

TENNESSEE TRACKER

HFMA TN CHAPTER MONTHLY NEWSLETTER

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A Letter from our President

Hello fellow TNHFMA members

Happy Holidays. I have always been one of those who celebrates the Christmas season beginning the day after Thanksgiving. Things like decorating and gift buying are typically done by Dec 1st. Trees in every room of the house, lights and decorations everywhere, Christmas music playing in all the cars and home. Yes I'm one of those. This year it seems extra special. I'm not as concerned with the decorations as much as I am spending time with loved ones and cherishing the little things. 2020 has seemed so dark and our world so divided at times. I do look forward to 2021 with great anticipation of good things to come.

Our providers and front line workers are still fighting the COVID fight and we are so grateful to you all. If the pandemic has taught us anything I think it has taught us to be more flexible, creative, appreciative of little things as well as cautious and not to take our health or healthcare systems for granted.

I do want to take the time to thank all of you for your encouragement and support. I'm halfway through a very different year of my role as President for TNHFMA. It is a team effort and the TNHFMA team helps make it look easy when I know it is not. Thank you for your dedication and support of TNHFMA. We strive to offer value to you as members but sure do miss seeing you in person. There are some very excited things coming, so stay tuned....

I challenge you to look at 2020 and try to find the positive and look forward to 2021 and find the hope that it presents to each of us.

From the Loveday family to yours, Merry Christmas and a Happy New Year. May you have a prosperous 2021.

Thank you again for your confidence and trust in me to serve with this wonderful organization. I will not let you down.

#BelieveTogether,
Buffy Loveday
HFMA TN Chapter President

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Our Leadership

Officers

Chairman - Tina Minnick
President - Buffy Loveday
President-Elect - Rodney Adams
Secretary - Kathryn Topper
Treasurer - Chase Wunder

West District

Vice President - Pam Jones
Leadership Development - Carmen Voelz
Programs/Education - Christine Crowley
Scholarship- Merle Glasgow

Middle District

Vice President - Steven Bauer
Certifications - Scott Mertie
Member Services - Adam Blackwell
Projects/Yergers - Stephanie Akin

East District

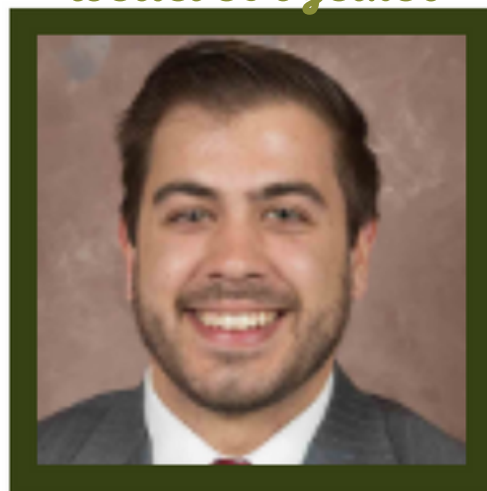
Vice President - Katie Tarr
Communications - Clint Jones
Sponsorship - Michael Waite
Website - Brad Arnold

Parliamentarian - Martha Calfee
CPE Awards - Lee Ann Burney
Founders Points - Brad Adams

CHASE WUNDER

TREASURER

SALES EXECUTIVE, WAKEFIELD & ASSOCIATES



I've been a part of the TN HFMA chapter for 6 years now. I'm honored to be working with such intelligent people on a consistent basis that has helped broaden my knowledge in this industry. Whether it be a professional or personal matter, it is comforting to know that we can rely on each other for help. You truly do find friends for life in this association.

How did you start in healthcare?

In 8th grade I started working for a Revenue Cycle Management Firm in their insurance department.

A sweet and loving Treeing Walker Coonhound named Sadie.

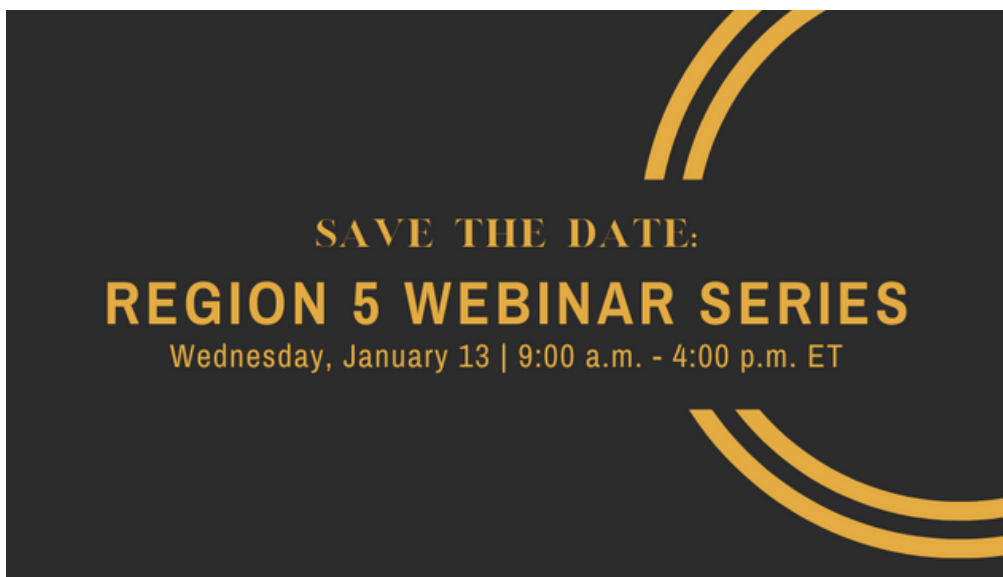


Do you have any pets?

What was the last thing you read?

Reach For the Summitt By Lady Vol Legend Pat Summitt.

#BelieveTogether



SAVE THE DATE:
REGION 5 WEBINAR SERIES

Wednesday, January 13 | 9:00 a.m. - 4:00 p.m. ET

LINK COMING SOON!



WEBINAR:

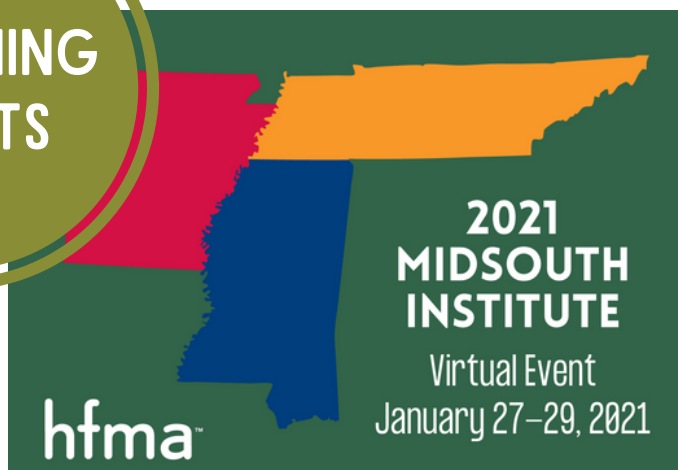
**POST-ELECTION
TAX UPDATE**

JANUARY 26
11:00 A.M. CT

LBM

**UPCOMING
EVENTS**

REGISTER



**2021
MIDSOUTH
INSTITUTE**

Virtual Event
January 27-29, 2021

hfma

MORE INFO



An HFMA Tennessee Chapter interview with St. Jude Children's Hospital Chief Financial Officer, Pat Keel.

2020 has been a year that many wish to forget. With COVID, fires, tornados, and hurricanes, at times it just doesn't seem that the bad news will stop. I recall visiting St. Jude's facility and was amazed at the smiling faces and the hope that seemed to abound there.

With the year coming close to an end and with all the challenges of 2020, what do you feel is the best thing someone could do to stay positive and find hope as they enter into the next year?

St. Jude is very fortunate to have a Resilience Center for employees. Throughout the pandemic they have shared suggestions and developed programming for staff about coping with stress and "pandemic fatigue." Some of the tips that I have found successful include:

- Eating, exercising and resting
- Staying connected socially (in a safe way) with friends and family; sometimes even a text or phone conversation can help
- Limiting our exposure to the news
- Checking in with yourself and how you are feeling
- Practicing breathing exercises and mindfulness

On a really optimistic note, it does appear there are some very effective vaccines on the horizon, which would dramatically improve the environment.

With more and more healthcare facilities struggling financially what would your professional advice be on how to set up the best possible outcomes in 2021?

Regardless of whether an organization is struggling financially, one of the CFO's key roles is leading financial improvement on an ongoing basis. The most successful organizations have a culture that embraces stewardship.

In a White Paper published in early 2020 by Expense Reduction Analysts called "[Navigating Stormy Waters](#)", the barriers to change were listed as:

- Management challenges in implementing the initiatives
- Lack of an effective Enterprise Resource Planning systems for effective data
- Erosion of savings due to ineffective target setting
- Lack of understanding and acceptance by the target audience
- Weak or unclear business case for cost savings

"...it's important to talk to your professional network about how they are handling the challenge as well as talk to people across your organization about their ideas on how to improve..."

I rely heavily on scenario planning and ensuring processes are designed to promote good stewardship. Stewardship—because it is the responsible and right thing to do—has to be part of the cultural fabric of the organization to be effective. If stewardship is just a reaction, it has a much lower chance of success. Sometimes you don't know what the financial challenge will be; for example, the emergence of SARS- CoV-2 and the strain it placed on obtaining personal protective equipment (PPE). When something occurs that you haven't contemplated, it's important to talk to your professional network about how they are handling the challenge as well as talk to people across your organization about their ideas on how to improve the financial state. You can't plan for every scenario. But when stewardship is part of the culture, when something unplanned occurs, everyone jumps in quickly to do whatever is necessary to meet the challenge.



St. Jude is such a wonderful place and I'm so grateful that Tennessee has such a facility. What are the greatest needs of your organization?

Since we are dependent on donations to cover 70% of our costs, they are always very important to us. Yes, we do have a strong reserve, but at any given time we have thousands of kids in active treatment. Treatments for pediatric cancer can last up to three years or more. It is critical we have a reserve to be able to complete treatment for our patients and our ongoing research should something disrupt contributions.

The holidays are here, what are some of the St. Jude traditions?

Prior to the pandemic, St. Jude would celebrate the holidays with parties, gifts, food and all the other normal holiday traditions. This year, it is more virtual. We do decorate the campus every year with holiday lights, and this year we are creating a drive-thru event for employees, patients and families to view the outdoor lights.



hfma™

tennessee chapter

VOLUNTEERS NEEDED!



WE WANT YOU!

The 2020-2021 leadership team needs your time and talents. We are recruiting now for committee members to support key areas within the chapter.

Interested in joining us?

Click [here](#) to begin your journey with us.

WWW.TNHFMA.ORG



An HFMA Tennessee Chapter interview with PYA Principal, Merle Glasgow.

We are nearing the end of 2020 and are celebrating the holiday season. December is often known as a time of traditions. Can you share any traditions that your organization does or has done for the holidays?

I must say that of all of the things that I like about PYA, at the top of the list is the level of giving that the organization provides throughout the year within the communities where we have a presence. An example of the giving culture that is ingrained within the firm's DNA is how our CEO, Marty Brown, provides every new employee upon their hire with a copy of "The Go-Giver" by Bob Burg & John David Mann, a book that does an excellent job of illustrating the value of giving. While PYA definitely appreciates the "go-getter" attitude in our employees from the perspective of initiative and drive, it is the "go-giver" attitude that we really like to see. In addition to our five office locations in Knoxville, Nashville, Atlanta, Tampa and Kansas City we have a number of additional employees working remotely in other parts of the U.S.. As a result, through a combination of both individual and group efforts, PYA supports a wide range of charities, disaster relief, families in need, community improvement, medical research and other hospital-based initiatives across the country twelve months out of the year. As the holidays approach each season, however, we make a conscious effort to try and step up our level of giving by providing additional time and resources where needed. In the PYA Nashville (Brentwood) office where I am based, for example, we have partnered with Alive Hospice during the holidays in recent years to adopt families being served by that organization in an effort to help ease the burdens of what obviously can be life's most challenging time for both the patients and their loved ones.

How do you feel the holidays may differ this year in light of the pandemic?

It goes without saying that this has been an incredibly unique year in which the impact from loss of life, isolation from older or disabled loved ones and stress on families in general is likely to be felt well beyond 2020. If you are a healthcare worker or first responder, then the stress level is multiplied exponentially. There are not enough words to express the gratitude and appreciation that I have for these selfless heroes who have been sacrificing so much for so long. I expect the holidays this season will be very different for all of us. Having said that, however, as I look back over the past eleven months there are also many positive and uplifting examples that I can point to which provide me with hope and optimism. One of the by-products of the pandemic and various forms of quarantine has been the opportunity to spend more time with family and recognize the blessings that we too often overlook or under appreciate during normal times. This holiday season may not have the traditional large gatherings or travel that we are accustomed to, but it may force us to slow down and be more thankful of what we have been given and more mindful of those around us. Appreciating the true meaning of Christmas and why we celebrate it sometimes gets overshadowed amidst the hustle and bustle of many holiday seasons. If during this holiday season we can use the opportunity afforded to us through this terrible pandemic to slow down, re-affirm our faith, examine our priorities and gain a greater appreciation for the precious gift of family and loved ones, then that is a silver lining and ray of sunshine in what has otherwise been a very dark storm.

"There are not enough words to express the gratitude and appreciation that I have for these selfless heroes..."

When the pandemic hit, many things went into rapid change. Has there been anything that has caused you to look at your organization and need to pivot either in products or services that you will invest in for 2021? What long term changes do you see for your organization post COVID-19?

I am very pleased with how quickly PYA was able to pivot at the beginning of the pandemic and how effective our COVID-19 strategies have been since implementing them in March. We recognized the severity of the situation at the onset, as well as the immediate and eventual impact that the pandemic could have on the healthcare provider organizations whom we serve. While PYA's tax, audit and accounting professionals provide services across multiple industries, our consulting practice (which represents the largest percentage of the firm's overall business) is 100% focused on the healthcare industry. As a result we were acutely aware of the many financial and operational challenges facing our healthcare provider clients if a prolonged pandemic was imminent, so as an organization we quickly shifted into a mode that enabled us to provide to our clients, and to the industry at large, information and tools that could help them to survive not only the immediate fallout from the pandemic, but also assist them with strategies to prepare for a post-pandemic landscape that may be dramatically different.



The Thought Leadership that PYA has been able to provide since mid-March on a wide range of COVID-19 related topics such as the CARES Act, PPP, Provider Relief Fund, Telehealth, CMS Waivers, Cybersecurity, etc. has been timely, frequent and free to the public. At last count I believe the number of COVID-19 webinars alone that we have presented over the past 8 months exceed 50, all of which can still be viewed On Demand for free via our website. We have also worked closely with our clients, hospital association partners and other industry groups to provide customized support as needed. PYA's strategy subject matter experts have especially been kept busy this year working with the leadership teams and boards of many of our clients as they strive to find the best paths in which to guide their organizations through this difficult time.

Regarding long term changes to PYA in the post COVID-19 world, similar to my earlier comment about possible silver linings, I believe that lessons learned from 2020 will have a positive impact on our firm as we emerge on the other side of the pandemic with a better sense of our overall strengths across the enterprise and with enhanced abilities in which to deliver those solutions to the clients whom we are fortunate enough to serve. Conversely, I also believe that through the Thought Leadership and COVID-19 related support that we have provided to the industry this year, that the market has come to know PYA as an even more trusted and reliable resource.

We are at a pivotal point in our country regarding diversity and inclusion, what statement would you like to make as a leader at PYA related to this topic?

A large part of PYA's success stems from the diverse backgrounds, experience and expertise of our team members. One such example that we are especially proud of is the recognition by "Inside Public Accounting" who recently named PYA as one of the top firms in the country related to female ownership. The publication listed PYA with more than twice the percentage of female ownership compared to similarly sized firms. What makes this an even better statistic is that it wasn't an intentional goal, but rather an outcome that evolved naturally based upon performance and merit.

At a time when budgets are tight, why did you choose to sponsor TNHFMA?

While PYA supports a number of industry organizations, we are very selective and intentional with our strategic partnership strategies. When we do partner with an organization via sponsorship or other avenues, we do so based in large part upon the organizational fit from both a professional and cultural basis. Due to my personal involvement with HFMA throughout my career, and particularly with the TN Chapter, it was easy for me to endorse the TNHFMA sponsorship to my leadership team since I knew that both of the "organizational fit" boxes could be checked off. The level of importance that TNHFMA places on educational content complements PYA's strategy of leading with Thought Leadership and subject matter expertise, which is especially deep in the areas of healthcare financial management. So, while budgets are tight at this time, PYA feels that this an investment that is worthwhile and important.



#BelieveTogether

IT HAS BEEN A DIFFICULT YEAR FOR EVERYONE ON SO MANY LEVELS. SO NOW MORE THAN EVER WE NEED TO HAVE PATIENCE WITH EACH OTHER. TRY TO SHOW GRACE WHENEVER POSSIBLE. WE HAVE SO MUCH FOR WHICH TO BE THANKFUL. IF WE CAN TRY TO STAY FOCUSED ON HOW WELL BLESSED WE ACTUALLY ARE AND HOW TO SHARE THOSE BLESSINGS WITH OTHERS. WE WILL ALL BE BETTER OFF. I AM PERSONALLY THANKFUL FOR ALL THAT GOD HAS GIVEN TO ME. MOST OF ALL THE GIFT OF GRACE THROUGH CHRIST. AND WISH TO ALL OF THE READERS A VERY MERRY CHRISTMAS AS WE CELEBRATE HIS BIRTH THIS SEASON.

MERLE,



SEASONS
GREETINGS
FROM OUR
PARTNERS



Happy Holidays from all
of us at Softek!

Wishing you the best in 2021!



#BelieveTogether



TO ALL OUR HFMA FRIENDS,

May your Christmas Season be filled with joy, peace, and love in your heart.

Have comfort in knowing Jesus is the Reason for the Season!

Blessings to all of you for a most healthy and prosperous 2021.

Happy Holidays

PennCredit



**SEASONS
GREETINGS
FROM OUR
PARTNERS**

Thank you
for making a difference

We sincerely appreciate the efforts
of healthcare providers like you.
Happy Holidays from CarePayment.


CarePayment®
A Better Idea for Patient Financing



AccuReg Acquires Digital Patient Engagement Technology Company

“This acquisition is transformative for our company and, ultimately, the health systems we serve. By combining Zenig’s innovative digital patient engagement technology with AccuReg’s market-leading, front-end revenue cycle management solutions, we can provide health systems with solutions that give consumers an experience similar to shopping on Amazon while preventing denials, increasing pre-service revenue and reducing downstream costs,” said AccuReg CEO and Founder Paul Shorrosh. “Together, we will set the standard for seamless digital patient access and engagement that will strengthen health systems’ brands and attract more patients to their facilities.”

“AccuReg shares our mission of serving health systems with innovations that improve the patient experience while helping providers capture full reimbursement for their services,” said Zenig CEO Shawn Zimmerman. “Consumers want to engage with healthcare similarly to how they book travel with companies like Expedia or Travelocity. By joining AccuReg, we will provide patients with that experience and seamlessly integrate it with the revenue cycle to deliver a win-win.”

[READ MORE HERE](#)



2020 - 2021
TN HFMA Chapter

**SPONSORSHIP
AVAILABLE!**

Click [HERE](#) for more details

2020-2021 HFMA TN Chapter Sponsors

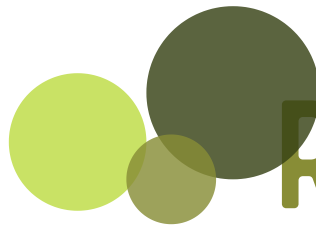
Diamond: AccuReg

Gold: CarePayment

Silver: LBMC, MSCB, Fifth Third Bank,
EnableComp, Wakefield and Associates

Bronze: Oracle, Penn Credit, Softek

Honorary: Bill Matheney



RESOURCES

Regulatory &
Accounting
Resources

HFMA
News

HFMA
Podcasts

HFMA
Blog

Physician
Practice
Resources

HFMA
Coronavirus
Resources

Tennessee
Hospital
Association

Nashville
Healthcare
Council

A special welcome to our new HFMA TN Chapter members!

JESSICA BLANKENSHIP
JEREMY MANESS
MATTHEW ROBERTS
SHANA TAYLOR
ANTHONY MYERS
ROBERT SMITH
BRIDGET ADKISSON
SUSIE ALEXANDER
CONNIE COBB
ALYSHIA HARPER
SHOSHANA HARRIS
TRACY HICKEY

PAULA JEMIGAN
LYNN MORRIS
ANTHONY MYERS
LORI OWREY
CHAD PATRICK
NEAL RAGER
RANDY RICHARDSON
BETH ROBISON
TERRY SWINDELL
BILL WELCH
RICH LOCKWOOD
TRACI ARGO

JEAN ARNOLD
JULIE BROWN
VICKI COLEMAN
ADAM HAMAKER
HEATHER REEVES
RENEE FESMIRE
KATHRYN WEST
SHENIKA BROOKS
CAROL CHENG
RICHARD FAUSEY
JOHNNY MAGEE
BLAIR BAKER
JAMES COOPERSMITH

SUNNI DONALD
JOHN GUSTAFSON
GEORGE HARRS
TANIA MILLER
MICHELLE UHLES
SOPHIA WEBB
ERICA AGUIRRE
KEITH PARKER
RANDY COOPER
CLARA BRYANT
KAREN FONTANA
JEREMY HARDEN

MEAGAN HARDIMAN
JERSEN SCOTTLAND
WHITNEY TEETER
STEPHEN VAIL
BLAIR CARTER
SCOTT HOUSE
KIM COLLINS
SHARON NEWMAN- REED
DANIEL TACKLING
JOYCE ALEXANDER
CHRISTOPHER FITZPATRICK
ANITA GIPSON

Interested in becoming an HFMA member? Join [HERE](#)