

Virginia-DC HFMA Spring Newsletter

March 2022

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(Source: Advisory.com)
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President's Letter

-Brett McMillan

Dear Colleagues,

The board of directors of your Virginia / Washington DC chapter of HFMA is excited about everything we have in store for our members in 2022! While everyone is collectively fatigued by the changes to our personal and professional lives that Covid-19 has brought forth, we have demonstrated as a profession and as a professional organization that we can indeed survive and thrive in such a fluid and changing environment!

Our Spring Educational conference just concluded and was a huge success! We had fantastic attendance and information sessions with senior leaders from a number of provider organizations across our geographic area. We also had fantastic sponsor attendance and support that made the event such a success.

In addition the Spring conference, already this year we've:

- Conducted several webinars with timely and relevant healthcare finance topics
- Participated in an in-person information session at GW & made plans to do the same @ JMU & VCU in the coming months
- Had a networking session in Washington DC and made plans for additional networking events in NOVA & Richmond in the coming months.

The chapter would like to thank our Enterprise members for their continued support and investment in HFMA. We continue to invest in educational content and believe our various certifications are the best in the business to create informed and prepared healthcare finance professionals.

And speaking of certifications, we'd like to congratulate the following individuals who have recently attained a certification: **Dominic Paris (UVA Health) & Matthew Everette (Air Force)**

We swore in your new slate of chapter leaders at the Spring Conference and I look forward to helping them achieve great things in FY23. If you have an interest in getting more involved in any aspect of the chapter please reach out to vadc@hfma.org and we will get you connected.

Finally, I'd like to thank our tremendous Board and chapter officers for everything they have done to manage through the changes this past year and bring us to where we are today as an organization. It has been my pleasure working with them and learning how to be a better leader.

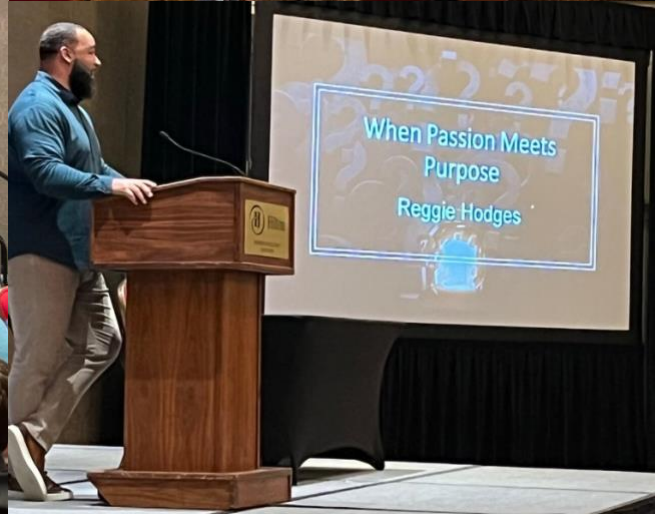
I wish everyone a happy and healthy 2022 and I look forward to seeing you all at a great HFMA event soon!

2022 Spring Education Conference

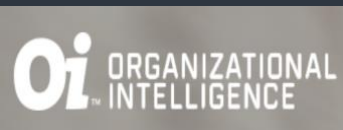
Here's What You Missed...

- Keynote: When Passion Meets Purpose
- The CEO Paradox
- The Evolving Role of the CAO: An M&A Case Study
- No Surprises Act – Best Practices
- The Post-Pandemic World: Using Automation to Better Connect to Your Patients Today!
- Hospital Regulatory Updates
- Trends in Ambulatory Strategy and Operations and Evolutions of Management Service Organization
- Provider/Vendor Relationships Panel
- Networking Event: Lucky to Have You! Chapter Party
- Faculty Practice Leaders Discussion on Finance at UVA and VCU Health
- VHHA Updates: Upcoming Election, General Assembly, Federal Legislations
- CFO Forum





SPECIAL SHOUTOUT TO OUR EXIBITORS



Thank you to our Annual Sponsors!!

Gold Sponsors



Silver Sponsors



Bronze Sponsors



Thank You to our Event Sponsors!!



Thank You to our Provider Sponsors!!



Thank You to our Enterprise Members!!



Due to rapid development of technology and increasing influence of world events, social engineering is becoming a bigger threat each day. In an effort to strengthen your company's cyber defenses, we've developed a social engineering awareness guide to help you spot common red flags so you don't fall victim to social engineering attacks. Please take a moment to read the guide and feel free to reach out with any questions or concerns.

Don't Become a Victim!



DIGITAL ATTACKS

Phishing: Email-based social engineering targeting an organization.

Spear Phishing: Email-based social engineering targeting a specific person or role.

Stop, look, and think before you click that link or open that attachment.



IN-PERSON ATTACKS

USB Attacks: An attack that uses a thumb drive to install malware on your computer.

Tailgating: When a hacker bypasses physical access controls by following an authorized person inside.

Stop, look, and think before plugging any external media into your computer or allowing someone in that you don't recognize.



PHONE ATTACKS

Smishing: Text-based social engineering.

Vishing: Over-the-phone-based social engineering.

Stop, look, and think before you surrender confidential information or take action on an urgent request.

Social Engineering

Social engineering is the art of manipulating, influencing, or deceiving you into taking some action that isn't in your own best interest or in the best interest of your organization.

The goal of social engineers is to obtain your trust, then exploit that relationship to coax you into either divulging sensitive information about yourself or your organization or giving them access to your network.

Red Flags

Red flags are a sign of danger or a problem. They can be as subtle as an uneasy feeling or as obvious as an email about "suspicious charges" from a bank that you don't even have an account with.

Pay attention to these warning signs as they can alert you to a social engineering attack!

Since phishing is the most common form of social engineering, let's take a closer look at seven areas in an email and their corresponding red flags.

FROM

- An email coming from an unknown address.
- You know the sender (or the organization), but the email is unexpected or out of character.

TO

- You were copied on an email and you don't know the other people it was sent to.

DATE

- You receive an email that you would usually get during normal business hours, but it was sent at 3:00 a.m.

HYPERLINKS

- There are misspellings in the link.
- The email contains hyperlinks asking you to take an action.
- When you hover your cursor over the link, the link address is for a different website.



SUBJECT

- The subject line of an email is irrelevant or doesn't match the message content.
- It's an email about something you never requested or a receipt for something you never purchased.

CONTENT

- The sender is asking you to click on a link or open an attachment.
- The email is asking you to look at a compromising or embarrassing picture of yourself or someone you know.
- You have an uncomfortable feeling, or it just seems odd or illogical.

ATTACHMENTS

- Any attachment you receive that you aren't expecting.



Medical Debt in America

How much medical debt do Americans owe?

Medical bills are the largest source of debt owed to collection agencies in the United States, according to a study published in *JAMA* that examined millions of credit reports from **TransUnion**. In total, the researchers estimated that Americans owed around \$140 billion in medical debt in 2020. The study noted that the projection was limited to the debt reported to TransUnion.

According to a Census Bureau analysis released last April, about 19% of U.S. households have medical debt. Furthermore, a recent survey from **Discover Personal Loans** found that 53% of individuals with existing medical expenses said the pandemic caused them to take on new medical debt.

Americans with medical debt also reported being more anxious about their ability to pay off their health care expenses than getting better (63% vs. 47%, respectively).

In addition, the survey found that 80% of those with existing medical debt have postponed medical care due to cost during the pandemic. The most commonly deferred care was routine checkups, followed by medication purchases and preventive testing.



Similarly, many Americans said they put off other financial commitments, such as paying other bills or saving for retirement, due to their medical debt.

And during the pandemic specifically, survey respondents reported tapping into emergency savings, borrowing money, and paying bills later than usual to cover unexpected expenses.

Overall, Discover Personal Loans found that almost 75% of Americans with medical debt owe more than \$2,000 in medical bills. More people (41%) also reported using their credit card than their health insurance (38%) to pay for their medical care during the pandemic.

Several states enact new measures to reduce medical debt

Currently, federal law provides Americans with some protections against medical debt. For example, nonprofit hospitals are required to have financial assistance policies under the Affordable Care Act, and the No Surprises Act, which took effect Jan. 1, aims to protect patients from surprise medical bills.

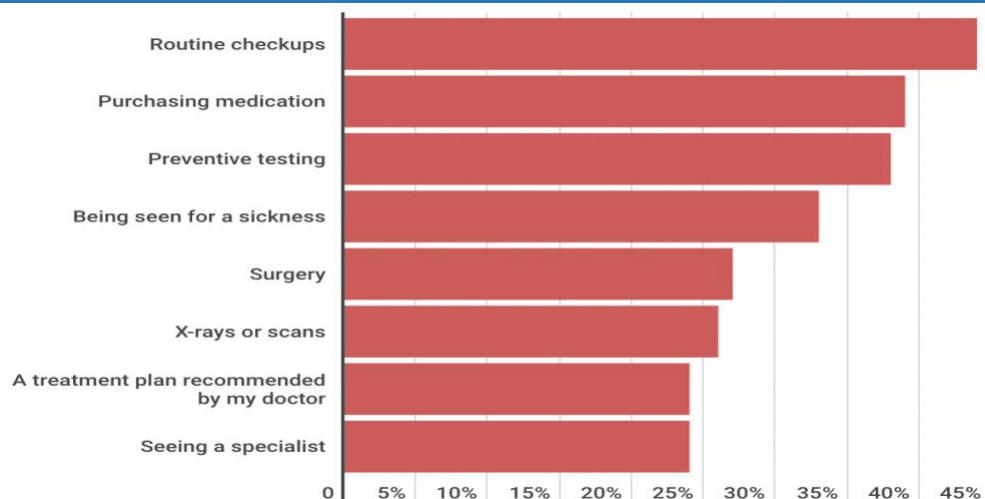
However, patient advocates and some state legislators have argued that hospital financial assistance programs can be unclear and daunting, and that federal hospital billing regulations are not enough.

"There's a lot of room for improvement in the federal regulations," said Mark Rukavina, a program director at **Community Catalyst**, a nonprofit focused on patient advocacy.

According to a 2020 report from the **National Consumer Law Center**, 13 states have mandated that hospitals must offer financial assistance for at least some patients, and some states have allocated government funds to assist patients with medical debt. And in 2021, at least 10 states, including Connecticut, Maine, Maryland, and New Mexico, enacted new laws to help patients avoid large medical bills, the *Wall Street Journal* reports.

"No one should be at risk of having their wages attached or a lien put on their home or their credit rating ruined because of medical debt," said Richard Gottfried (D), chair of the New York State Assembly's health committee.

For its part, the **American Hospital Association (AHA)** said hospitals have given patients more than \$700 billion in uncompensated care since 2000, as well as other community benefits.



Professional Development

The Va-DC HFMA Chapter offers educations, networking, and professional development opportunities to those engaged in Healthcare Finance. 2022 will be a fantastic year and we are working hard to help you stay abreast of changes that happening locally and nationally. We are a volunteer based organization, so get involved in your chapter today.

Call to Action!!

Please submit volunteer requests, sponsorship requests, and educational articles for future newsletters to...

vadc@hfma.org

Upcoming Events

- **NEW WEBSITE LAUNCH – Check it out!**

[Visit Webpage Here](#)

- **HFMA Region 4 CFO Webinar**

April 12, 2022 from 12:00pm – 1:30pm EST

[Register Here Today!](#)

- **CRCR Certification Series – Weekly Boot Camp**

Thursdays 12:00pm-1:00pm EST from March 24 – May 5, 2022

[Register Here Today!](#)

- **2022 Fall Education Conference – September 21-23**

This will be great event that you won't want to miss! We will have a solid agenda and a sunset boat cruise networking event.

- **Washington Nations Baseball Game - Networking Event**

Event to take place this Summer. Official date and details coming soon!

A graphic with a red background. At the top, it says "VA/DC HFMA" in white. In the center is a large blue heart containing several colorful hands (green, yellow, orange, purple, blue) reaching towards the center. On either side of the heart is a white megaphone icon. Below the heart, the text "Volunteers Needed!" is written in a large, white, cursive font. Underneath this, there are two columns of bullet points: "• Education" and "• Certification" on the left, and "• Communication" and "• Membership" on the right. At the bottom, the text "INTERESTED IN JOINING US?" is written in a yellow, sans-serif font.

VA/DC HFMA

Volunteers Needed!

- Education
- Certification
- Communication
- Membership

INTERESTED IN JOINING US?