

PALMETTO STATE NEWS

In loving memory of Ray High

Winter 2023 Edition

In this edition:

Message from Chapter President

CRCA Registration is now open

CFPB Signals Fair Credit Reporting Act Rulemaking

Palmetto State News

Palmetto State News is the official publication of the South Carolina Chapter of the Healthcare Financial Management Association. Opinions expressed here are those of the author and do not reflect the views of HFMA or the South Carolina Chapter.

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Our Vision

The South Carolina Chapter of the Healthcare Financial Management Association will continue to be the leading professional resource for individuals seeking excellence in the area of financial management of integrated health systems and other healthcare organizations.

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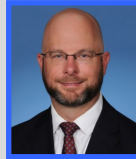
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Randy Soles (Co-Chair)

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WOMEN'S CONFERENCE
Donna Ramicone

FOUNDERS CONTACT
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MEMBERSHIP
Open

PROFESSIONAL EXCELLENCE/CERTIFICATION
Steve Lutfy

2023 Sponsors

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Ni2health	Receivable Solutions	Receivables Management Corp
Salud Revenue Partners	UCB	WebsterRogers LLP

Corporate sponsorship is now open.

Sign up with the link below!

<https://cvent.me/e8l1Mz>

A Message from the Chapter President



It's hard to believe that we are already planning our Annual Institute to be held in Myrtle Beach from May 31 through June 2 and will be back at the Kingston Plantation. You may have also noticed that South Carolina has moved to the **OneHFMA** website platform.

On this site, you will begin to see several webinars being hosted over the coming months along with our continuing efforts around DEI and a new Mentorship program being led by Robert Taylor.

The chapter will host our CRCA luncheon on March 10th in Columbia at the Columbia Zoo. If you are one of the two graduating classes that we offered this past year, be on the lookout for your invitation. We have been very fortunate to have several key chapter members very involved this year and offer their help in a variety of ways even outside of our chapter. Brian Earnest from Spartanburg Regional has volunteered multiple hours of help on the education committee for the upcoming South Eastern Summit to be held in Atlanta Georgia next week. We have also been fortunate to have Robin King offer to help and take over the newsletter from Melissa Stutz who has been doing the newsletter for the past couple of years and now will be heading up sponsorship and planning our Annual Institute. Our current Secretary, Taylor Searfoss has spent a lot of time making sure that our chapter members who continually volunteer have been credited with their Founders points and in this process we discovered several active members will be receiving their Medal Of Honor in Myrtle Beach at the Annual Institute. Needless to say, it takes more than just a few people to assure that a chapter is successful. There are too many people to mention that handle the details that make a great newsletter, make sure that social media is visible, create education for our chapter meetings as well as create the webinars that will be released for the remainder of the year.

Please watch your emails for a Chapter vote on the new OneHFMA bylaws. It is very important that you as a member of the chapter read these bylaws and then vote to approve them. HFMA has taken all the bylaws from across the nation and created one set of standard bylaws for your approval.

I look forward to seeing many of you at the CRCA luncheon and then in Myrtle Beach!

Robert Griffin

Robert Griffin

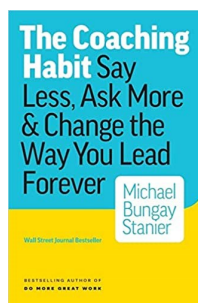
President, HFMA South Carolina Chapter

DEI Corner

Over the course of the winter break the Diversity, Equity and Inclusion (DEI) committee began to develop three new, exciting initiatives. One of these, which will be formally introduced later this Spring, is an exciting initiative which pairs veteran leaders with younger professionals, creating a formal opportunity for diverse collaboration and growth – for both the mentor and mentee.

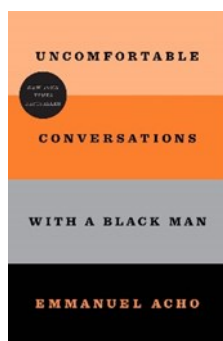
As we prepare to roll this out, we offer a resource for those interested in participating. In the introduction to [The Coaching Habit: Say Less, Ask More & Change the Way You Lead Forever](#), Michael Bungay Stanier offers the following:

The odds are you've already come across coaching in some form. Research in 2006 from leadership development firm BlessingWhite suggested that 73 percent of managers had some form of coaching training. So far so good. However, it seems it wasn't very *good* coaching training. Only 23 percent of people being coached – yes, fewer than one in four – thought that the coaching had a significant impact on their performance or job satisfaction. Ten percent even suggested that the coaching they were getting was having a negative effect. Can you imagine what it would be like going into those meetings? “I look forward to being more confused and less motivated after my coaching session with you.”)



Stanier offers an insightful framework of seven questions to take our leadership game up a level – including during informal encounters lasting 10 minutes or less. (Amazon: <https://a.co/d/75eX4VF>, 4.6 stars from almost 10,000 reviews) Note: the audio version is only 3 hours.

For those unable to attend the Winter Institute: three members of the DEI committee led a decentralized and highly engaging discussion, advancing the DEI conversation from a panel of speakers to each of the tables of conference attendees. The presentation and discussion topics were chosen from four concepts found in Emmanuel Acho's excellent book [Uncomfortable Conversations with a Black Man](#). (Amazon: <https://a.co/d/9d8H9Mm>; 4.8 stars from over 7,500 ratings)



1. **Implicit Bias: What Do You See When You See Me?** (led by Tim Grubb)
2. **Picking Up the Pieces: The Black Family Struggle** (led by Sabrina Robinson)
3. **The Mythical Me: Angry Black Men** (led by Eric Summers)
4. **How to be an Ally** (Panel discussion)

In addition to offering the contact information of the committee members to be an ongoing resource to the chapter, we also offered a number of other resource recommendations. In future newsletters we will continue to offer recommended books (in both print and audio book formats), as well as TED talks, news articles, and insightful content from other HFMA chapters, ACHE, MGMA and other industry leading organizations.

CFPB Signals Fair Credit Reporting Act Rulemaking

The Consumer Financial Protection Bureau is considering whether to amend the Fair Credit Reporting Act and its implementing regulations.

The possible rule came up with little fanfare from the bureau on its rulemaking agenda—recently released for fall 2022—although CFPB Director Rohit Chopra said in a recent report on nationwide credit reporting agencies (CRAs) that the bureau will be “exploring new rules” related to credit reporting.

Going back to last June, Chopra said he is “rethinking the bureau’s approach to regulations” by “seeking to move away from highly complicated rules that have long been a staple of consumer financial regulation and towards simpler and clearer rules.”

Since then, the bureau under Chopra’s leadership has issued advisory opinions and “Consumer Financial Protection Circulars,” outside of the standard regulatory approach followed by the bureau under the Administrative Procedure Act, which ACA has long focused on in its advocacy.

The bureau’s agenda for the FCRA rulemaking states, “Congress enacted the Fair Credit Reporting Act ... to ensure fair and accurate credit reporting, promote efficiency in the banking system, and protect consumer privacy. The law and its implementing regulations (Regulation V) impose legal duties on consumer reporting agencies, data furnishers, and users of consumer reports, and furnishers of information to consumer reporting agencies. The bureau is considering whether to amend Regulation V.”

ACA’s Take

ACA recently outlined in an amicus brief some of the limitations the CFPB faces when seeking to legislate through regulations. The amicus brief also shows why credit reporting should not be a political issue decided at the whim of partisan lawmakers or regulators.

ACA also outlined similar concerns in a letter to the CFPB in response to an NCLC request to the bureau to engage in a medical debt credit reporting rulemaking.

If the CFPB were allowed to engage in rulemaking here, it must do so in compliance with the Administrative Procedure Act and provide impacted entities with an opportunity to voice their concerns as well as follow the Regulatory Flexibility Act, which requires a cost benefit analysis of proposed rules and collecting input from small businesses— all actions the bureau has skirted recently in other proposed rules.

ACA continues to advocate that the CFPB’s actions taken outside of the rulemaking process will have negative consequences for the accounts receivable management industry.

ACA is following Chopra’s plans in the medical debt collection space, and we expect the agency may continue to move forward in this area, particularly after the National Consumer Law Center proposed a petition for rulemaking on medical debt, ACA’s lobbyist and shareholder at Brownstein Hyatt Farber Schreck Leah Dempsey reports in the latest issue of Collector magazine.

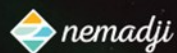
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South Carolina

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Contact information is listed on the SC Chapter website: <http://www.schfma.org/committees.html>

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Melissa Stutz

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Brian Ernest

Eric Summers

Michael Bowe

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SC HFMA Welcomes New Members May 2022—January 2023

The following entities added new members:

Abbeville Area Medical Center	Northern Light Health
Access One	National Medical Billing Services
Articularis Healthcare Group	Optimum
Atrium Health	Palmetto GBA
BDO USA LLC	Parallon Business Solutions
Bon Secours	PWC
Community Medicine Foundation, Inc.	Pena4
Ensemble Health Partners	Piedmont Healthcare
Experian Health	Prisma Health
Geisinger Health System	Receivable Solutions
HCA	Regional Medical Center of Orangeburg
HopeHealth	Roper St. Francis Healthcare
IV_RCM	South Carolina Hospital Association
KeyMark, Inc.	Spartanburg Regional Healthcare
Lexington Medical Center	The Regional Medical Center
MUSC Medical Center	Trinity Health

INDIVIDUALS

Cheryl Schosky * Maggie Wilson * Janille Green * Jennifer Holland * Cynthia Williams
April Tolen-Adams * Haili West * Krysten Bartenbaker

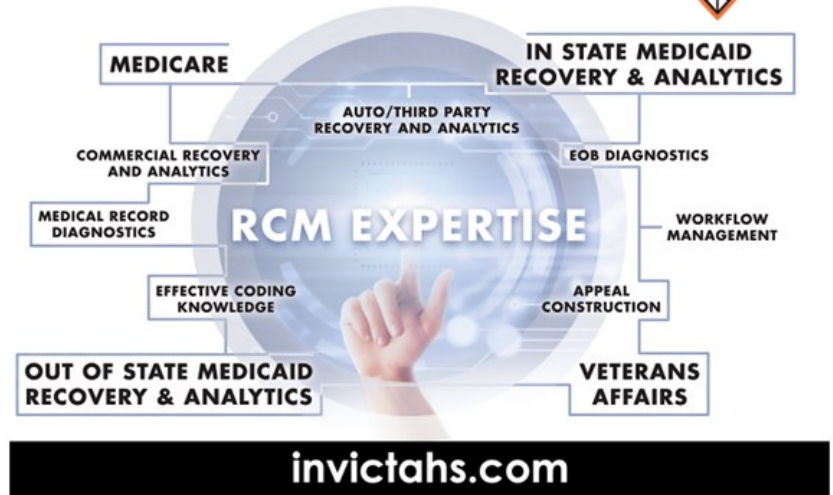
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Contact Robin King

rking@keybridgemed.com

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Uniting in Support of Regulatory Changes to Prior Authorization

While we have big legislative priorities when it comes to workforce development, Certificate of Need reform and behavioral health, SCHA also spends a lot of its advocacy time on regulatory changes that can make a substantial impact on our member's bottom lines. A prime example has recently come to the fore, as CMS has proposed a new rule that can make real headway on payment delays from commercial insurers.

To briefly explain—many commercial third-party payers often require prior authorization (and the denial of these requests) to do things like see specialists, get out-of-network care, or get non-emergent hospital care. In April 2022, the Office of the Inspector General (OIG) issued [a report](#) about how many of these payers used prior authorization to deny claims that met Medicare coverage rules by applying extraneous clinical criteria, unnecessary documentation, and by making manual and system errors.

In response, CMS has issued a proposed rule ([CMS-4201-P](#)) that would strengthen beneficiary protections and promote equity for beneficiaries with Medicare Advantage and Medicare Part D, a major win for hospitals after decades of pursuing relief. This rule has not yet been finalized by CMS though—hospitals across the country need to show strong support by submitting comments in favor of the Proposed Rule. **In this case, the number of comments submitted is as important as the content, so SCHA is encouraging its members and partners to submit as many letters as possible.**

If you would like SCHA's support in this matter, our advocacy and regulatory teams have created a condensed version of SCHA's own comment letter for hospital administrators to use, as well as short comment templates that can easily be used by hospital staff and physicians. Please contact Barney Osborne at bosborne@scha.org if you are a member and need access to these documents or need any other help preparing your comments.



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Spartanburg, SC

HFMA Fellowship Application Update

by Steve Lutfy, FHFMA, Professional Excellence (Certification) Chair, SC HFMA

The FHFMA® (Fellow of HFMA) designation is an earned designation bestowed in recognition of demonstrated financial management expertise and distinguished service in the healthcare financial management industry. As part of this designation, HFMA expects Fellows to demonstrate ongoing discipline, expertise, contributions, and experience of professional learning in the field. **In an effort to broaden the reach for those not previously able to meet all requirements, HFMA has included "Equivalent Experience" as an alternate requirement to the "Evidence of Degree" section.**

The revised requirement is outlined below. More information and full Fellowship application requirement details can be found [here](#).

- Hold the Certified Healthcare Financial Professional
- Minimum five (5) years professional membership in HFMA (student membership does not count toward this total)
- Evidence of bachelor's or master's degree OR **equivalent experience (demonstrated by 10 years of healthcare industry experience)** (*both pieces of evidence are NOT required*)
- Letter of recommendation from an FHFMA® (active volunteer, familiar with you/your work on a professional level

Volunteer activity — demonstrate any one, or combination of the following contributions to HFMA or the industry within the three years prior to applying.

How do we verify the 10 years of healthcare industry experience? A letter from an employer attesting to the fact OR resume highlighting tenure will suffice (*both are not required*).

Note: If you have previously submitted your Fellowship application you do not need to submit any additional documentation.

(FHFMA application requirements revised and effective Nov. 1, 2022)

Questions? Email careerservices@hfma.org.



Get to Know Your Officers and Board Members

Melissa Stutz, Board Member

Tell us about your family.

I love my family! They are so important to me. They bring me so much joy. My husband, David and I will be celebrating 30 years of marriage in May. We have one daughter, Jennifer. She is 24 and is married. They have 1 daughter, Riley, who will be 3 on April 1st. She is my heart. Being a grandparent is the best thing in the world.

Tell us about your company/hospital and your role.

I work at Lexington Medical Center as the Cash Applications & Customer Service Director. I oversee the call center, cash posting, refunds, financial assistance, self-pay, bad debt, and the resource center. I have been with LMC for almost 9 years.

How long have you been a member of HFMA?

I have been a member for 10 years. I currently serve as the committee chair for corporate sponsorship. So, vendors, be on the lookout. If you haven't renewed your sponsorship, I will be contacting you. 😊 I previously was responsible for communications for our chapter.

What is the best advice you've ever been given.

Treat others as you want to be treated.

What was the first concert you ever attended?

Prince and Revolution – Purple Rain!

What is your favorite vacation destination?

Love the beach; but only when it's warm.

What is your favorite movie?

Gone with the Wind

What is one item that you can't live without?

Diet Coke



Tell us about your hobbies

I really enjoy baking. My signature dessert is plain cheesecake, but believe me, the taste is not plain. 😊 It's amazing, if I do say so myself!

Tell us about your hobbies

I really enjoy baking. My signature dessert is plain cheesecake, but believe me, the taste is not plain. 😊 It's amazing, if I do say so myself!

Anniversary Milestones

May 2022 through January 2023

Celebrating 40 Years

Lawrence Laddaga, Esq., FHFMA

Tim Durden, CHFP

Celebrating 35 Years

Ray McCulloch, CPA

Celebrating 30 Years

Phillip Stoddard

Ed Romero

Celebrating 25 Years

Scott Clay

Kevin Hodge, CPA

Robert Griffin

Janet Broz, CRCR

Tammy Bryant

Celebrating 20 Years

Allison Stevens

Stephanie Shirey

Tom McGregor

Jennifer Winchester

Samuel Breazeale

David Anderson, CPA

Tessa Whitworth, CPA, CRCA, CHFP

Jase DuRard

Celebrating 15 Years

Diane Alburn, CRCR

Bill Gay, CHFP, CPA, CIA, Cr.

Susan Ferrell

Michael Jebaily, FHFMA

Renee Tollison

Alondrea Smith

Shawn Patton

David White

Celebrating 10 Years

Chris Nix

Lynn Coggins

Karena White, Ph.D.

Bryan Cox, CHFP

Brandon Leebrick

Koshina Legette, CHFP, CRCR, CSPR

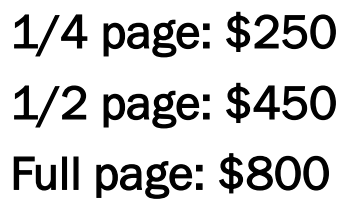
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February 22, 2023 at 12 PM EST

'Threats to the 340b Drug Discount Program
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Presenter: Janice Suchyta of Baker Donelson

See our website for registration information

Revenue Cycle
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hfma



March 8-10

Phoenix, AZ

SC HFMA Annual Institute May 30–June 2

Myrtle Beach

Watch for details!



CERTIFICATIONS

Validate your expertise and demonstrate your commitment to the profession by earning an HFMA Certification.

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with your
Membership
Dues

WHY GET CERTIFIED?

Establishing and maintaining a clear competitive edge is a prerequisite for today's changing economy – for individuals and organizational leaders. You can gain and demonstrate your edge by enhancing your knowledge and proving proficiency with HFMA's certification programs. Explore and choose your area of focus from the wide-range of certification options available to you.

*While membership in HFMA is not required for these certifications, except for Certified Healthcare Finance Professional, earn as many as you like when you join HFMA – they are all included with your member dues.

Certified Healthcare Financial Professional (CHFP)

Certified Revenue Cycle Representative (CRCR)

Certified Specialist Accounting & Finance (CSAF)

Certified Specialist Business Intelligence (CSBI)

Certified Specialist Managed Care (CSMC)

Certified Specialist Physician Practice Management (CSPPM)

Fellow of HFMA (FHFMA)

Certified Inpatient Coding Auditor (CICA)

Take the next step in your professional development—check out the certifications at
<https://www.hfma.org/education-and-events/certifications.html>

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Blake Kyzer, CHFP, CSBI
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Zachary Howard, CHFP

If you have any questions or would like to obtain additional information regarding the national certifications programs, please contact Steve Lutfy, FHFMA

steve.lutfy@fticonsulting.com or 803-629-8948

CRCA Registration is Open!

The Certified Revenue Cycle Associate (CRCA) program began in 2006. To date, 544 graduates can boast their CRCA credentials. CRCA is an ideal training and certification program for Hospital Revenue Cycle Staff including but not limited to:

- Patient Access Staff
- Patient Accounting Staff
- Customer Service Staff
- Revenue Cycle Facilitators
- Managed Care Staff

The CRCA Training Manual and corresponding examination addresses relevant topics within the Revenue Cycle including Medicare, Medicaid, TRICARE, Legal and Compliance related issues, and HIPAAA. Achieving CRCA certification demonstrates a strong understanding of the Revenue Cycle and dedication to personal and professional growth. Time spent to prepare and sit for the exam requires commitment, but we believe the return on investment is extremely worthwhile. Individuals obtaining CRCA designation will have the satisfaction of completing a rigorous certification program, but also gain an added competitive edge in the healthcare industry. For additional information regarding the program, please contact Tara Gibson at Tara.Gibson@ensemblehp.com

The CRCA program has transitioned to an eLearning platform that allows you to study and obtain the certification online. The course will be open from February 15th - April 9th. The exam will be April 11th. Additional sign-up will be required for the CRCA Exam Retest which will take place April 25th.

Link for registration is listed below:

<https://hfma-sc.litmos.com/online-courses/>

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coach
focus
start
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2022/2023