Let Your Voice be Heard

It’s hard to believe that we are already at the half way point in the 2014-15 chapter year. Each year at this time National HFMA conducts a membership satisfaction survey on behalf of each Chapter. You should have received the first communication from National on or around October 21st. Additional reminders will be provided on October 30th and November 6th. Please take a few minutes to complete the survey and let us know how we are doing.

Our number one goal is to bring value to you, our members, by providing exceptional education and networking opportunities. The Northeast Ohio Chapter Leadership Team takes the results of the survey to heart and works diligently to continuously improve our service to you. To that end, the leadership team meets annually in April to develop strategic goals for the upcoming year. The impetus for development of these strategic goals are the results of the aforementioned survey.

Last year’s survey helped identify 3 key areas of focus for the 2014-15 chapter year:

1) **Improvement of the Chapter website**

The 2014 chapter survey identified the chapter website as the service with which our members were least satisfied. To act on this information the leadership team identified and hired a web consultant to redesign the entire site. The new site now features enhanced navigation as well as the ability to conduct online registration and payment for chapter events. Furthermore, responsibility for website maintenance now rolls up to the Communications Committee. The committee continues to identify and implement additional enhancements.
2) Location of Chapter Programs

Another area of improvement identified by the Chapter Survey is the need for greater geographic disbursement of educational events. In response to this feedback, the leadership team has put specific emphasis on providing educational events across our geographic footprint. So far this year programs have been held in the following areas: Huron, Canton, Downtown Cleveland, Akron, Westlake and Ohio City. The program committee is aiming to host events in the following areas throughout the rest of the year: Youngstown, Parma, Galion and Cambridge.

3) Enhanced Networking Opportunities

Chapter networking opportunities have historically surveyed well, but our Leadership team feels we can offer even more in this area. For the 2014-15 chapter year the Networking Committee has been hard at work planning three networking-only events. The first of these events is the Annual Holiday Party and Awards Dinner to be held on December 11th at the Cleveland Botanical Gardens. The second networking-only event will allow attendees the opportunity to watch the Cleveland Cavaliers take on the Miami Heat on April 2nd (stay tuned for more details). The third and final networking-only event will celebrate our Chapter’s 60th Anniversary Celebration. The event is being planned for April 22nd at the new Northfield Park Rocksino.

Your feedback is extremely important to us. Please take the time to let your voice be heard!

Sincerely,
Justin Williams
President
Northeast Ohio Chapter of HFMA

New Members - Welcome to NEOHFMA!

Please welcome our newest members to the Northeast Ohio Chapter of HFMA. Look for them at our next meeting and welcome them to our organization.

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Welcome Back!

HFMA Members that have reinstated their Membership during this past quarter.
Exciting News from NEO HFMA: Networking Events

First off let me introduce you to my incredible Networking Team for 2014-2015.

- Co-Chair: Debora Guillermo

Team Members:

- Robin Beeman
- Diane Lilko
- Bill Emrhein
- Chuck Josey
- Mary Kaye Verbiar

This year has been quite challenging for our team as not only did we have the task of the Holiday Party planning, but also the planning for NEO HFMA’s 60th Anniversary.

With the dedication of the team this year I am happy to announce that our Holiday Party plans are finished and the Anniversary Celebration is coming together.

Please be sure to register soon for our Holiday Party Event as the discounted rate of $40.00 per person is closing on November 11th. After this date, the attendance fee will increase to $50.00 per person.

We are excited to be going to the Cleveland Botanical Gardens for the Holiday Party this year. This is our annual celebration & awards event with lots of added features. Cleveland Botanical Gardens will have their “Tour of the Glow Gardens and Glasshouse Winter show, open exclusively to HFMA guests until 9:00pm”. No additional cost for this added attraction. All of us will be in the Holiday Spirit.

In addition to the Holiday Party & Awards, we will be honoring Kathy Much for her service with our NEO HFMA team. Kathy will certainly be missed by all of us. We sincerely hope that you enjoy your retirement Kathy. Much deserved!

Our 50/50 Raffle this year will be in support of the National Multiple Sclerosis Society. Bring along some extra cash to buy your tickets for the event.
So come and join us on December 11, 2014 from 6:00-10:00pm and enjoy a night of holiday cheer, awards, dining, and networking. We look forward to seeing all of you! Pass the information along to those you work with, and bring them along to the party.

“Passing on a Legacy” April 22, 2015

Where: The New Northfield Park Hard Rock Rocksino in the Club Velvet Room

Plans are still in the works for this event however, our team is coming up with ideas, and finalizing our theme and activities for the event.

We have some great speakers lined up that will be sharing their experiences with HFMA as well as how being involved with HFMA has enhanced their careers.

Be sure to be watching our “Monday e-mail blasts” for updated information on this grand event, celebrating our chapter’s 60 years!!

Thank you again to our great Networking team. We hope to create some wonderful events for all of our members and invite ALL new members to get to know our NEO HFMA family.

Cheers!

Michelle Earich, CPhT
NEO HFMA Networking Chair
Business Development Director
The Wellington Group, LLC

Question: What is “the correct or desired result of an attempt”?

By Kelly Linson, MBA, CPA, FHFMA

Answer: SUCCESS!!! That is exactly what Lacy Sharratt at Alta Partners, LLC achieved when she passed the Certified Healthcare Financial Professional (CHFP) exam in August. Through intense preparation and study Lacy was able to pass the CHFP exam and is now our most recent certified member. Lacy joins the cohort of 26 certified members of the Northeast Ohio chapter (NEOHFMA).
Certification distinguishes you as a leader and high-level professional in the healthcare finance industry. It reflects a deep personal commitment and sense of accountability that inspires credibility and confidence in your professional knowledge. Through HFMA Certification Programs, you can show your dedication to high industry standards.

The NEOHFMA has ten members that recently participated in a Certification Webinar Series conducted by Christoph Stauder, a renowned national subject matter expert from the Oregon chapter. Christoph has taught certification classes since he became an HFMA member in 1987. In 2011 he created a new professional practicum modeled on the National Association’s new certification program for Oregon HFMA. He has continually expanded the practicum and teaches it locally, regionally and nationally. The Certification Webinar Series was conducted over five sessions starting in September and finishing in November. We are looking forward to more SUCCESSES in the area of certification!

As always, for more information or to inquire about becoming a CHFP please contact one of the certification co-chairs:

Kelly Linson - (440) 816-8071
Klinson@swgeneral.com

Brian Nestor - (216) 844-7797
Brian.Nestor@UHhospitals.org

**Program Recaps**

**Provider Payer Relations: Great Lakes Brewery Tasting Room**

**July 29, 2014**

On Tuesday, July 29th the chapter hosted a program entitled “Provider Payer Relations” at the Great Lakes Brewery Tasting Room in Ohio City. Thomas Campanella of Baldwin Wallace University began the presentations with his presentation titled “How Will the Future World of Healthcare Impact Providers & Payers?” Professor Campanella explained how to use health economics as a framework to better understand the future world of healthcare and how it will impact healthcare providers and payers. He explained how important it is to reverse the high healthcare cost formula and move towards cost and quality transparency. The next speaker was Donald Sinko the Chief Integrity Officer at the Cleveland Clinic. Mr. Sinko described how corporate compliance which started out as a part of the law department and focused on billing issues has evolved. Modern corporate compliance is separate from the law department; patient focused and addresses quality, privacy, security, and transparency. Mr. Sinko described the Cleveland Clinic’s strategy for corporate compliance and shared some best practices.
Laura Pettit Rusick, President of OPT Solutions presented “Strategic Contract Evaluation & Negotiation in Today’s Healthcare World”. Ms. Pettit Rusick explained the importance of win-win negotiations when working on strategic contracts. She shared tips for successful negotiations and maintaining partnerships with vendors. Concluding the program was Kevin Schmotzer, Executive Small Business Development for the City of Cleveland. Mr. Schmotzer gave an update on the economic development of downtown Cleveland. He explained the importance of Cleveland hosting the Gay Games and the Republican National Convention to the future of Cleveland. Mr. Schmotzer also gave an update on the 5th street Arcades and new hotel and apartment construction in the downtown area.

After the presentations the attendees enjoyed networking, cocktails, and hors d’oeuvres.
Contributed by Rachelle Simmers

Volunteer Appreciation Outing: Firestone Country Club
September 11, 2014

On Thursday September 11th, Firestone Country Club, in Akron Ohio, hosted HFMA’s Volunteer Appreciation Outing. Firestone Country Club is a private club and a regular stop on the PGA Tour and has hosted the PGA Championship three times. The club comprises of three courses, those of the North, South and West. It was a well-appointed location for the morning learning opportunity and the luxurious afternoon amenities.

The program kicked off with speaker Catherine Shew, who is an executive coach and business advisor. She spoke to the topic of “Unleashing the Best Leader in You”. She got the conference engaged by starting with small group discussions, on “Who you think your Best and Worst leader have been and why”. Catherine spoke to “Sustaining a Great Leader” and “The Intentional Change Process for successful Leadership Development”. These great topics were discussed among all attendees and the presentation was very educational for all members in attendance.

Our second speaker who spoke at the conference was Theresa Mullen, Bruner-Cox LLP State and Local Tax Leader, who presented upcoming news on Ohio tax laws. Theresa highlighted on Ohio Unclaimed Funds, Ohio’s workers’ Compensations, Ohio Commercial Activity Tax, Ohio Municipal Tax Withholdings and Ohio Real Estate Tax. The interaction with the speaker and all the attendees was enlightening for everyone!

Our third and final speaker was Tim Teynor, who informed the audience of the State and Federal Legislative Update. Tim emphasized on the 2014 Mid Term elections with also speaking to the “Federal Lame Duck Session”. The discussion included, continuing resolution of the government funds, tax extenders, and the healthcare package.

Our program concluded with a networking lunch, followed by either the choice of a spa day or a round of golf for all the volunteers who contributed their time to HFMA the prior year. Many thanks to Firestone Country Club, White Pond Paradise Salon & Spa for a wonderful experience and to all the volunteers of HFMA!
Contributed by Brandy Seitter

2014 Fall Presidents Meeting

Our event began with our General Session: HFMA Strategic Direction Update from Joseph J. Fifer, FHFMA, CPA, President & CFO, & Kari S. Cornicelli FHFMA, CPA, HFMA National Chair.

- Our Mission: Leading the financial management of healthcare, by sharing our financial perspectives.
- Our Vision: HFMA will bring value to the industry as the leading organization for healthcare finance.
Best Practice topics for either Chapter Operations or Successful Practice Exchange. The following were the four topics selected by the Regional Executive Council:

- Succession Planning
- Creative Ways to Increase Provider Participation
- Embracing New Markets, Building New Partnerships, and Increasing Your Membership Numbers
- Volunteer Engagement

Yerger Awards were shared and the successes by discussing the goal, the process, and the outcomes. Don Urbancsik shared our Yerger awards and their outcomes with our Region.

- Communications Improvement
- Chapter Leadership Attendance Improvement
- Region 6-Webinar Series 2013/2014

After a full day and a half of meetings and discussions, we did get to enjoy our surroundings that included a dinner with our Region at Shula’s, and enjoyed a fun night at Wrigley Park to see the Cubs play the St. Louis Cardinals. We won’t discuss the score...

This was a great opportunity for Don and I to be able to share our ideas and to also receive ideas to bring back to our NEO HFMA chapter.

Positive changes are being made so that we can all be “Leading the Change”.

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 ISSUES NEWSLETTER
Save the Date – Upcoming NEOHFMA Programs
Log onto the NEOHFMA Website (http://neohfma.org/events_calendar.html) for more information on our upcoming programs:

**Fall Program "Healthcare Innovation Strategies ACA"**
**Thursday, November 13, 2014**
**Cleveland Convention Center**
300 Lakeside Ave, Cleveland 44113

**Topics and speakers:**

**Healthcare Innovation at Cleveland Clinic,**
Karen Mihalik, CCF PFS Administration,
Sarah Stamp, CCF Innovations
Cleveland Clinic Innovations

**Healthcare Innovation Strategies ACA, Phase 2, Employer Plans**
JB Silvers, Professor
Case Weatherhead School of
Management

**Providers Perspective on ACA, part 2**
Don Paulson, VP Finance Revenue Cycle,
University Hospitals

**ACA part 2, Employer Plans, Employer Perspective**
Tony Colarassi, Plante & Moran

**Medicaid & Exchange, Connecting Patients to Coverage**
Alyson DeAngelo, Director Health Economics & Policy, OHA

**Innovative Market Strategies**
Jeff Korzenik, Chief Investment Strategist,
Fifth Third Bank

**Global Center for Health Innovation**
Barb McBee

**Guided Tour of the Global Center for Health Innovation**
5:30 - 6:30 Networking / Cocktails /Hors d'oeuvres

**Program Cost:**

- **Advanced Registration:**
  - Members $120
  - Non-Members $160

- **Ohio CPE Credit:** 8.0
- **HFMA Certification Credit:** 8.5

Parking Pass to Huntington Garage with pre-registration
Celebration of our 60th Anniversary
1954 - 2014
Party details coming SOON!

NEO HFMA

Northeast Ohio HFMA Annual
Holiday Party & Awards
Thursday December 11, 2014

6:00 p.m. to 10:00 p.m.

Location
Cleveland Botanical Gardens
Woodland Hall
11030 East Boulevard Cleveland, Ohio 44106

7:00pm Heavy Hors d'oeuvres by Bon Appétit & Music
8:00pm Awards Ceremony & Honoring of Kathy Much
8:30pm Desserts

"Tour of the Glow Gardens and Glasshouse Winter show will be open exclusively to HFMA guests until 9:00pm"

Ticket Price
$40.00 per person: Advanced Purchase (from 10/3 - 11/10)
$50.00 per person after 11/10
Buy your tickets early!
2014 HFMA’s Virtual Conference
December 16

Experience HFMA’s Virtual Conference created for healthcare finance leaders. This interactive, live 4-day event includes influential speakers, dynamic education sessions, online networking opportunities, industry solutions, and CPE credits. Attend these online events available from the comfort of your home or office. Visit www.hfma.org/virtualconference for more information and to register for this free educational event.

National HFMA Seminars – Save the Dates

HFMA Seminars are popular, timely educational sessions to help you keep pace with industry changes, while you strengthen your individual skills. Choose between 1-, 2-, and 3-day options in three different locations:

Chicago Seminars
December 8–10, 2014

Washington, D.C.
Seminars
February 18–20, 2015

Seattle Seminars
March 25–27, 2015
Upcoming Live Webinars

Take a look at the upcoming Webinars offered by HFMA and consider sitting in on one as an easy way to get the information you need on pressing healthcare finance topics. From the comfort of your office, you can participate in a Webinar and find the strategies and tools you need to help your organization achieve success. Log onto the HFMA Website (www.hfma.org) to sign up or get more information about the topic. The following Webinars are free to HFMA members.

A Clinically Integrated Approach to Improving Healthcare Quality, Cost, and Efficiency
Thursday, Nov. 6 — 3:00 – 4:30 p.m., EDT

Speakers
  o Eileen Dobbing, RN, MBA, Chief Nursing Officer, Bon Secours Health System
  o Thom Flynn, RN, MSN, CWCN, Principal – Performance Partner, Premier Inc.

This webinar will cover:

✓ Identify innovative ways to articulate the organizational imperative to integrate clinical, operational, and financial leadership teams and engage them in initiatives to improve quality, reduce costs, and redesign care delivery processes

✓ Discuss leadership strategies that capitalize on the shared goals and values of key stakeholders within specific care delivery value chains

✓ Develop specific tactics for simultaneously improving clinical quality and efficiency, while realizing cost savings in specific patient populations
✓ Identify key care delivery value streams that would benefit from successfully integrating clinical, financial, and operational teams toward a shared purpose of improving your organization’s value proposition

Tools and Takeaways:
✓ The GSRMC case study for improving clinical quality, process efficiency, and care delivery costs within the open-heart surgery patient population
✓ A care-delivery process map to guide decision-making on appropriate care transitions for prospective open-heart surgery patients.

Reshaping the Physician Fee Schedule for Physician Services to Integrate Engagement and Payment
Tuesday, November 11th 3:00-4:30 p.m. EDT

Speakers
- Jess Judy, SVP, LifePoint Hospitals
- Tomer Shoval, CEO & Co-founder, Simplee
- Angie Mangum, Senior Director, Revenue Cycle Operations (Physician Services), LifePoint Hospitals

This webinar will cover:
✓ Summarize the benefits of and foundation needed for consumer friendly billing for physician services
✓ Identify and improve patient satisfaction with new engagement tactics and surveying (e.g., payment flow)
✓ Identify barriers and align incentives for the rapid adoption of self-service payments

Tools and Takeaways
✓ Worksheet: "Assessing your physician group’s patient billing experience"
✓ White paper: "How paperless billing is changing patient collections?"

Understanding the 2014 U. S. Trust Study of High Net Worth Philanthropy
Wednesday, Nov. 12 — 3:00 – 4:30 p.m., EDT

Speakers:
- Claire M. Costello, Managing Director, National Philanthropic Practice Executive, U.S. Trust
- Matthew Laufman, SVP, Senior Nonprofit Advisor, U.S. Trust

This webinar will cover:
✓ Understand the high net worth donor psychographics relative to philanthropic giving, patterns and habits, motivations, characteristics, and implications for future giving
Tools and Takeaways:

- 2014 U.S. Trust Study of High Net Worth Philanthropy Survey

**How a Clinically Integrated Network Reduced Risk by Engaging High-Risk Patients**

Thursday, Nov. 13 — 3:00 – 4:30 p.m., EDT

Speakers:
- Ann Oasan, President, UniNet Healthcare Network
- Hank Sakowski, MD, Medical Director, UniNet Healthcare Network

This webinar will cover:
- Identify which cost drivers responded most quickly to intervention to reduce per member per month (PMPM) cost
- Assess how to identify very high-risk members for a cost-effective care management program
- Describe the evolution of a PHO care management program
- Review the opportunities for immediate cost savings for very high-risk members

**CFO Action Steps: Leading Practices for Revenue and Outcomes Reporting Improvement – Panel Discussion**

Tuesday, Nov. 18 — 3:00 – 4:30 p.m., EDT

Moderator:
Terry Allison Rappuhn, Patient Friendly Billing Project Leader, HFMA

Panelists:
- Donald Bialek, MD, Chief Medical Officer, Galloway Advisory
- Karen Lawler, MPS, RHIA, CHPS, FABC, Director, Health Information Management & Privacy Officer, Stamford Hospital
- Larry Schunder, Senior VP of Business Processes & CIO, LHP

Topics of discussion:
- Evaluate and change organizational issues that stand in the way of data and documentation improvements
- Know where to look for common documentation issues and how to improve data capture and integrity
- Recognize silos of information and know how to create a Single Source of Truth for clinical information
- Take a fresh look at management and clinical metrics and tools impacting revenue
✓ Model the desired future state for revenue cycle and outcomes-oriented clinical documentation

Tools and Takeaways:
✓ Revenue and Outcomes Reporting Improvement Checklist

**Dignity Health: The Making of A New Revenue Cycle Management Model**
Wednesday, Nov. 19 — 3:00 – 4:30 p.m., EDT

Speakers:
- Tim Panks, Sr. VP of Finance and Revenue Cycle Management, Dignity Health
- Bradley Tinnermon, Vice President of Revenue Cycle Managed Services, Optum360

This webinar will cover:
✓ Employ best practices to better analyze the financial performance of your organization
✓ Describe one organization’s strategic planning process and the challenges faced when evaluating their revenue cycle performance
✓ Determine what factors to consider when outsourcing RCM services for your organization

Tools and Takeaways
✓ Revenue cycle assessment checklist
✓ Action plan for transitioning RCM
✓ KPIs to determine success of RCM transition

**Personalizing the Patient Experience: the Ultimate Objective of Population Health**
Tuesday, Nov. 25 — 3:00 – 4:30 p.m., EDT

Speakers:
- Mark Crockett, MD, Chief Operating Officer, Rise Health
- Connie Moser, President and Chief Operating Officer, Rise Health

This webinar will cover:
✓ Describe the changes in patient population health necessitated by value-based care
✓ Examine a 7-step process for achieving the goal of a transformed patient experience
✓ Identify the tools, processes, and strategies necessary to become a consumer-centric service organizations

Tools and Takeaways:
Choosing the Right Methodology for Predicting Patient Demand
Thursday, Dec. 4 — 3:00 – 4:30 p.m., EDT

Speakers:
- Arthur Lambert, LHIMSS, Adjunct Professor, Northeastern University, Healthcare Systems Engineering Institute
- Nick Burns, Founding Director, McKesson New Zealand

This webinar will cover:
- List the capabilities you need to reliably predict demand far enough in advance to reduce costs
- Describe the value of forecasting demand over multiple planning horizons
- Articulate the importance of stakeholder input on continuous capacity planning
- Explain how the downstream impact of operating room modeling helps refine the inpatient forecast

Tools and Takeaways:
- Whitepaper: Choosing the Right Methodology for Predicting Patient Demand

The Critical Role of Clinical Integration in Revenue Integrity
Wednesday, Dec. 10 — 3:00 – 4:30 p.m., EDT

Speakers:
- Kelley Blair, Executive Vice President, Client Organization, Adreima
- Craig Morley, Senior Director of Revenue Integrity, Banner Health, Phoenix
- Charles Reitano, Vice President Revenue Cycle, Cooper University Health Care
- Mary Anne Taukiuvea, Director Denials/Appeals/Payer Coordination, Intermountain Healthcare

This webinar will cover:
- Identify the critical functions of an effective clinically integrated revenue integrity program
- Outline challenges in attaining physician engagement and unique methods employed to achieve collaboration
- Recommend best practices for creating long-term revenue integrity success

2015 Final Rule Changes to Outpatient Payment System (OPPS) and Ambulatory Service Center (ASC)
Thursday, Dec. 18 — 3:00 – 4:30 p.m., EDT

Speaker:
This webinar will cover:

- Identify OPPS and ASC changes that may have significant impact on health system finances
- Prepare to address issues within your organization’s Chargemaster
- Describe potential compliance issues

Kudos

Congratulations to **Lacy Sharratt, MBA, CHFP** on successful completion of the HFMA certification examination.

Congratulations to **Scott Bilak** on accepting the position of Senior Operations Analyst at the Cleveland Clinic.

We’re excited to share your achievements so please send any updates Chris Maeder (Christopher.Maeder@UHHospitals.org)

Riddle

What has a tongue, can’t walk, but gets around a lot?

E-mail your answer to Rhonda Ridenour at ridenour@avitahs.org. All correct entries will be included in a drawing and one lucky entrant will receive a $25 gift certificate.

Previous Puzzle Answer

In each row, change the first letter of the two words to a different letter (the same letter for both) to form two new words. Write the new letter in the blank. What word is formed vertically by the new letters?

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**Winner:**
Lisa Geiger, CPA, Controller at Alliance Community Hospital