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healthcare financial management association

Hawaii Chapter Annual Report 2001 – 2002

June 20, 2002

Executive Summary

The Hawaii Chapter had another good year in achieving its two primary goals which are stated as part of our Chapter's vision:

1. Provide quality healthcare financial education through publications and seminars which meet members' needs and expectations.
2. Promote membership involvement in our Chapter to help members develop leadership skills and promote personal and professional growth.

The highlights in achieving our goals included:

- The second year of our expanded two-day annual seminar (held in April 2002) which involved partnering with other healthcare organizations in Hawaii. The seminar included 20 speakers, over 10 sponsors and over 220 attendees. On a scale of 0 to 5, the overall evaluation by the attendees was 4.3. The number of sponsors, partnering organizations and attendees increased from the prior year.
- We continued our collaboration with Region 11 chapters including the Regional Symposium in Las Vegas (January 2002).
- We held a new member orientation breakfast, a breakfast for the CEOs of our member organizations and a member networking functions.
- We conducted a survey of our membership which will be used by the 2002-2003 leadership in its continued planning for the upcoming year.
- Our newsletter is now distributed via email to over 90% of our membership. Those who do not have access to email are provided the newsletter in hard copy.
- We obtained the services of a healthcare website provider to assist in redesigning our website at no charge.

Other highlights include:

- Mini-LTC held in August 2001 to reemphasize our Chapter's strategic plan, share what we learned at the LTC and provide our leaders with the tools to assist in meeting our goals and objectives
- Chapter strategic planning session February 2002 facilitated by our CLR (Steve Lipton).
- Three members took and passed the Core and a Specialty Examinations and three members received their certification
- Maintained solid financial position with Chapter equity increasing from prior year amounts.
- Continued corporate sponsorship from last year with additional sponsorship to help support our Annual Seminar.
- Completed all Charter Requirements for the 2001 – 2002 Davis Chapter Management Year.

The Hawaii Chapter of HFMA continues to have strong leadership and active membership participation. The focus of the Nominations Committee was to continue to

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identify new members to participate as committee chairs for 2002-2003 and to encourage active members to take on leadership positions. The focus was to also diversify the Board and committee chairs to include members from as many of the participating organizations as possible. The highlight of the year has been and was once again our Annual Seminar. The prior year's seminar "raised the bar" as we increased the seminar from a one-day event to a two-day event and involved the other healthcare associations/organizations in Hawaii. This year the "bar" was raised even higher as attendance grew by more than 10%, the number of partnering organizations increased and the number of sponsors increased. We have established a succession plan to ensure that there will be someone with the appropriate experience to chair and oversee the Annual Seminar each year to ensure its continued success. The profits from the Annual Seminar increased from the profits generated in the prior year allowing a return to each of the partnering organizations. Each of the partnering organizations have cancelled their individual annual seminars to focus on their efforts on this Annual Seminar. The Annual Seminar has become the best healthcare conference in Hawaii which further supports the fact that the Hawaii Chapter of HFMA is regarded as the best association for healthcare financial professionals and the premier healthcare association in Hawaii.

Services to Members

The Hawaii Chapter's education programs included the following:

1. Prompt Payment Act (State of Hawaii, effective July 1, 2000) – Impact on Insurers and Providers (June 22, 2000)
2. Health Care Privacy Act (State of Hawaii) – Impact on the health care industry and relationship to HIPAA (September 21, 2000)
3. Medicare Cost Reporting Update (September 28-29, 2000)
4. Annual Patient Accounting Seminar (October 20, 2000)
5. QUEST (Medicaid Risk Program in Hawaii) & HIPAA seminar (December 7, 2000)
6. Region 11 Symposium (Las Vegas – January 14-17, 2001)
7. HFMA Hawaii Chapter Annual Seminar "A Medical Odyssey" (Hawaii Convention Center, April 26-27, 2001)

Other events included:

1. "Mini-LTC" for Board Members and Committee chairs (August 17, 2000)
2. New Members Breakfast (November 16, 2000)
3. Evening Social Event (following educational seminar on December 7, 2000)
4. Strategic Planning Retreat for Board Members and Committee Chairs (Feb. 24, 2001)
5. Officer Recognition, Member Awards and Annual Casino Night (April 26, 2001)

Other services to members:

1. Chapter Directory
2. (4) Chapter Newsletters
3. Access to HFMA Core and Specialty Exam Study Guides
4. Facility & computers for Internet based exam taking for Core and Specialty Exams
5. "Aikane" Program (mentoring program for new or transferred members)
6. Chapter Web site with up to date information and links to other sites

7. Electronic (email) legislative report during State of Hawaii Legislative Session

Overall, the Hawaii chapter's educational events provided a broad range of healthcare finance and related topics that our membership found relevant and timely. Of primary concern this year appeared to be government related issues including HIPAA, privacy, payor regulation, and compliance. However, the Chapter also remains committed to the healthcare financial professional as shown in our seminars on Medicare Cost Reporting, Patient Accounting and finance related sessions during our Annual Seminar.

The Hawaii healthcare marketplace, although small relative to the mainland, is both highly competitive and cooperative. This mix lends an interesting dynamic to our Chapter as represented by our diverse membership, varied educational programming, support by vendors and institutions, and most recently with our ability to partner with other healthcare associations for the Annual Seminar.

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Strategic Quality Management

The planning effort for the 2000 – 2001 year started with the Chapter’s annual strategic planning session in March of 2000. The officers, directors and committee chairs helped to update our strategic plan and discuss educational events, member retention and other issues. The LTC in April 2000 helped the officers do further planning and gather more information and input from National and other chapter leaders. Implementation and rollout occurred during our Chapter’s “Mini-LTC” in August 2000.

Key Performance Measurement:

<i>Performance Measurement</i>	<i>Below/Met/Exceeded</i>	<i>Outcome</i>
Minimum education hours of 15 hours per member	Exceeded Target	20.26 hours per member
Minimum member education hours of 7.5 hours per member	Exceeded Target	8.0 hours per member (estimated)
3,000 education hours	Exceeded Target	3,626 hours
Standardized seminar evaluation	Met	Standardized evaluation form created & utilized
Targeted membership – 175	Exceeded Target	183 members by year-end
(3) new Certified members	Below Target	(4) members Certification Exams but no members Certified during year
(3) new members to the Board	Below Target	(1) new member to the Board
(5) new members to committees	Met	(5) new members to chair or co-chair committees
Submit (2) projects for Yerger Award	Below target	Submitted (1) project for consideration
Quarterly report on performance	Met	Monthly Board meetings – verbal reports
Meet financial objectives and monitor performance	Exceeded (Budget)	Monthly Board meetings, review, met budget & sponsorship objectives
Complete 2000-2001 Strategic Plan & Budget	Met	Completed by April 2000

Overall, the Hawaii Chapter leadership is satisfied with its performance over the past year in terms of quality educational programs and membership retention/development. We are also very pleased with continued involvement in the Region 11 Symposium and our new and improved HFMA Hawaii Annual Seminar.

Growth

The Hawaii Chapter's growth increased from 179 to 183 during the year. Our primary objective is to involve our membership in Chapter activities and to attend the educational programs. We believe this is key to membership retention and new member recruitment.

Given the size of the Hawaii healthcare industry, it may be difficult to grow and sustain membership much beyond 200 members. Over the past several years there has been marginal to poor financial performance in both the provider and payor sectors – all suggesting possible reductions / consolidations. From an overall economic growth perspective, Hawaii was last amongst the 50 states during the 1990's. This is primarily why the Hawaii Chapter is focused on retaining its membership, as new members are hard to find!

From a financial perspective the Chapter is on solid financial ground, we expect to finish the year with revenue in excess of expenses and a balance sheet with reserves of nearly \$50,000. The reserves are necessary if we continue the multi-day Annual Seminar format. The total expenses for the Annual Seminar were about \$45,000 - variations of sponsorship funds and attendance could have had a negative financial impact.

We enhanced our educational programs this year and saw a significant increase in the number of hours and attendees. In the upcoming year we plan to continue to offer educational programs that have been successful including the new and extended format of our Annual Seminar. One possible objective for next year is to improve the total number of Chapter members that attend at least one educational event.

For professional development, the Chapter plans to continue to promote Certification by assisting members in studying for the exams in a group format and providing a location for Internet based testing. The Chapter will continue to develop its "e-capabilities" with an enhanced web site (including online registration and payment capabilities), electronic "Adobe" formatted newsletter, and other efforts to better serve our membership.

Finally, the Hawaii Chapter may be the largest chapter in HFMA this year – as measured geographically with a member in San Francisco and a member in Guam - the Hawaii Chapter stretches 6,197 miles and crosses the international dateline!