

## Visions 2015-16 Issue 1

### GO BEYOND



Dear Fellow HFMA members:

Welcome to the 2015-16 HFMA chapter year. Thank you for your commitment, membership and support of the Northeast Ohio Chapter. I really look forward to collaborating with the 500+ members, board of directors and officers during the upcoming year.

Our National Chair, Melinda S. Hancock, FHFMA, CPA, articulated the theme of “Go Beyond” at the recent Leadership conference in San Antonio, Texas. As Finance leaders today, we must go beyond the ways of the past to succeed in the new era of healthcare. Melinda’s message included the following key points:

- In a time when key industry stakeholders are realigning at an unprecedented pace, finance leaders should go beyond old assumptions about traditional roles and responsibilities and collaborate with others to meet industry challenges together.
- In a time when pressures to resolve longstanding industry problems are mounting, finance leaders are challenged not only to meet but to go beyond expectations and deliver results that will set the bar ever higher for all of us.
- In a time when emerging care and payment models offer vast untapped potential, finance leaders should go beyond traditional mindsets to identify and seize the opportunities that abound during times of change
- During this time HFMA is also challenged to go beyond well established and proven methods of the past of learning, communications, membership composition and educational offerings.

As we commit to embracing change, our achievements and the healthcare system that we are shaping, will go beyond our expectations.

I appreciate the opportunity to help lead the chapter and consider it a privilege and responsibility. It was an honor this past year to listen to the past president’s experiences that they revisited during the 60th anniversary event at the Hard Rock Rocksino at Northfield Park. The Northeast Ohio

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chapter has had so much past success and even more potential and opportunity. We are always recruiting members to become engaged and continue the long tradition of volunteer service that has been a chapter strength. If you would like to join a committee, please reach out to our chapter officers or board of directors and we'll be sure to provide you opportunities for chapter engagement and activities. Thank you for your help and being a part of our chapter.

Sincerely,

Don Urbancsik  
President  
Northeast Ohio Chapter of HFMA

## Interested in joining the Networking Committee?

Do you want to be part of the planning of one of the biggest events of the year for the Chapter? We are to begin the planning process for this year's Holiday Party. Our committee kickoff call is going to be held on August 6, 2015. Please email Debora Guillermo at [Debora.guillermo@ey.com](mailto:Debora.guillermo@ey.com) or Robin Beeman at [RBeeman@cardonoutreach.com](mailto:RBeeman@cardonoutreach.com) if you are interested in joining the networking committee and helping with planning this great event as well as other fun events.

The Networking Team for 2015-2016:

- Chair: Debora Guillermo
- Co-Chair: Robin Beeman

Team Members:

- Stephanie Solich
- John Beirne Jr.
- Valerie Decaro
- Christi Caister
- Carl Ebner
- Joe Beatty

## Welcome Back!

HFMA Members that have reinstated their membership during this past quarter.

Anthony Puorro Roseland Community Hospital	Michael N. Benich
Jonathan Brown Cleveland Clinic Foundation	James J. Feldkircher, Jr., CPA University Hospitals Health System
Tim Barber Cleveland Clinic Foundation	Laura Martucci Summa Health System
Tracey Sapp KeyBank	Thomas E. Wadsworth MedeAnalytics
Maria Seman Accenture	James McNutt The Schroer Group
Stephen F. Thome Grant Thornton, LLP	

## 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.

Mary C. Lawrence The Surgical Hospital at Southwoods	Christine C. Gencer US Bank
Frank Carozzi Sirak-Brockett Agency	Mark Anders The MetroHealth System
David Cort The MetroHealth System	Susannah Selnick Alta Partners
Cathi Dixon Summa Health System	Bree Cissell Summa Health System
Jon M. Toohey Truven Health Analytics	Benjamin C. Pettiti Lumeris
Janet Crissinger Southwest General Health Center	Diane T. Thompson Cleveland Clinic Foundation
Rebecca J. Brugler, CHFP McGladrey, LLP	Charlene A. Steiner Cleveland Clinic Foundation
Angel Washington Consult 2 Code	Kristopher T. Kern Echo Health, Inc.
Valerie Green Cleveland Clinic Foundation	

## Certification Program

*By Kelly Linson, MBA, CPA, FHFMA*

### Changes to HFMA's CHFP Certification Program

HFMA's strategic vision characterizes the current healthcare business environment as the transformation of care to achieve value. Providers, physicians, and payers are all confronted with new business challenges. The nature of the business environment and its impact on industry stakeholders supply both the demand for and elements of a new approach to the CHFP.

#### New CHFP program features

- A learning program designed to build comprehensive industry understanding and sharpen business skills;
- Two-module structure: 1) Achieving Strategy: the Business of Healthcare 2) Operational Excellence: Healthcare Industry Stakeholder's Business Challenges;
- CHFP designation earned by successful completion of both modules;
- Online study materials created specifically to assist in mastering the business content.



### Why is the certification program changing?

The healthcare reform environment has caused the industry's key stakeholders—providers, payers and physicians—to fundamentally rethink existing business models. Care

transformation is business transformation. The necessary success factor for finance professionals today: Change-oriented business acumen. The existing certification program focuses narrowly on applied finance and financial reporting and does not address the business environment.

### **CHFP Program Important Dates:**

- ❖ **April 30, 2015** - Current CHFP exam registration ends
  - You may register for the current CHFP exam prior to April 30. You have one year from the date of registration to schedule your exam. For example; if you register in March 2015 you will have until March 2016 to schedule your exam. Also, if you need to retake the exam, the current exam will be available to you for as long as you need (based on current registration, scheduling, and retake policy).
  
- ❖ **May 1, 2015** - New CHFP program pre-registration available
  
- ❖ **June 1, 2015** - New CHFP program registration available.

### **CHFP Program - Transition Groups**

- ❖ **For members who are currently pursuing certification and have begun actively preparing for the exam, or have been through a chapter certification webinar series or practicum study group**, HFMA encourages continuing with the current process.

**Current CHFP candidates can choose, at no additional cost, either to continue the traditional CHFP program or to wait until June 2015 to pursue the revised certification.** These options are open to those who have:

- Purchased the self-study course since January 2014, whether they have completed it or not.
- Registered and paid for the CHFP exam via Castle since February 2014 (but not yet scheduled).
- Registered, paid for, and scheduled the CHFP exam via Castle since February 2014 (but not yet taken).

Note: Members who may have been unsuccessful and are waiting to retake the current CHFP examination are not eligible.

**Candidates must choose one of these options by April 30, 2015** and notify Career Services at [careerservices@hfma.org](mailto:careerservices@hfma.org). HFMA will provide the complete revised CHFP program (Modules 1 and 2) at no cost to all those who have purchased the CHFP self-study course and/or registered for the exam, as outlined above.

- ❖ **For members interested in certification who have not yet begun preparing**, HFMA encourages that they wait and use the new materials available in summer 2015 to prepare for the new CHFP.

Questions about the new Certification Program? Please contact [careerservices@hfma.org](mailto:careerservices@hfma.org) or call (800) 252-4362 and ask for career services.

As always, feel free to contact one of the NEOHFMA certification co-chairs:

Kelly Linson - (440) 816-8071  
[Klinson@swgeneral.com](mailto:Klinson@swgeneral.com)

Christi Caister – (330) 297-2547  
[ccaister@rmh2.org](mailto:ccaister@rmh2.org)

## THE (NEW) GOLD STANDARD

# Certified Healthcare Financial Professional

Business skills  
for today's  
healthcare leaders

Health care is changing – and so is the Certified Healthcare Financial Professional (CHFP) designation.

The new CHFP from HFMA prepares finance professionals, clinical and nonclinical leaders, and payers to address the continually evolving healthcare business environment. Multidisciplinary courses focus on providing today's essential skills: business acumen, strategy, collaboration, and leadership.

Course modules include:

### **The Business of Healthcare**

Healthcare finance overview, risk mitigation, evolving payment models, healthcare accounting and cost analysis, strategic finance, and managing financial resources

### **Operational Excellence**

Exercises and case studies on the application of business acumen in health care

Take the next step in your professional development – check out the new CHFP at [hfma.org/chfp](http://hfma.org/chfp).



**hfma**

healthcare financial management association

## Program Recaps

### 2015 Gerry Haggerty Annual Leadership Institute: *Healthcare Sustainability in a Transparent Market* May 13-15, 2015

Over the three day event, this year's conference featured:



- 2 Executive Panel Discussions
- 7 CFO Speakers
- 20 hours of CPE's
- Club Seats at a *FANtastic* Indians Game
- Wine Tasting
- Dueling Piano Show

With 145 attendees and 2900 education hours provided, the event was a huge success!

To go along with the conference theme of Transparency, our Keynote speaker was Ohio Treasurer, Josh Mandel. He discussed the Treasurer's Transparency Project to shine a light on state spending. With his launch of [www.OhioCheckbook.com](http://www.OhioCheckbook.com) he has placed more than \$408 billion in state spending online, featuring a "Google-style" search of more than 112 million transactions. Check it out today!



The 2015-16 chapter leaders are officially sworn in.

**Missed this year's GHALI?** Keep an eye out for 2016's Save-the-Date coming soon!

**Interested in joining the 2016 GHALI Committee?** Contact Michelle Earich at [MEarich@WellingtonGroup.biz](mailto:MEarich@WellingtonGroup.biz)

## Payor & Provider Relations Event July 23, 2015

Our annual Payor & Provider Relations event was held at Great Lakes Brewery on Thursday July 23<sup>rd</sup>.

Fred DeGrandis, Managing Director and Chief Administrative Officer for the Global Center for Health Innovation, started the event with a discussion about history and progress of the center. As excitement builds for Cleveland as a destination for local, national and international events, the Global Center is positioned to capitalize with its unique and diverse partners. The facility seeks to recruit more world class tenants featuring active and lively exhibits.

Daphne Kackloudis Saneholtz, Esq. from Brennan, Manna & Diamond shared her views about the current healthcare reform environment. Medicare and Medicaid have been leading initiatives to shift from paying providers for volume to compensation for value. As a result, service delivery has been altered through accountable care organizations, emphasis on care coordination and a focus on physical health and long-term services. Many current initiatives are not simply pilot programs but true systemic reimbursement changes. Many of these changes are also being implemented by third-party payors as the state has a five year goal to link 80-90 percent of Ohio's population to a value-based payment model.



Fred DeGrandis - Global Center for Health & Innovation  
Managing Director & Chief Administrative Officer

The next speaker was Charles Cataline, Vice President, Health Economics & Policy at the Ohio Hospital Association. He shared proposed changes CMS including modifications to the two-midnight rule, a new review process for short-stay medical necessity and a 2% reduction for unbundled lab services. Comments about these proposals are due by 8/31/2015 with most changes to be implemented 1/1/2016. At the state level, the 2016-2017 budget did include Medicaid eligibility reauthorization and added a Health Ohio Program with several features of an HSA plan.

The final topic was Leadership in Practice, presented by Larry Kehres. He spoke about the importance of setting realistic goals and having a detailed plan to obtain them. He shared numerous stories about lessons learned through his 27 years of serving as head coach of the Mount Union football team. In his tenure, the team won 11 national titles, 23 conference titles and completed 21 undefeated seasons.



## Save the Date – Upcoming NEOHFMA Programs

Log onto the NEOHFMA Website ([http://neohfma.org/events\\_calendar.html](http://neohfma.org/events_calendar.html)) for more information on our upcoming programs:

### **Registration Open!**

### **Road Show at Case Western Reserve University:**

**Thursday, October 22<sup>nd</sup>, 2015**

**Case Western Reserve University**

**Kelvin & Eleanor Smith Foundation Ballroom**

**10900 Euclid Avenue**

**Cleveland, OH 44106**

Total HFMA Hours: 4.0

Total Ohio CPA CPE's: 4.0

Program Cost: Free for all attendees!

**Visit the NEOHFMA Website for more information and to register.**

## National HFMA Events– Save the Dates

# HFMA's Revenue Cycle Conference

Improving Financial Performance and the Patient Experience

**Register by August 28th and save \$150**



## 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](http://www.hfma.org)) to sign up or get more information about the topic. **The following Webinars are free to HFMA members.**

**August 27**      Revealing Productivity Performance to Drive Financial Improvements

**September 9**      Aligning Physicians to Improve Reimbursement, Reduce Denials, and Enhance Regulatory Compliance

**September 15**      Overview of MACRA Legislation: How the SGR Repeal and New Merit-Based Incentive Payment System Will Impact Physician Payments

## 2016 Proposed Rule Changes to the Outpatient and Ambulatory Service Center Payment Systems

Tuesday, Aug 11 — 11:00 – 3:30 p.m., EDT

### Speakers

Michael S. Kovar, Principal, WeiserMazars LLP

Stacey Harper, Senior Manager, WeiserMazars LLP

### This webinar will cover:

- ✓ Identify and plan for OPSS and ASC proposed changes that may have significant impact on your organization's finances
- ✓ Provide comments to CMS on issues that may have a significant impact on your organization
- ✓ Prepare to address issues within your organization's charge structure and operational processes
- ✓ Describe potential compliance issues

## How Providers Can Simultaneously Reduce Expenses, Improve Operations, and Increase Revenue

Wednesday, Aug 26 3:00-4:00 p.m. EDT

### Speakers

John Torley, Director, Financial Planning & Analysis, Hunterdon Medical Center

Robert Gardner, Healthcare Services Specialist, Tagetik

### This webinar will cover:

- ✓ Describe best practices for deploying CPM applications
- ✓ Summarize the value and benefits of a CPM application in the healthcare setting
- ✓ Identify how a CPM application can help project revenue based on inpatient and outpatient admission across multiple entities
- ✓ Develop “what-if” modeling scenarios that factor in uncertainties and risks unique to health care (e.g., staffing model changes, changes in case mix, decreases in Medicare/Medicaid payments)

## Revealing Productivity Performance to Drive Financial Improvements

Thursday, Aug 27 — 3:00 – 4:00 p.m., EDT

### Speaker:

Mandy McMillan, Director, Financial Planning, South Georgia Medical Center

### This webinar will cover:

- ✓ Describe the financial FTE goals for bond rating
- ✓ Review strategies to maintain salary expenses without focusing on layoffs
- ✓ Determine method for establishing a productivity index
- ✓ Summarize best practices for establishing departmental benchmarks

## Aligning Physicians to Improve Reimbursement, Reduce Denials, and Enhance Regulatory Compliance

Wednesday, Sept 9 — 3:00 – 4:30 p.m., EDT

### Speakers:

Lori Ganote, RN, BSN, Clinical Documentation Improvement Specialist, King's Daughters' Health

Gleanne Severs, RN, BSN, Clinical Documentation Improvement Specialist, King's Daughters' Health

Janet Ward, Director Revenue Cycle Advisory, MedAssets

### This webinar will cover:

- ✓ Identify strategies to achieve physician alignment
- ✓ Identify steps to maximize reimbursement and reduce denials
- ✓ Define ways to enhance regulatory compliance and expedite cash flow

## Overview of MACRA Legislation: How the SGR Repeal and New Merit-Based Incentive Payment System Will Impact Physician Payments

Tuesday, September 15 — 3:00 – 4:30 p.m., EDT

### Speaker:

Gerald "Jud" E. DeLoss, Healthcare Lawyer, Clark Hill PLC

### This webinar will cover:

- ✓ Describe the SGR repeal and how physician fee updates will be determined in the future
- ✓ Summarize the Merit-Based Incentive Payment System and methodology for determining positive and negative adjustments to payments
- ✓ Define alternative payment models and the process to qualify for participation bonuses

## Kudos

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

## Puzzle

### DOCTOR'S ORDERS

Every answer is a common two-work phrase in which the first word begins with an M and the second word with a D, like Medical Doctor.

1. Time to celebrate a certain parent
2. Robin Williams movie role as a nanny
3. Airport security machine
4. Male-female tennis play
5. Brand of boxed candy at the movies
6. Post-bachelor's achievement
7. Arid region of the U.S. Southwest

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

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**Previous Puzzle/Riddle Answer**

Sometimes I boldly say, "Here I stand."  
Other times, as in a trick, I hide inside.  
I'm almost everywhere, it's not like I'm banned,  
So I know you'll easily find me, in time.  
If I were to say, "I'm in 'this' and not in 'that,'"  
I'm sure you could find me in nothing flat.  
So who, or what, am I?

**Answer**

The letter "i".

**Winner:**

Susan Spanos, Manager of Reimbursement/Revenue Support  
UHHS/CSAHS-Cuyahoga, Inc.