will be hosted in New Mexico: The Land of Enchantment this spring.

Hotel reservations can be made with the historic La Fonda on the Plaza by calling 800-523-5002 (www.lafondasantafe.com) at a rate of $129 (use code# 715970) or The Inn and Spa at Loretto for $155 by calling 866-582-1646 (www.innatloretto.com) and refer to “HFMA.” The room rates are valid through April 17th, but be sure to reserve your room early as the block is expected to sell out.

This year’s agenda will feature multiple Keynote speakers including Jim Hinton, CEO of Presbyterian Health Systems and Dr. Denis Cortese, Emeritus President and CEO of Mayo Clinic (watch a YouTube interview conducted by Charlie Rose: http://www.youtube.com/watch?v=REBJ-Kw5Z0w). On Thursday, we will have a truly inspiring motivational speaker, Jerry Traylor, who will speak on the topic: “Live CAREfully” (www.jerrytraylor.com). Additional speakers will present on a range of topics including a national legislative update, hospital-physician alignment, MAC/RAC/CERT audits, the next decade in healthcare, business strategies for a successful hospital, chargemaster strategies for Critical Access Hospitals and more.

The conference will also feature a scramble format golf tournament on the morning of the 15th at Towa Golf Club, a 27-hole championship course. (www.buffalothunderresort.com)

Sponsor and Exhibitor registration is currently underway so hurry to be sure you reserve your place right away. Thank you to our current sponsors Moss-Adams at the Sterling Silver level and AOC Solutions, PNC Healthcare, and REDW at the Coral level.

Attendee registration is expected to open very shortly. All registrations can be completed online or by following the contact information below.

For additional information, please visit the website at www.hfmaregion10.org or contact the Region’s offices directly at 602-996-2220 or by email at hfmaregion10@scitd.biz.

Santa Fe, New Mexico, The City Different
2012-13 Utah Chapter Officers & Board of Directors

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**Announcements:**

If you have any announcements or contributions to the newsletter, please contact McCall Rowley at mccall.rowley@imail.org.
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