



CHAPTER CHATTER



Well, the song “Baby, It’s Cold Outside” is hitting home as I write Chapter Chatter this time. Is the 21 degree reading on the thermometer really correct? I just know I can’t get warm.

We are getting ready for the Georgia Chapter to host the Dixie Institute at Lake Oconee’s Ritz – Carlton Lodge, Reynolds Plantation. All five states in our region will be there to have wonderful networking opportunities, great education and a vendor fair for all who attend. Even a murder! And a casino! Events to satisfy all of our members! We hope to see you there February 21-24, 2012.

Member News:

Our illustrious Scroll Editor, **Shawn McBride**, joined the *Wells Fargo* Healthcare Team as VP of Healthcare Financial Services, managing the Southeast and providing capital equipment financing. **Shawn** is based out of his Powder Springs, Georgia office.

Our own **Larry Bradley**, who is a former Georgia Chapter President and a life-time member of HFMA, won the election for *Monroe City Council Member*. He took office January 1, 2012. Congratulations **Larry**!

Ann Chandler, *RMB, Inc.*, is going to be a grandmother for the ninth time! Her daughter, **Kim**, is going to have another little girl in May.

Bridget Sykes, *Emory University Hospital Midtown*, became an aunt again in October. Her sister had a little boy in Los Angeles. The little guy’s name is **Tyce Lawrence Calmes** (7 lbs 3 oz).

John Vickery, is now the Business Development Director for *AHOA*.

Russell Moore became the Senior VP of Marketing and Sales, for *Hollis Cobb Associates* in September.

Eddie Phillips, started a new position as Principal with *Draffin and Tucker, LLP* in December.

Elizabeth Richards, *Clinton A. Harkins, PC* and her husband **Brett**, have announced they are going to have a “perfect baby boy” in May. I know Granddaddy, **Ray Snead**, and family are thrilled!

This fall, **Stephen Ross** became Special Project Leader in the Department of Operational Excellence at *Northeast Georgia Health System, Inc.*

Jamie Barwick and **John Iodice**, *Gwinnett Hospital System, Inc.*, completed the Century Bike Ride, (One Hundred Miles) the end of September on the Silver Comet Trail to the Alabama border and back.

Kammy Hill, *Medical Center of Central Georgia*, was blessed with handsome twin grandsons. Her daughter **Jessica Dubose** gave birth on September 2, 2011. The boy’s names are **Dylan Jeffrey** (4 lbs 9 oz) and **Conway Lee** (5 lbs 3 oz.).

Janelle Padgett’s, *Floyd Medical Center*, daughter **Ali’s** competitive cheerleading team, the Devilray’s placed first in their division at the Jamfest in Atlanta in November and came in second at the Nationals in Gatlinburg. Athletic Competition in Chattanooga is January 14-15.

Jacki Meade, *MASH, Inc.*, has been selected to be a Dog Handler for the start of the March 3 Anchorage, Alaska Iditarod 2011 Race. This position requires complete certification from the Iditarod Trail Committee before being chosen. **Jacki** is the only Southern among this group! The Official Start of the 2012 Iditarod Trail Sled Dog Race is March 3rd. Her goal is for next year is to be chosen to be in Nome when the Musers come in from the 1200 mile race!

Congratulations to **Giovanni Sessoms**, son of **Jean-Claude** and **Carmen Sessoms** (2009-2010 GA HFMA President) for Congressional Nominations to The United States Military Academy (West Point) and The United States Merchant Marine Academy (Kings Point). **Giovanni** received his nomination from Tom Price’s Academy Selection Board and is now in the process of securing an appointment. He has also been accepted to The Citadel and Auburn University.

Cathy, *Gwinnett Hospital System, Inc.*, and **Bob Dougherty** just celebrated their twenty-eighth wedding anniversary in January. Congratulations!

Ok... there are a few people we all know, who want me to embarrass myself by telling you that I am not actually up to par with ONSTAR. I rented a car recently, and while driving south in the middle of the night, I noticed a little button on the rear view mirror. Naturally... I pressed the button. It immediately let me know that I was calling ONSTAR. I scrambled to press the button to hang it up. Naturally... they called back informing me the police were on the way to my location. Mmmmm...my location? I was driving down I- 75! Nevertheless... I had to confess that if a button is in front of me I will press it! They recommended that I not do that and to not hang up on them again. Lesson learned.

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In Sympathy:

Terry Duis passed away unexpectedly on November 12, 2011, at the age of 71. Terry became a Certified Public Accountant and led *Arthur Anderson's* healthcare team, becoming a healthcare partner with many of our local and out of state hospitals. Terry also served on the American Institute of CPA's Healthcare Industry Committee and was instrumental in the writing of the AICPA Audit and Accounting Guide for healthcare organizations. Terry retired after thirty three years in 1997, with *Arthur Anderson Consulting*. Terry will be missed dearly by his wife of forty nine years, Connie, and his family and friends. Terry was an active member of the Georgia Chapter of HFMA for a many years.

Lillian Phelps, *KWS Healthcare, Inc.*, lost her grandmother at 86 years old in January. Lillian said she was a wonderful and hilarious lady and that she will be missed.

Sponsor News:

Triage Consulting Group was recently ranked 48th on *Modern Healthcare's* “top 100 **Best Places to Work in Healthcare**.” In addition, *Triage's* training program was ranked in the Top Five nationwide by *Vault.com*.

Prestige Staffing has been named one of *Inavero's*, 2011 **Best of Staffing Talent**. Best of Staffing, is presented in partnership with *CareerBuilder* and is the nation's only satisfaction award that recognizes exceptional talent service in the staffing industry.

RMB, Inc. was recently named as one of the **Best Places to Work in Collections**. This program was created by *insideARM.com* and *Best Companies Group*. This survey and award program was designed to identify, recognize and honor the best places of employment in the collections industry, benefiting the nation's economy, its workforce and businesses. This is **RMB's** second year in a row to win this award.

Chapter Chatter is written by Pat Tewalt, Director, Business Development, RMB, Inc. Please submit your news for Chapter Chatter to Pat Tewalt, RMB, Inc @ ptewalt@rmbcollect.com or call 404-210-6791.

C H A P T E R
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Control the Total Cost of Healthcare Technology

The Equipment Purchase Price Accounts for Only 20% of its Total Cost

By Ray Poole

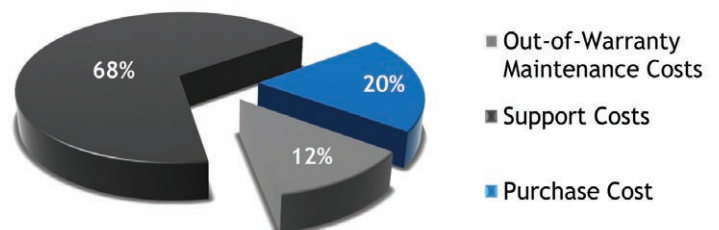
The **indirect costs** associated with owning healthcare technology equipment are significant and often overlooked when evaluating the total cost of ownership. As technology ages, the costs required to maintain and support the equipment increase, making such assets less desirable to own.

In fact, independent studies suggest that over a five-year refresh cycle, the actual purchase price of technology equipment accounts for only 20% of its total cost. The other 80% of costs are related to out-of-warranty maintenance and support costs.

Staying on the leading edge of hospital technology is essential to attract top physicians and to provide the highest quality care for patients. In addition, providers have substantial CMS incentives for meaningful use compliance, as well as requirements related to ICD-10 conversion. So how can healthcare professionals acquire the necessary technology and manage costs? The first step is to understand, and then control, the Total Cost of Ownership (TCO).

TCO is an important concept when evaluating the most cost-effective means for deploying technology assets for a provider. TCO evaluations should include the following (partial list of) components:

Annual Total Cost of Ownership with 5-Year Refresh



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