

Visions 2015-16 Issue 3

GO BEYOND



Dear Fellow HFMA members:

I hope that the New Year has started well for you. As we pursue our 2016 goals that “go beyond” our past achievements, we appreciate all the support our chapter members have provided for our education events. Your time and commitment have helped our chapter continue to be successful. In addition, we are grateful for the sponsors that continue to be engaged with our planning activities and provide outstanding speakers that add value to our programs.

We recently received our chapter satisfaction survey results which showed we improved in the overall chapter results to a new level of 74% of the respondents being highly satisfied. Our 74% overall chapter satisfaction was 5% higher than the national chapter average of 69%, and 19% higher than our target of 55%. Some of the areas of our chapter’s highly satisfied feedback include speakers at chapter programs, coverage of state and regional issues, chapter newsletter and website. Our chapter leaders work diligently toward opportunities that can help healthcare finance professionals meet the challenges of the changing healthcare environment by providing education and connections to a diverse spectrum of industry leaders.

We are very excited about our upcoming 2016 events! I encourage you to attend these events and continue to network with chapter members and leadership teams. Our leadership team has opportunities available for chapter engagement and would be thrilled with your participation this year. If you know of an outstanding speaker, new event location, or would like to host a road show at your hospital, please reach out to our chapter leaders.

I hope to see you at one of our upcoming events. Please feel free to contact me with any suggestions that would help us meet your expectations. Best wishes for good health and prosperity in the New Year!

Sincerely,

Don Urbancsik
President
Northeast Ohio Chapter of HFMA

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Welcome Back!

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

Charles L. Elliott, Accenture	Theresa A. Gardner, CTP, Huntington National Bank
Kelley A. Zidonis, University Hospitals	Melissa Warrington, CPA, Aultman Health Foundation
Tawnya L. Bosko, The Camden Group	Hillary J. Fitcher, Ernst & Young LLP
Rodney H. Finch, University Hospitals	Lori A. Mitchell, Allscripts
Adam Kemelhar, Adreima	Patty M. Salsman, CHFP, University Hospitals
Margery Mazoh, Cleveland Clinic Foundation	Colleen M. Stone, Lake Health
Wendy Snyder, University Hospitals	Barry Coletti, Navigant Consulting
Sherrie Bearden, Compmed Analysis	Dannie Hawthorne, West Penn Allegheny Health System
Michael P. Reese, University Hospitals	Heidi Kodivic, University Hospitals
Shana L. Locktish, Akron Children's Hospital	Lori Kalic, McGladrey LLP
Stephen F. Thome, Grant Thornton LLP	Rae Ann Trego, Western Reserve Health System
Diane M. Diedrick, University Hospitals	

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.

Charlene Steiner, Cleveland Clinic Foundation	Michelle Treme, Revenue Cycle Solutions
Angel Washington, Consult 2 Code	Nikki Walker, Mercy Health
Kristopher T. Kern, Echo Health Inc.	Corey W. Mullins, Direction Home Akron Canton Area Agency on Aging
Valerie Green, Cleveland Clinic Foundation	Meeta Nosrati, University Hospitals
Katie Podojil, Akron Children's Hospital	Jackie Davison, GBS Corp
Jeremy Nebelsick, Akron General	Nanette Kveder, Mary Rutan Hospital
Judith D. Key, JP Recovery Service	Laura Baciou, Cleveland Clinic Foundation
Darlene Carmicle, Cleveland Clinic Foundation	Amy N. Assenmacher, Cleveland Clinic Foundation



Meet Misty Blaylock – Our New Chapter Coordinator

Misty Blaylock is a new healthcare consultant at Alta Partners and has assumed the administrative responsibilities for HFMA. Prior to joining Alta Partners, Misty was credentialing coordinator / compliance / privacy officer for a large (60) provider group on Cleveland's Westside. Misty's strong organizational skills as well as her attention to details will be valuable assets as she begins her role in serving our chapter.

Misty can be reached by phone at (440) 808-3649 or email at Misty@neohfma.org.

Your Vote Counts!

Cast Your Ballot for Chapter Officers and Directors by February 8th 2016!



The individuals listed below have been nominated by the Advisory Council as candidates for election in the 2016–2017 program year. Check your email for the official ballot sent out on January 25, 2016. If you did not receive a ballot, please contact our chapter coordinator at Misty@neohfma.org to vote.

Candidate for 2016-2017 Northeast Ohio HFMA President: Nadia C. Vincenti, MBA

Nadia joined HFMA in 2003 and was the President-Elect for the 2015-2016 election year. She has been involved in several committees related to Networking and Programming. She has also spent several years on the GHALI committee, was co-chair of GHALI in 2012-2013 and is the chair for GHALI 2013-2014

Nadia received her undergraduate degree in Finance and Health Care Management from Ohio University. She completed her MBA from Cleveland State in June of 1997.

She worked for the Cleveland Clinic from 1994 till 2003 as an operations analyst. She joined University Hospitals of Cleveland in 2003 and currently is a Finance Director for the operations departments of Med/Surg, OR and UHLSF (reference lab).

Candidate for 2016-2017 Northeast Ohio HFMA President Elect: Theodore E. Reddy

Theodore E. Reddy is on the Accounts Receivable Management & Reporting team at ECHO Health. He is responsible for the management of the Accounts Receivable process, as well as Provider Relations and Member Services for the Simplicity product line.

Mr. Reddy is a lifelong resident of the Northeast Ohio community, other than his time in the U.S. military.

Mr. Reddy has been employed in the healthcare industry for over 30 years. Prior to joining the ECHO team, Ted's most recent experience includes over five years in the medical billing field and over ten years in the Finance department of a Northeast Ohio PPO Network.

Mr. Reddy has been a member of the Northeast Ohio Healthcare Financial Management Association (HFMA) for years. He is the current Vice President of the Northeast Ohio HFMA Chapter.

Candidate for 2016-2017 Northeast Ohio HFMA Vice-President: Michelle L. Earich, CPHT

Michelle has been a member of NEO HFMA since 2010. She has been active on many committees and stepped in as director on the board. Michelle has led a committee to two large networking events, the Christmas party our 60th anniversary party. She currently is co-chair on GHALI (which is our 2 ½ day conference) and also assisting with our very first women in leadership scheduled in January. Michelle is

always involved in a committee and willing to help with whatever task the needs done. She is has successfully lead and executed several programs. Michelle is ready to lead NEO HFMA and is recommended for the VP role of Programming.

**Candidate for 2016-2018 Northeast Ohio HFMA Board of Directors:
Justin R. Williams**

Justin has been a member since May 2008, successfully fulfilled the leadership track of NEO HFMA. Served on several committees including newsletter. Continues to be an active member in good standing and would serve as a great mentor as director on the board.

**Candidate for 2016-2018 Northeast Ohio HFMA Board of Directors:
Lisa Hilling, CPA**

Lisa has been a member since July 2006, successfully fulfilled the leadership track of NEO HFMA. Has served on several committees and continues to do so to this day. Continues to be an active member in good standing and would serve as a great mentor as director on the board.

**Candidate for 2016-2018 Northeast Ohio HFMA Board of Directors:
Brian C. Nestor, FHFMA, MBA**

Brian has been a member since September 1992, successfully has served on several committees, lead and executed the Payor/Provider seminar many years in a row. Has served as chair of the certification committee and holds the HFMA certification. Continues to be an active member in good standing and would serve as a great mentor as director on the board.



NEO HFMA 2015 Holiday Event Update

Submitted By Debora Guillermo and Robin Beeman

Our holiday event was held on December 4th, 2015 at the MetroParks Cleveland Zoo. Thank you to the Networking Committee for all their effort in putting together this great event.



Guest were greeted by Fringe the Owl and got to tour the beautiful Rainforest Exhibit. Some spectacular species were out for viewing. Holiday music by two Cellists was a nice addition to the event.

This year's 50/50 raffle raised \$255 for the "All Kids Playground". Awards were presented by Don Paulson. A special tribute was given to Frank Klaus who was presented with the Chapter Lifetime Membership Award for his dedication and mentoring to our chapter members over the years.



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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:

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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.



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Questions about the new Certification Program? Please contact 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

Christi Caister – (330) 297-2547
ccaister@rmh2.org

Program Recaps

Healthcare Financial Innovations November 19, 2015

Chapter members received a full day of education revolving around innovation at the Intercontinental Hotel in Cleveland on November 19th, 2015.

Charles Modlin, MD, FACS, Executive Director of Minority Health for the Cleveland Clinic, started the event with a discussion about his experience in working to eliminate healthcare disparities among minority patients. Minority patients suffer a disproportionate burden of disease in many areas, such as prostate cancer, cardiovascular disease, hypertension, diabetes and need for kidney transplantation. To this end, Dr. Modlin has developed a dedicated Minority Men's Health Center and Center for Health Equity at Cleveland Clinic. The center conducts dedicated research into elimination of minority healthcare disparities and provides community outreach as well as direct patient care and public education to minority patients.

Scott Pruyn, Director Channel Management at McKesson, shared a presentation entitled "Lower Your Cost Basis – How Structured Data and Formulary Management Help Expedite Value Analysis and Realize Maximum Savings". He stressed the savings that can be realized by standardizing supply utilization to find the best product at the best price with the best outcome. This may not always result in the lowest cost product but considering outcomes is likely to prevent costly future complications, revisions and readmissions.

Mark Votruba, PhD, Associate Professor of Economics at Case Western Reserve University, provided an update about the implementation status of the Affordable Care Act. After several delays, most provisions are in effect for 2016 though it remains difficult to determine the true impact of the law based on a lack of data. Some trends that have clearly emerged are increased employee contributions, high deductible and cost-sharing plans and tiered or narrow networks. Many organizations have also increased their focus on wellness and population health.

The afternoon session was highlighted by **Jeff Korzenik**, Chief Investment Strategist at Fifth Third Bank. His presentation, "The 3-Cylinder Economy", revolved around the strengths and weaknesses currently impacting the U.S. economy. Employment is strong in multiple sectors including healthcare and the national unemployment recently reached 10-year lows, though opportunity remains for increased worked hours and the conversion of part-time positions to full-time. The housing industry has also fueled momentum and appears to be sustainable as 92% of the population aged 18-34 plan to become homeowners. Despite these positives, there are many weaknesses including an aging workforce and reduced labor participation rate as health issues force workers to retire before normal retirement age.

The event concluded with a tour of the Medical Device Solutions labs at the Cleveland Clinic. The area consists four spaces with unique functions:

- **Prototype Machine Shop:** Houses manufacturing equipment to fabricate custom instruments for both internal and external applications.
- **Electronics Lab:** Modifies and adapts circuit boards and memory chips for uses including a flexible mouth guard used to monitor athletes for a concussion.



- **Biorobotics Lab:** Uses cadaver joints to investigate joint mechanics and evaluate the performance of implants.

- **3D Printing Lab:** Capable of using a variety of solid and flexible materials to create anatomical models. The printers are able to create a replica from a radiology image which allows physicians to review and prepare for complex procedures.

Women in Leadership Conference – Lockkeepers – January 22, 2016

Our inaugural event was a complete success! First, we heard from **Lynn Budnick**, Executive Director of Access Shelter. She told us of her organization's mission to empower homeless women and shared some of the challenges they face as well as success stories. HFMA took a portion of every registration and donated it to the shelter, affirming its ability to provide support to those in need of a little help to move in a positive direction.

Next, **Juli Hicks**, Life Coach shared her experiences in Maintaining Balance for Greater Effectiveness. She stressed the need for taking time for yourself and taking care of yourself in order to remain productive and healthy. For Juli, yoga is her exercise and method of centering herself. She stressed that we all need to find what works for us and that it starts with small changes. Juli provided us with many resources and the top 9 practices for Maintaining Balance and Health.

Anne Cannon provided some Image Strategies. She discussed color, style, body type, core wardrobe ideas, and accessories. She used several members of the audience to demonstrate examples of the information she provided. At the end, she even did a 5 minute makeup makeover on a willing volunteer.



Linda Stevenson, MBA, PMP, ERYT and Director Clinical Apps and Project Management Office, Southwest General, spoke on Unexpected Ways to be a Better Leader. Again she provided an approach to body, mind and spirit and that each component plays an equally important role on your success. She challenged everyone to try something new in each month of the upcoming year. By year end, we all could have 12 new behaviors that will help us all develop and grow both personally and professionally.

Heather Taylor, Director of Marketing at Simon Mall, told us all that Work/Life Balance is a myth. Actually she explained that every day we must prioritize and the balance is truly in understanding where our focus needs to be at each moment. She provided 10 Time Management tools that we can all use daily and she provided it all with a great sense of humor.



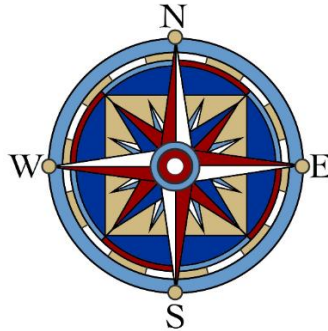
The final speaker of the day was **Robin Swoboda** who wrapped the day up perfectly with her talk on Happiness isn't a Choice, its Mandatory. She shared some of her experiences and what gets her through the challenges in her life. We have struggles and hard times but need to find the silver lining and not let them keep us down. She stressed that if we act happy, we will be happy.



After the formal event, during our networking hour, we had various consultants/vendors that were willing to help us be the best women we can be. The booths ranged from clothes to hair and makeup as well as organizational products and wine. The event was well attended and all are looking forward to next years' event!

NEO HFMA 2016 Gerry Haggerty Annual Leadership Institute (GHAI)

Save-the-Date
Geneva-on-the Lake Lodge
May 18-20th, 2016.



- This year's agenda is centered around the following categories:
- **N**ew Technology
- **E**mployee Engagement
- **W**hat's New in the World of Healthcare
- **S**trategies to Consider

Golf and Spa are Back!

Wine Tour at Laurentia Vineyard

Family Feud, Cornhole Tournament and much more!

For attendee information, contact Michelle Earich, co-chair at Mearich@wellingtongroup.biz and for sponsorship opportunities, contact Brianna Ashley at bashley@nrallc.com.

Save the Date

Upcoming NEOHFMA Programs

Log on to the HFMA Website (<http://neohfma.org/upcoming-programs/>) for more information on upcoming programs.

HFMA/AAHAM Presents - Patient Financial Services (PFS)

February 18, 2016:

Akron General Health & Wellness Center
4125 Medina Road
Akron, OH 44333

8:00 am - 5:30 pm, EST

Total HFMA Hours: 8.0

Member Cost \$100

Total Ohio CPA CPE's: 8.0

Non-Member Cost \$120

Agenda:

7:30 am Registration - Coffee, pastries

8:00 am President's Message - State of the Chapter (HFMA Don Urbancsik, AAHAM - Sandy Peffer)

8:15 am ACA Health Insurance Provisions - Exchanges/Marketplaces and Medicaid Expansion Susan Horras, Director, HFMA Healthcare Financial Policy, Health Plan and Population Health Initiatives

9:15 am Big Data and Data Visualizations: Strategies to Identify and Mitigate PAS Related Denials Sue McBride, Principal, KPMG LLP, Christine Sullivan, Manager, KPMG LLP

11:00 am Leadership - A Hall of Fame Perspective Pete Fierle, VP Communications

12:00 pm Lunch

1:00 pm Payer Panel - Billing, Precertification, Preauthorization, Coverage Changes United Healthcare, MMO, Anthem...others TBA

2:45 pm Medicaid EAPG - New Medicaid APG Payment David Fee, Content Manager, Applied Research, 3M Health Information Systems

3:45 pm Patient Financial Services - Patient Focus from Start to Finish Don Paulson, Revenue Cycle Strategist

5:00 pm Networking/Cocktails/Hors d'oeuvres

Learn more and register at : <http://neohfma.org/upcoming-programs/>

Upcoming NEOHFMA Programs

March 23: March Madness NEO HFMA Leadership Event

Quicken Loans Arena

Cavs game to follow event.

Details to come!

April 18 - 22: The Central and NE Ohio HFMA Chapters are proud to sponsor: Medicare Boot Camp TM

Presented by: HCPro

Salt Fork Lodge and Conference Center

Cambridge, Ohio

Details to come!

May 18-20, 2016: 2016 GHALI

Navigating the Future in Healthcare

Geneva Lodge & Conference Center

Geneva, OH

Upcoming National Programs

HFMA Seminars provide in-depth education on key topics critical to achieving effective financial results and creating strategic initiatives consistent with today's environment.

New to the industry? Seminars also provide the tools and information to enhance your job performance.

Seminar size is limited to allow for maximum peer-to-peer interaction, and faculty are carefully chosen for their depth of knowledge and industry experience.

Whether you need more healthcare finance fundamentals (Essentials Programs) or need to focus on issues related to new care delivery models (Master Sessions), HFMA's highly rated programs continue to deliver in-depth, high-quality information that enables you to achieve immediate job results and organizational improvement.

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OUT OF THE BOX

JUNE 26-29 LAS VEGAS

Register by February 29
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New Era

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New Solutions

Stay up-to-date in a rapidly changing healthcare environment.

SPRING SEMINARS NEW ORLEANS, LA CHICAGO (ROSEMONT), IL
March 7-9, 2016 April 20-22, 2016

Register early and save \$100

Visit <http://www.hfma.org/seminars/> to learn more or register

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.**

Understanding Today's Payor Climate and Provider-Sponsored Health Plans

Hosted by: HFMA

- Tuesday, Feb. 2
- 1:00 - 2:00 pm, Eastern Time

Bridging the Clinical and Financial Divide for a New Era of Health Care

Hosted by: HFMA

- Thursday, Feb. 4
- 3:00 - 4:00 pm, Eastern Time

Kick Healthcare Analytics Up a Notch: A New Recipe for Success

Hosted by: HFMA

- Tuesday, Feb. 9
- 3:00 - 4:00 pm, Eastern Time

Provider Organizations Share Insights that Mitigate Financial Risk Caused by Burgeoning Patient Responsibility Debt

Hosted by: HFMA

- Thursday, Feb. 11
- 3:00 - 4:00 pm, Eastern Time

Using Chronic Care Management Programs to Improve Clinical and Financial Health in a Value-Based Era

Hosted by: HFMA

- Tuesday, Feb. 23
- 3:00 - 4:00 pm, Eastern Time

Why HFMA's Certified Healthcare Financial Professional (CHFP) Certification is Right for You

Hosted by: HFMA

- Wednesday, Feb. 24
- 3:00 - 4:00 pm, Eastern Time

Kudos

Congratulations to **Suzy Montecalvo, CHFP** of Montecalvo Consulting on successful completion of the HFMA certification examination.

Congratulations to **Corey Mullins, CHFP** of Direction Home Akron Canton Area Agency on Aging & Disabilities on successful completion of the HFMA certification examination.

Congratulations to the following award recipients! These members were honored at the Holiday Party in December:

- **Lifetime Membership Award: Frank Klaus**
- **Dale W. Reed Award: Justin Williams**
- **Founders Medal of Honor: Diane Lilko, Carl Ebner & Brian Nestor**
- **The Frederick T. Muncie Gold Award: Justin Williams**
- **Reeves Silver Merit Award: Laurie Rauser**
- **Follmer Bronze Merit Award: Debora Guillermo & Nadia Vincenti**

The Founders Merit Award Series encourages continuous active participation at the local and national levels based on the following point system.

The William G. Follmer Bronze Award is awarded after an individual has earned 25 member points. This award is named after William G. Follmer, who is credited with the creation of the American Association of Hospital Accountants (AAHA) (now HFMA).

The Robert H. Reeves Silver Award is awarded to an individual who has earned 50 total member points. Reeves, an organizing member of the AAHA, was elected president of AAHA in 1956 and was instrumental in creating the structure of AAHA.

The Frederick T. Muncie Gold Award is presented to a member who has earned a total of 75 member points. This award honors Frederick T. Muncie, an organizing member of the AAHA, and the first president of the association (1947-1949). Muncie also assisted in the organization of the first AAHA chapter (First Illinois).

The Founders Medal of Honor was added in 1986 and is conferred by nomination of the Chapter Board of Directors. This prestigious award recognizes an individual who has been actively involved in HFMA for at least three years after earning the Muncie Gold Award, has provided significant service at the chapter, regional and/or national level in at least two of those years, and remains a member in good standing. A chapter may nominate members for this award at any time during the year.

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

Puzzle

Starting with COOL, change one letter at a time until you have the word HEAT. Each change must leave the other letters in their original places and must result in a proper word.

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

Previous Puzzle/Riddle Answer

Before Mt. Everest was discovered, what was the highest mountain in the world?

Answer: Mt. Everest. It just wasn't discovered yet.

Winner:

Susan Spanos, Director of Reimbursement, St Vincent Charity Medical Center