

Tropical News October 2009

From the President's Desk

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Dear Members of HFMA Puerto Rico Chapter:

This ongoing year has been great. We are already accomplishing all our goals established at the beginning of the year, at the National level. Up to date, at local level, we have performed our successful Annual Assembly 2009, our unforgettable First Golf Tournament, three educational events and even the Region 2 Fall Presidents Meeting. Everybody in HFMA is enthusiastic about the Puerto Rico Chapter and I want all of you to be proud of it.

We are planning for the incoming months some great events, planned with you in mind. They include an educational activity about Risk Management to be held on Friday, December 4, 2009 (more details soon), our Christmas Party on December 10, 2009 at Casa Diego (save the date!), a Wine Tasting event (to be announced), the Medicare Update – Winter Session in January 2010, among other great activities and events. Visit www.prhfma.org, our PR Chapter's website, to keep informed.

Are you aware of all the benefits of your HFMA membership? You receive the monthly hfm Magazine, weekly news; have access to the resource library and special interest forums, among other incredible and valuable benefits. Visit

www.hfma.org/membership/ for more details. Are you also aware of all the activities HFMA offers at National level during the year? The Healthcare Financial Management Association is composed of 11 Regions; each Region comprised of a group of Chapters. The Puerto Rico Chapter belongs to Region 2, which is composed of the six Chapters within the State of New York and PR. For our Region 2, the main annual event is the HFMA REGION 2 INSTITUTE, which was offered from October 7 to 9, 2009 at the Turning Stone Resort & Casino, in Verona, NY. Other big annual HFMA events include the Leadership Training Conference which, as its name suggests, consists of a series of conferences provided by HFMA at the National level for all the leaders – present and incoming – at key positions in all the Chapters nationwide. In addition, HFMA offers the Annual National Institute (ANI),

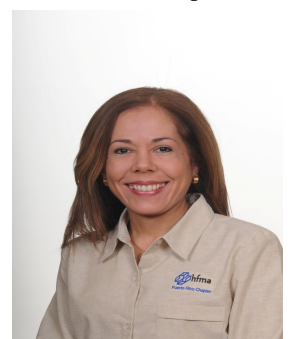
which is the main annual event of the Association, offering excellent educational events and networking opportunities; also, it is the time when the excellence, time and effort, and volunteerism of all HFMA Chapter Leaders are recognized.

I encourage you to become involved with HFMA, both at your Puerto Rico Chapter level and at National level. The educational benefits, networking opportunities and the leadership development are priceless. You will always be a winner.

I look forward to see you soon in each of our upcoming events, and hope you will enjoy this, our second edition of the Tropical News.

Kind regards,

CPA Teresa R. Figueroa
President
HFMA Puerto Rico Chapter



MEDICARE UPDATE 2009

A BRIEF ON MEDICARE UPDATE 2009



On August 14, 2009, HFMA Puerto Rico Chapter celebrated its main annual educational event, the Medicare Update 2009, at the San Juan Hotel and Casino, with the attendance of 128 participants. Current healthcare topics were discussed, including Changes recently approved by the Federal Government, with impact in PR (Washington Update), ICD-10 and Workshop, Facing the RAC, and Introduction to FCSO. All Speakers offered excellent presentations, which are available in our web page, www.prhfma.org. We also want to thank our sponsors for their continued support to HFMA Puerto Rico Chapter: Diamond – Metro Pavia Health System, Silver – H.I.M. ON CALL, Bronze – Auxilio Mutuo Hospital and FPV & Galíndez CPA's. At the end of the event we enjoyed a cocktail, which resulted in an excellent networking opportunity where we had a really great time. See you soon!



Thanks to our Medicare Update 2009 Sponsors



SALUD PRIMERO QUE NADA



Auxilio Mutuo
Aquí se respira salud.

Region 2 Fall Presidents Meeting in San Juan PR

I remember 2008 Region 2 Fall Presidents Meeting (FPM) in Niagara Falls. It is customary to select the location for next year's FPM as part of the current meeting. When the agenda item to cover was to discuss the location for 2009 FPM, there was silence in the room.



Nobody suggested locations. So, I, who was attending the meeting as President Elect, suggested that the 2009 FPM be celebrated in Puerto Rico and the vote was unanimous.

I was in charge of making all the necessary arrangements to coordinate the meeting. It is obviously easier if the local chapter members help the Regional Executive to coordinate the meeting. Well, I selected the Caribe Hilton Hotel for meeting and lodging, Ropa Vieja Restaurant for group dinner and an Old San Juan Tour for entertainment. Also, my meeting contact at the Caribe Hilton suggested an excellent meeting room located at the 9th floor of the main building. That room had great views of the beach, the hotel facilities and the San Geronimo Fort. Everybody loved the room, the



meals, the social activities, our attention, everything. They had a really good time here.

As a farewell, the Puerto Rico Chapter invited those staying the whole weekend to a Get Together event at Café la Princesa, in Old San Juan. There we had some appetizers, beers, wine, music, dinner and a great time. Thanks to all those



Puerto Rico Chapter Board members who attended and helped me to offer a great time to our colleagues of Region 2!

By: CPA Teresa R. Figueroa
President PR Chapter



HFMA Region 2 Institute at the Turningstone

HFMA REGION 2 INSTITUTE, presented by the Chapters of Central New York, Hudson Valley, Metropolitan New York, Rochester, Western New York, Northeastern New York and Puerto Rico (all comprising Region 2), was held from October 7 to 9, 2009, at the Turning Stone Resort & Casino in Verona, NY, with the participation of over 300 attendees. It started with a preconference Reception Wednesday night. The Institute began on Thursday with the Welcome and Opening Remarks by Mr. William Wildridge III, CPA, Region 2 Regional Executive, continued with National

HFMA Chairperson Mrs. Catherine Jacobson theme presentation of "Making it Count", the Afterburners excellent presentation, a panel discussion on National Healthcare Initiatives, and the Breakout Sessions, all on hot current healthcare issues and topics. At evening we enjoyed a reception and a "Cabaret Night & Dessert Social" with live music and lots of fun. The Institute continued until Friday at 12:30, and adjourned with the Keynote Presentation and Closing Remarks. This is the main educational activity of Region 2 as a collective, and it was definitively a

complete success. I personally encourage you to attend this kind of educational event, where you receive great educational sessions, networking opportunities and a lot of fun.



New Members

Welcome

Mr. Carlos Valentín Borges
Accounting Supervisor
Hospital Metropolitano

Mr. Francisco J. Medina,
CPA
Vice President Finance
Grupo Hima San Pablo

Mr. Ramón J. Velez García
Certified Public Accountant

Ms. Kennoda Matos
Fiscal Services Manager
Hospital Comunitario Buen
Samaritano

Ms. Sarah L. Villanueva
Directora Compra de Mate-
riales
Hospital Comunitario Buen
Samaritano

Ms. Laura Solá Sánchez
Finance Director
Hospital Pavia Hato Rey

Ms. Camil Vega
Director Patient Financial
Services
Bella Vista Hospital

Mr. Oscar Arcos
Finance Manager
Baxter Sales & Distribu-
tion, Corp.

Mr. Luis H. Leon
Credit Supervisor
Baxter Sales & Distribu-
tion, Corp.

Mr. Víctor A Ramos, CPA
Principal
Ramos & Ramos, CPA,
PSC

Ms. Arisbel Ramos Martín
Internal Auditor
Hospital Episcopal San Lucas
Ponce

Ms. María L García
Accounting Manager
Humana Puerto Rico

Ms. Lydza Quiñones Feliciano
Assistant Finance Director
Hospital Metropolitano

Become a Certified Healthcare Financial Professional (CHFP)

Increase your value to your organization and set yourself apart from others. Demonstrate your commitment to professional development and lifelong learning. Take that extra step to validate your specialized healthcare finance knowledge and skills. Begin your journey today to earn the CHFP designation.

Completions of HFMA's certification program requirements lead to the designation Certified Healthcare Financial Professional (CHFP) and Fellow of the Healthcare Financial Management Association (FHFMA). Achieving these designations help prepare healthcare finance professionals for increasingly responsible positions in the healthcare industry and demonstrate dedication to professional development.

For a copy of the **HFMA Certification Brochure**, access www.hfma.org/certification/ (Updated May 09). This brochure summarizes information about program requirements, and includes application and order forms. Please note that this information is subject to change.

For more information about the HFMA Certification Program send an email to certification@hfma.org or call 1-800-252-4362, ask for certification. You can also contact our Puerto Rico Chapter Certification Contact:

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San Juan PR 00917-1235*



Roots and History of our Chapter – Part II

The Steering Committee held several meetings at the Banker's Club in Hato Rey under the auspice of CPA Rafael Garcia Moreno, Partner of Laventhol & Horwath, which together with the Puerto Rico Hospital Association became the initial patrons and mentors of the newborn Chapter. Once all the required documentation was prepared and submitted to HFMA's National Office the Puerto Rico Chapter of the Hospital Financial Management Association was formally founded at a general assembly held at the Puerto Rico Sheraton Hotel in August 2, 1974. This assembly was heavily attended, according to various Newspaper sources, by a diverse group of professionals from the finance, accounting and healthcare fields. Manuel Méndez, first president of the new Chapter wrote a letter to Robert Shelton, Executive Director of HFMA notifying him of the founding of the Chapter and the members of the Chapter Board of Directors that were elected at the constituent assembly. In that first Board I served as Director. The event received good coverage in the press and the new Chapter got started with more than 100 members.

The official ceremony to install the Chapter was held in September 27, 1974 at the Racket Club Hotel in Isla Verde. A cocktail reception and formal Gala Banquet was held at the Tudor Room. This event was attended by representatives of all the major professional associations of Puerto Rico at the time. It was at this event that the Puerto Rico Chapter received the official Charter from HFMA National, which can be considered the official date when the Chapter was officially recognized as such. Mr. Robert H. Fox, National Director of HFMA delivered the keynote speech of the night and presented the HFMA Charter. The activity ended with the installation of the first Board of Directors of the Chapter. The active members at the time of the Charter are considered to be Charter Members and as such are the founding members of the Chapter, of which I am part and have been very proud throughout these years since I am the longest active member of the Chapter.

One important aspect of the initial By-laws of the Puerto Rico Chapter is that it recognized the President of the Puerto Rico Hospital Association as an "ex officio" member of the Chapter Board of Directors. To that effect Manuel Méndez, President of the Chapter then, wrote a letter to Mr. Jorge Brull Náter notifying him of this. The purpose of the Chapter in doing so was to recognize the support that the Hospital Association provided to the Chapter in its foundation.

The Chapter started to work at top speed in October 1974 after being officially chartered. The initial plan for the Program and Educational Committee was immediately put into effect for the year ending May 31, 1975. This meant that the Chapter had only 8 months to comply with the requirements for Chapter excellence, which at that time was called the Graham L. Davis Award Program or GLD. The first educational program presented by the Chapter was a two- day Medicare Workshop that was presented jointly with the American Institute of CPA's. This program was an extraordinary success for the Chapter and up to the present has been so, since it has been the best program in bringing up- to- date information about Medicare. The Puerto Rico Chapter since its beginning has distinguished itself by being an important element in educating the healthcare community of Puerto Rico throughout all the historical changes that have transformed the Medicare Program since 1974. The remaining educational program for that first year covered the following: Co-sponsor with the Joint Commission of a two day workshop for Trustees, Administrators and Physicians; participation at the Health Fair that was held at the Coliseum Roberto Clemente in January 1975; a two day workshop on Cost Containment through Operations and a field presentation of a new computer information system as a case study in a local hospital. The Chapter also held several networking events and was actively involved with the Hospital Association and complied with other requirements like the newsletter and communication with members. The great news for that first year was that the Puerto Rico Chapter not only met all the requirements for the GLD Program by making the exclusive 90 Point Club but also received its first national recognition for presenting a well-rounded educational program to its members in such short time. I was honored to represent the Chapter at HFMA's Annual National Institute that was held at the University of Colorado in Boulder, CO. in June 1975.

(In the next edition we will cover the most significant events in which our Chapter has distinguished itself and will describe the circumstances that led our Chapter to change its affiliation from Region V in the South to Region II in New York).



By: Enrique Baquero- Past President
and Founder
PR Chapter



Note from the Editor

Mr. Enrique Baquero, a former President and Founding Member of our Chapter was invited by the Bamberg Foundation, a leading healthcare research and educational organization in Europe, to participate as a panelist in the Iberoamerican General Conference on Hospital and Health Services Administration that was held in Madrid, Spain from September 28 through October 1, 2009. In this Conference participated healthcare leaders from Spain, Portugal, Chile, Colombia, Peru, Costa Rica, Argentina, Brazil, Mexico and Puerto Rico, and representatives from leading technological and healthcare companies in Europe. The purpose of the Conference was to discuss the successful experiences of hospitals and healthcare organizations in Iberoamerica, as a prelude to the World Hospital Congress that will be held in Río de Janeiro in November 10-12, 2009. Mr. Baquero was the coordinator and secretary of the panel table that discussed models of collaboration in a globalized world and as such had to present a summary of the key points that were discussed and submit a written report that will be included by the Bamberg Foundation in its Conference Report that will be presented at the World Hospital Congress.

Mr. Baquero also has the distinction of receiving another invitation from the President of the International Hospital Federation to participate as a panelist in the World Hospital Congress in Río de Janeiro in November. In this event, he will be part of a panel table that will discuss "The Role of the Medical Industry in Health Care". The purpose of that panel is to determine the effects of new medical products in the quality of health services and the impact on health costs, as well as the new trends in innovation that will impact the future of healthcare.

We want to congratulate our good friend Quique for these accomplishments and wish him the best by representing Puerto Rico so well in the international healthcare scenario. We are proud of you!

UPCOMING EVENTS



SAVE THE DATE

**FRIDAY, DECEMBER 4, 2009
RISK MANAGEMENT AT
A HEALTHCARE
FACILITY**

**HFMA'S
Christmas Party
December 10, 2009
at Casa Diego**





hfma[™] Puerto Rico Chapter
healthcare financial management association

Chapter Website <http://www.prhfma.org>

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