



# Community Benefit What Counts: The Gray Areas

Webinar T2685

Thursday, July 21, 2011

12:00 noon – 1:00 p.m. (CST)

## Overview

Hospitals today are recognizing the need to re-emphasize their charitable mission in fulfilling community benefit expectations. With rising healthcare costs and concerns about quality and safety, there is a cry for increased transparency and accountability. Health Care Reform calls for the IRS to review a hospital's community benefit every three years. State and local governments are scrutinizing whether not-for-profit hospitals are meeting expectations in exchange for tax exemption. Consumers and employers are looking for new approaches to rising healthcare costs and looking to hospitals, the community's largest healthcare entity, as key partners.

In this era of increased emphasis on community benefit, hospitals must be able to accurately report community benefit. **Reported community benefit activities must follow the IRS definitions and be categorized correctly.**

## Target Audience

CEO, CFO, COO, CNO, Board Members, Community Health Improvement/Benefit Professionals, Compliance Officers, Strategic Planners, Marketing/Public Relations Staff, and other interested staff

## Program Topics

- Criteria for deciding if an activity counts as a community benefit
- Accepted categories of community benefit
- Recommendations on specific gray areas of what counts

## Objectives

At the completion of this program, the participant will be able to:

1. Explain the general criteria for determining if an activity does or does not count as a community benefit
2. Recall the specific definition and the categories of community benefit
3. Apply the recommendations on activities that fall in the gray areas

## Faculty

**Patsy Matheny** consults with individual hospitals/health systems on developing a sustainable, organization-wide community benefit strategy and assuring credible community benefit reporting in line with federal and state guidelines. She recently authored *A Marketer's Guide to Community Benefit Reporting and IRS Form 990H* for HealthLeaders Media. Patsy was a contributing author for *A Guide for Planning and Reporting Community Benefit* released by The Catholic Health Association (CHA) and VHA Inc. in 2006 and revised in 2008. Further with CHA, she staffs the national "What Counts" hotline and serves as lead faculty for the CHA Community Benefit 101 workshops.

While working for VHA Inc., Patsy coordinated four national community benefit conferences and remains the community benefit resource expert for VHA members including implementing the Lyon CBISA Online Software. Based in central Ohio, she has served as vice chair of the Ohio Hospital Association's Foundation for Healthy Communities Board which funds innovative projects that improve community health status. Patsy was also vice chair of the Hospital Commission of Franklin County (Columbus), a board that reviews and recommends tax-exempt bond issuance for healthcare organizations. Appointed by the county commissioners, her role on this Commission was to assure that community benefit was discussed in the requesting hospital's petition for tax-exempt bonds. Patsy holds master degrees in Public Policy and Management and in Social Work from The Ohio State University.

## Certificates of Attendance

Certificates of Attendance will be issued to all registrants. These certificates should be placed on file at your hospital as evidence of attendance. Certificates of Attendance will not be awarded for recorded sessions.

## Registration

### **\$180 for AHA members**

Registration includes **one** Internet connection and **one** telephone connection at **one** location and an unlimited number of participants from your organization in **one** listening room.

Participants should register at least five business days prior to the event to ensure optimal processing of conference materials. To register, please submit the attached registration form. If you have not received an e-mail with instructions via the e-mail provided on the registration form or if you are unable to download or open presentation materials, at least three business days prior to the event, please contact Anna Sroczyński at 501-224-7878, or via e-mail to [asroczyński@arkhospitals.org](mailto:asroczyński@arkhospitals.org). **Without payment (via check or credit card), your registration cannot be processed, and you will not receive connection instructions.**

Prior to the event, you will receive instructions and passwords for accessing the event, along with the slide presentation and other resource materials. It is the responsibility of the registrant to download and/or access presentation materials prior to the day of the event.

#### **Substitution, Transfer and Cancellation Policy**

Refunds, minus a \$25 processing fee, will be granted if requests are received in writing by the AHA at least 5 business days prior to the program. No refunds will be issued after that date. Substitutions, however, are permitted. Fax refund requests to Anna Sroczyński at 501-224-0519.

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## **REGISTRATION FORM**

# **Community Benefit**

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#### **Registration Fee      \$180 for AHA members**

Registration fee covers one or multiple participants at one location (**one connection per registration**) and includes one set of instructional materials/handouts. Upon receipt, additional handouts can be copied.

Name and Title of Contact Person \_\_\_\_\_

Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

#### **Method of Payment**

Check in the amount of \$\_\_\_\_\_ payable to the Arkansas Hospital Association is enclosed.

Credit Card # \_\_\_\_\_ Visa      MasterCard

Cardholder's Billing Address (including zip code) \_\_\_\_\_

Expiration Date \_\_\_\_\_ Name on card \_\_\_\_\_

Signature \_\_\_\_\_ Card Holder's Phone # \_\_\_\_\_

#### **Mail form and payment to**

Anna Sroczyński, Registrar, Arkansas Hospital Association, 419 Natural Resources Drive, Little Rock, AR 72205; 501-224-7878; or fax form with credit card information to 501-224-0519.