

TENNESSEE TRACKER

HFMA TN CHAPTER MONTHLY NEWSLETTER

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A Letter from our President

Wow it is hard to believe we are already in September of 2020! For many that means looking forward to fall. I must admit that I'm a die-hard spring and summer kind of gal and not really looking forward to the cooler weather. What I do get excited about is our Fall Institute. The Fall virtual event has taken shape and we have some amazing speakers, topics, sponsors and our first ever online auction event to benefit our scholarship fund. There are over 200 registered so don't miss out! The cost for non-HFMA members is only \$35.00. Not sure where you would get that price anywhere for much needed CPE. Check out the event line up [here](#). We will have some fun networking time to get to know each other as well.

I want to take a moment and applaud the Alabama chapter of HFMA for a great annual event that took place at the end of August. This team took on the first "in person" event in our region 5 and did an amazing job. Congratulations to the AL President, Donna Ellenburg and the planning team.

SAVE THE DATE: Our South Eastern Summit is still slated to take place on February 21-24th in Nashville. We will provide more details as we have them. We continue to line up speakers and sponsors for this event. Feel free to reach out if you are interested in sponsorship for the SES.

Our chapter is always looking for chapter sponsors and have some great benefits this year so be sure and check out [TNHFMA.org](#) to learn more. We also wish to engage you as a member and the best way to get engaged is to volunteer in the chapter. We have lots of opportunities to get involved and I encourage you to contact any of us in the chapter to learn more.

Thank you to all for the perseverance during our 2020 challenges. We are more than half way and if you get a chance buy a coffee or lunch for a nurse, first responder, or the many healthcare workers that are still in the fight against COVID-19. Be kind and #believeitogether that we will get through this time.

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

Sponsorship - 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

MARTHA CALFEE

PARLIAMENTARIAN

SENIOR MANAGER, MYERS & STAUFFER



Martha is an experienced Medicare healthcare consultant with over 35 years experience. She has been a member of TN HFMA since 1990 and has served in various positions and committees, including chapter president in 2015-16. She has also received numerous HFMA state and national awards and is recognized in the Medicare cost reporting field as an industry expert. Martha has provided many education sessions through the Fiscal Intermediary and the TN Chapter HFMA on the various Medicare cost reporting topics.

What does
TN HFMA
mean to
you?

To me, Tennessee HFMA means relationships and great friendships.

I love gardening and spending time with family. I also enjoy cooking when I have time and trips to the mountains.

What are
some things
you enjoy
outside of
your job?

How have
you spent
your time
during
COVID-19?

I have spent this time working from home, which is business as usual for me!

#BelieveTogether

2020
HFMA TN Chapter
Virtual Fall Institute
September 22-25
REGISTER NOW!

[Register](#)

**UPCOMING
EVENTS**



HFMA TN CHAPTER
**VIRTUAL
THANKSGIVING
LUNCH**

with Josh Graves, Lead Minister
Otter Creek Church in Nashville, TN

November 24, 2020
11:00 a.m. - 12:00 p.m.

Registration link coming soon!

**UPCOMING
EVENTS**

**HFMA
REGION 5
WEBINAR
SERIES**

SAVE THE DATE

OCTOBER 13

AUCTION

SAVE THE DATE

BENEFITTING THE GLORIA ADAMS
MEMORIAL SCHOLARSHIP FUND

HFMA TN FALL INSTITUTE
SEPTEMBER 22-25

ITEMS WILL INCLUDE BEACH
GETAWAYS, TENNESSEE WHISKEY
BOX, AND MORE!



**Food and Wine
Tasting Event**



**Gulf Shores
Beach Getaway**



**Kayne Prime
Gift Card**



**Tennessee
Whiskey Basket**

Starting on September 22, 2020, HFMA TN will be auctioning off a number of fun and unique items to bid on to raise money for the "Gloria Adams Memorial Scholarship Fund" which supports next generation healthcare professionals with college tuition support and also provides financial assistance to provider members to help offset participation related to the chapter's ongoing educational offerings. The more items we have the more money we can raise, so we're asking for your help.

BID OR DONATE HERE

2020 HFMA TN Chapter Virtual Fall Institute

September 22-25, 2020

9/22

MEDICARE/TNCARE UPDATES

10 - 11 A.M.

Topics will include Medicare IP and OP updates, DSH, Uncompensated Care, and WS S-10 audits.

Speakers: Scott Mertie and Katie Reid

Sponsor: Fifth Third Bank

NETWORKING LUNCH

11:30 - 12:30 P.M.

This is a lunch honoring Bill Matheney.

Sponsor: AccuReg

CPA ETHICS

2 - 4 P.M.

Kevin Loveday, CPA and TSCPA member will present the Tennessee Board of Accountancy Ethics training.

Speaker: Kevin Loveday

Sponsor: Oracle

9/23

PRICE TRANSPARENCY

10 - 11 A.M.

In this session, Jamie discusses the upcoming requirements for complying with the CMS Price Transparency Rule, effective 1/1/2021.

Speaker: Jamie Cleverley

Sponsor: Med-Metrix

REVENUE CYCLE PANEL

2:30 - 4 P.M.

Panelists will discuss COVID-19 and the impacts it has had on the healthcare industry.

Speaker: Heather Dunn, Chris Spady, Beau Beasley, Rodney Adams

Sponsor: AccuReg

NETWORKING HAPPY HOUR

5 - 6 P.M.

A Tennessee Trivia Night networking event.

2020 HFMA TN Chapter Virtual Fall Institute

September 22-25, 2020

9/24

COVID-19 TAX AND FINANCIAL IMPACTS 10 - 11 A.M.

Topics will include the changes to tax and finance caused by COVID-19.

Speakers: Laura McGregor and Deborah Ernsberger
Sponsor: Wakefield and Associates

NETWORKING LUNCH

11:30 - 12:30 P.M.

Includes lunch and a live auction. Proceeds will benefit the Gloria Adams Scholarship Fund.

Sponsor: MSCB

CFO PANEL

1 - 2:30 P.M.

Learn more about these CFO's challenges this year, current state and what they see for the futures of their organizations.

Speakers: Britt Tabor, Paul Bolin, Nick Swift, Cecelia Moore
Sponsor: CarePayment

9/25

LEADERSHIP FOR A PANDEMIC

10 - 11 A.M.

This session will answer questions on how the pandemic changed what we do and how to go forward.

Speaker: Bill Griffin
Sponsor: LBMC

NETWORKING LUNCH AND LEARN

11:30 - 12:30 P.M.

Lunch and learn with the sponsors.

A YEAR TO REMEMBER: THA'S LOOK BACK AND LOOK AHEAD

1 - 2 P.M.

This session will cover impacts of COVID-19 as well as Medicaid DSH and political impacts.

Speaker: Amanda Newell

CLOSING SESSION AND DOOR PRIZE DRAWINGS

4 - 4:30 P.M.

2020 HFMA TN Chapter Virtual Fall Institute

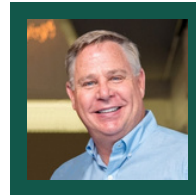
September 22-25, 2020



Scott Mertie
President
Kraft Healthcare
Consulting, LLC



Katie Reid
Director, Advisory Services
Kraft Healthcare
Consulting, LLC



Kevin Loveday
CPA



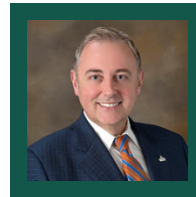
Jamie Cleverley
President
Cleverley + Associates



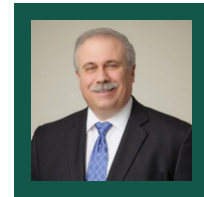
Chris Spady
VP, Revenue Cycle
Erlanger Health System



Heather Dunn
VP, Revenue Cycle Services
Vanderbilt University
Medical Center



Britton Tabor
Executive VP and CFO/
Treasurer
Erlanger Health System



Bill Griffin
Executive VP and CFO
Baptist Memorial Healthcare



Rodney Adams
Associate Administrator
of Finance
Williamson Medical Center



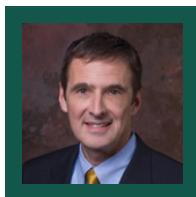
Beau Beasley
VP, Revenue Cycle
Methodist Healthcare



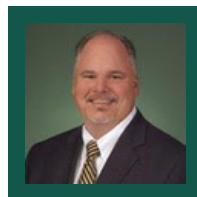
Cecelia Moore
CFO and Treasurer
Vanderbilt University
Medical Center



Amanda Newell
VP, Financial Policy
Tennessee Hospital Association



Paul Bolin
CFO
Williamson Medical Center



Nick Swift
Senior VP and CFO
Maury Regional Hospital



Laura McGregor
Senior Manager, Audit
LBMC



Deborah Ernsberger
Principal
PYA

CHAPTERS

During the pandemic chapters connect with virtual events

HFMA Chapters have responded to the COVID-19 pandemic by offering creative virtual events and happy hours hosted during the pandemic's stay-at-home mandate.

JENNIFER
NOVOSELETSKY
Staff writer
jnovoseletsky@hfma.org
@JenNovo_HFMA

In a continuation from the summer edition of *hfm*, two additional Chapters shared unique ways to connect virtually with members during the COVID-19 lockdown.

MASSACHUSETTS-RHODE ISLAND CHAPTER

Deb Schoenthaler, Massachusetts-Rhode Island Chapter president 2020-21, and executive director of Physician Performance LLC and Affiliated Physicians Inc. in Woburn, Massachusetts, shared what the Chapter has been up to in the past few months. Here are two examples:

- Arranged a series of webinars with one platinum sponsor, where the focus was on COVID-19 regulatory updates and financial reporting requirements. This not only fulfilled their educational mission, but it also was a boost for sponsorship. The webinar link was also made available to those who could not attend on the actual webinar dates.

They moved their mini-LTC gathering of Board and Committee Chairs to a Zoom meeting. At this time, the team brainstormed about what the 20-21 year would look like and how they would reconfigure their education and events during the COVID-19 pandemic.

The Chapter's Women's Leadership Conference and Wine Dinner/Awards Night planned for this past spring were postponed. During their mini-LTC, the Chapter brainstormed how the events will take place, possibly in a different way and later in the year.

"Our Wine Dinner/Awards Night is to me one of our most important events we hold, as that is the time that we honor our volunteers for all of their hard work [for] the Chapter," said Schoenthaler. "Because our normal celebration might be delayed, we are also working on other ways to show our appreciation now, such as [hosting] a virtual social gathering and [developing] social media posts that highlight our award winners."

The Chapter along with its other Region 1 Chapters, Connecticut, Maine and New Hampshire-Vermont, came up with an innovative idea of sharing a Zoom account to help the Chapter manage costs. Schoenthaler said the benefits of the shared account not only are fiscally helpful, but also will allow each Chapter to manage all of the calendars so events can be planned so they will not overlap.

TENNESSEE CHAPTER

The Tennessee Chapter launched its first digital monthly newsletter, *Tennessee Tracker*, in June 2020. The newsletter highlights include a letter from the Chapter president, Chapter leadership input and news about upcoming events and webinars.

"I felt that proactive communication is [of] paramount value [for the] engagement of our members, so we launched the *Tennessee Tracker*," said Buffy Loveday, CRCC, Tennessee Chapter president 2020-21, and vice president of strategic development at CarePayment Technologies in Nashville, Tennessee. "It will have monthly interviews with sponsor partners, healthcare provider leaders and much more."

The Chapter also hosts a webinar every second Tuesday of the month. ■

Our very own Tennessee Tracker newsletter was recognized in the most recent edition of the national HFMA magazine, *hfm*. A special thank you to our members and to everyone who makes the Tracker possible!

PROVIDER SPOTLIGHT



Ben Cunningham is the Senior Vice President and Chief Financial Officer at The University of Tennessee Medical Center. In this interview, he discusses COVID-19, HFMA membership, and what it takes to be a good leader.

WE HAVE NOW BEEN IN THE COVID-19 PANDEMIC FOR 6 MONTHS. HOW HAS THIS AFFECTED YOUR ORGANIZATION?

We have seen an increase in COVID volume in recent months. East Tennessee did not see the same level of COVID cases for the first few months as other parts of the state. We started to see significant increase in cases in the hospital at the end of June and continuing into July. We experienced historical highs in our ED volumes in July and continue to see pressure on capacity as a result of the increase in COVID cases.

WHAT ARE SOME OF THE POSITIVE OUTCOMES THAT UT MEDICAL HAS EXPERIENCED DUE TO COVID-19?

I have been extremely impressed in the coordination of the response by all the hospitals in East Tennessee. We have worked with the area hospitals to ensure a united approach in handling the many COVID related issues. This has included coordinating to suspend non-essential procedures, standardization of visitation policies throughout the region, and working with the various governmental agencies to assist in the preparedness for our region. It is great to see how we have all come together to ensure consistency and coordination of efforts.

ARE THERE CHANGES THAT YOU WILL ADOPT AS LONG-TERM CHANGES POST COVID-19 FOR UT MEDICAL AND THE COMMUNITIES IT SERVES?

When the pandemic hit, we were able to pivot quickly to have over 600 non-patient care employees work from home. This has proven very effective for us and I believe we will be able to continue this model for many of these roles going forward.

We also accelerated our telehealth program. We went from limited utilization in March to having over 5,400 telehealth visits in April. While we have seen a decrease from the April volumes as patients started returning for in-office visits, we are continuing to see significant telehealth volume and plan to provide this option for our patients going forward.

TRANSPARENCY HAS BEEN SOMETHING WE HAVE TALKED ABOUT FOR YEARS IN OUR INDUSTRY. NOW IT SEEMS IT IS INEVITABLE. WHAT IS YOUR ORGANIZATION DOING TO ADDRESS THE UPCOMING REQUIREMENTS?

We are preparing for the required disclosures as of January 1. We were already in the process of building out price estimation tools for our patients to use on our website. That information is currently available through our financial councilors and our external facing price estimation tool will go live in Q4.

"It is great to see how we have all come together to ensure consistency and coordination..."

THIS HAS BEEN A STRANGE TIME FOR SO MANY, CAN YOU SHARE WITH US SOME THOUGHTS ABOUT HOW THIS PANDEMIC AND ALL ASSOCIATED WITH IT HAS AFFECTED YOU PERSONALLY?

My wife, Ginger, and I love to travel. Due to the pandemic we have limited our overnight travel and have found ourselves doing frequent day hikes. We love going to the Smoky Mountains and enjoying nature. We are blessed to have many great places to hike in East Tennessee.

WE ARE AT A PIVOTAL POINT IN OUR COUNTRY REGARDING DIVERSITY AND INCLUSION, HOW HAS THAT AFFECTED YOUR STAFF AND COMMUNITY? ARE THERE CHANGES THAT ARE BEING MADE IN YOUR ORGANIZATION TO ADDRESS?

It is a pivotal time. Approximately three years ago we established a Diversity and Inclusion Committee. This committee has helped guide our practices and continues to help us improve our diversity, inclusion and equality. Based on feedback from the committee we are currently recruiting a Chief Diversity Officer to lead us in this important effort.



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

**SPONSOR
SPOTLIGHT**



President Buffy Loveday sat down (virtually, of course) with CarePayment to discuss COVID-19, inclusion, and why HFMA matters to them.

HOW HAS COVID-19 EFFECTED YOUR BUSINESS? WHAT ARE SOME OF THE POSITIVE OUTCOMES CAREPAYMENT HAS EXPERIENCED DURING THE COVID-19 PANDEMIC?

First and foremost, we are so grateful for the continued good health and safety of all of our colleagues as everyone continues to work and manage during this unprecedented time. In a matter of days at the onset of the pandemic we transitioned everyone, including every agent in our call center, to working remotely. We are proud that we transitioned with no issues and have continued to maintain our excellent customer satisfaction scores, and employee morale and satisfaction remains very high. We have an unbelievable team.

Demand for our program has only increased since March. Providers are struggling with plummeting revenue and looking for ways to generate cash, as well as looking for compassionate payment solutions that will encourage patients to return to receive the important care they may have delayed due to the pandemic, the shutdown, and economic uncertainty. So, our primary positive outcomes are continued health and safety of our team and high satisfaction, and very strong growth of our business.

WHAT LONG TERM CHANGES DO YOU SEE FOR YOUR ORGANIZATION POST COVID-19?

Well, we are all better at leveraging technology to facilitate collaboration and communication, which will serve us well long term. The true long term impact of COVID-19 on CarePayment will likely be the new relationships we have formed with providers and members (patients) because our value to our partners has only increased. Compassionate payment options for every patient that needs help – not just those with high incomes or credit scores – and increased cash for providers to reinvest in their staff and communities has never been more important.

WE ARE AT A PIVOTAL POINT IN OUR COUNTRY REGARDING DIVERSITY AND INCLUSION, WHAT STATEMENT WOULD YOU LIKE TO MAKE ON BEHALF OF THE CAREPAYMENT LEADERSHIP RELATED TO THIS TOPIC?

CarePayment has always had policies in place to promote diversity and inclusion in our hiring practices, vendor partnerships, and how we develop our teams and colleagues. We take the events and the resulting protests that have occurred this year very seriously and have not only opened a dialogue within our leadership team about any needed changes to our policies and procedures, but have also consistently encouraged dialogue with our colleagues and offered resources to help them manage through this tumultuous time. We are proud of our company and our history of inclusion and diversity but also know we can always do better, and we strive to do so.

AT A TIME WHEN BUDGETS ARE TIGHT, WHY DID YOU CHOOSE TO SPONSOR TNHFMA?

Actually there is no better time to be a sponsor of TNHFMA. Maintaining connection to industry thought leaders, influencers and our customers/potential customers is hard during this time, so being a part of TNHFMA makes perfect sense. We can continue to support the learning and development of our teams and promote the good work we do – and can do – for providers in Tennessee. Our very own Buffy Loveday is President of TNHFMA this year and, we are a proud Tennessee based company!



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

RESOURCES

HFMA News

HFMA Blog

HFMA Resources

HFMA Podcasts

**Tennessee Hospital
Association**

**Nashville Healthcare
Council**

A special welcome to our new TN HFMA members!

**Jane Hopke
Lindsey Meek
Monica Sims
Gabriel Garcia
Misty McMichael
John Smith
Yvonne Phillips**

**Frank Burns
Jordan Olsen
Rachel Whited
Shannon Yeatman
Kyle Evans
Katherine Poku
Robin Zweifel**

**Rachel Alkire
Emily Herrington
Sravan Kumar-
Reddy Keesara
Mallory Tomlinson
Bill Faucher
Bryan Thomason**

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