



## Editor's Alley

**Jami Force, Marketing Specialist**  
**HCFS, Inc.**

Fellow HFMA South Texas Chapter Members,

Fall is upon us; which means beautiful colors, pumpkins, cooler weather and some hot cocoa. This is my favorite time of the YEAR! As you can see I dressed up the newsletter for the occasion.

“Whatever It Takes,” the 2013-2014 HFMA theme, has ran through my mind many times this past quarter. We see all the back and forth in politics over healthcare and the budget, it's a constant battle from both sides. This is when I think we, as healthcare professionals, have to do “Whatever It Takes” to show our hospitals are part of the community and want to help people on EITHER side. Relaying this important message will not only boost your community image; but also hopefully promote education about the Marketplace and the available plans.

Region 9 is right around the corner. I look forward to seeing you all there. Remember, this year's conference is in New Orleans, LA and the agenda looks great! It should be a very educational conference.

Also, just an FYI, I am going to start sending out South Texas HFMA monthly newsletters. It will be a very short snippet of any committee updates for that month and will help us all stay on top of what is happening with our chapter. I will also be featuring a Member Meter on both the Quarterly and Monthly newsletter to show you how our chapter is growing. Don't forget about the National HFMA “Member Get A Member Program” Recruit new HFMA members and you could win a variety of prizes. For more information visit <http://www.hfma.org/mgam/>.

I hope you all enjoy this issue of our Chilli Pepper Express. Thanks to all of our sponsors for the informational articles submitted. As always, if you would like to suggest an article please forward it to me at [jforce@hcfsinc.com](mailto:jforce@hcfsinc.com).

Thank you,

**Jami Force**  
*Marketing Specialist*  
HCFS, Inc.  
[jforce@hcfsinc.com](mailto:jforce@hcfsinc.com)

