

PRESIDENT'S MESSAGE

I joined HFMA in 1989 when I entered the healthcare industry. My father had been in healthcare for nearly 30 years up in Ohio working for Blue Cross so I guess some would say it was in my genes. Shortly after starting in the industry, my boss at Financial Health Services said he needed me to attend an HFMA meeting with him in Hilton Head, South Carolina. I had spent many family trips going to Hilton Head and looked forward to the trip. When I asked him if he wanted to ride together he said sure, but we're flying. I knew I was going to like this. From that point on, that was the only Georgia HFMA meeting I was ever told I had to attend. I have made it a point to be at as many as I could since then. In the 21 years since I joined HFMA, I have only missed 3 Institutes. One was in 1995 because we had just had our first child. Another was in 1998 when we were due any day with our second, and the last was when my employer had a National Sales Meeting that I couldn't miss.

Now, as we anticipate the oncoming changes around Healthcare Reform, or Insurance Reform as some call it, I begin my term as the 56th President of the Georgia Chapter. It is truly an honor and a role I have looked forward to for many years. This year's National Chairperson is Debra Kuchka-Craig. Her theme this year is Step Up. It means having the passion to meet challenges, engaging and empowering stakeholders, creating a sense of urgency around what we do, and accepting accountability. We don't always know if the decisions we make are the right ones but we need to be proactive and be willing to sometimes go outside of our comfort zone.

In keeping with Georgia tradition, I decided on a theme for our Chapter that I think conveys what HFMA represents to a lot of people. I chose the theme "We've got your back". In this challenging time in our industry, healthcare professionals need direction, education, encouragement, and support. We need to be on top of our game now more than ever. I believe HFMA represents that support system that has our back. If you're a CFO who isn't sure how your organization will end up in the black at year's end, we've got your back. If you're a PFS Director who is seeing your A/R days jump up a little, we've got your back. We can help you network and collaborate with your peers to get things back on track. If you've thought about getting certified, but don't think you have the time or you're afraid of passing the test, go for it. We've got your back. On a personal level, if a friend or family member has just been diagnosed with a life threatening illness, and you don't know how you can find any more room on your plate to deal with it, we've got your back. Georgia HFMA is unlike

any other industry association out there. If it isn't part of your professional tool kit, we invite you to the table. We have a lot to offer.

For those who want to get more involved, I encourage you to complete a Call for TEAMS form found on the Chapter website at www.georgiahfma.org under the Georgia Chapter tab at the top. And to prospective sponsors, look for this year's program details under Sponsors on the Chapter site. Sponsorship is an annual contribution and this year's campaign lasts through the end of June. We will be hosting a networking event at our Fall and Spring Institutes that is designed to be an ice breaker for you with providers in the industry you may want to meet.

Lastly, we will be hosting some additional educational offerings this year. The first is from the C.A.R.E. Committee (Compliance, Audit, Risk, and Ethics) to reach out to healthcare professionals in the area of compliance to provide networking and educational events on a more state level, supplementing what GHA and HCCA currently offer. Leadership Development is another area we will emphasize. Sometimes we find ourselves in roles with responsibilities for which we aren't necessarily properly prepared. This year, in conjunction with each of our 4 Institutes, we will address the topics of Career Development and Succession Planning, Managing for Success, Knowing the Numbers, and Improving Your Presentation Skills. Anyone participating in all 4 sessions during the year will be invited to our annual Certification Luncheon in January of 2012 in Atlanta. Our objective is to make you a better, more effective and confident leader, whatever your role may be.

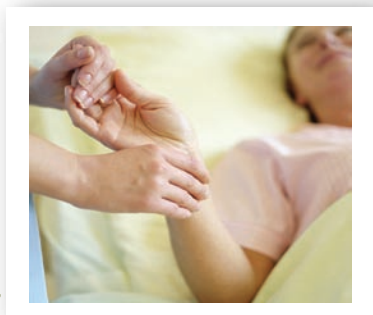
It's going to be a great year. Thanks to all of you who help to make Georgia HFMA one of the best chapters in the country. The Board of Directors and I have your back this year. We hope you have ours. I look forward to an exceptional year.



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