



President's Message June 2009



Ahoy Oregon HFMA Chapter Members, Fellow Officers, Board members and guests:

Making It Count is the theme Catherine Jacobson has chosen for 2009-10 as HFMA National Chairman. As healthcare finance professionals, one of our core qualities is our drive to make it count by applying our business leadership skills to the service of delivering the best possible care. HFMA provides the forum for us to nurture this quality by sharing our experiences at the chapter, regional, and national levels.

Our industry is going through some of the most challenging times in decades, and our leadership as finance professionals is more important than ever in making it count for our organizations. We are all being called upon to make difficult decisions while preserving the mission of our organizations to help the many people who depend on the care we provide. By serving as financial leaders, and cultivating the leadership of staff throughout our finance departments, we will ensure that our organizations continue to make it count in service to our communities.

Making It Count for the Oregon Chapter can be applied to one key goal: ensuring optimal value to our members. This coming year you will continue to see the high quality education programs along with various avenues for membership involvement.

In addition, it is our year to host the Joint Meeting with the Washington/Alaska chapter of HFMA which is an event that occurs only every three years. It will be held in Portland, September 16-18, so please hold the date for this exciting event.

I am looking forward to leading this chapter as one of innovation, strength but most importantly, showing the value to our members.

I welcome our new 2009-10 volunteer leaders. HFMA greatly appreciates the commitment, energy, and enthusiasm you are demonstrating for the Association, our chapter, and the industry.

I look forward to sharing my thoughts with you throughout the coming year and to sharing the experiences that help us make it count for our patients, employers, payers, and others who are affected by our healthcare system.