

Visions 2015-16 Issue 4

GO BEYOND



Dear Fellow HFMA members:

I'm sure that everyone is ready for spring, warmer weather and engaging in outdoor activities. As we close out our 2015-2016 chapter year, I want to thank the chapter members, speakers and sponsors that helped us "Go Beyond" our past achievements. Some of the year's highlights include collaborating with the student leadership at Case Western Reserve to begin a new series of "Road Shows", assembling the first Women's Leadership conference and having Susan Horras from National HFMA endorse our Payor & Providers event for alignment with HFMA's strategic initiative. As a result, these chapter programs, along with others, helped us achieve an HFMA "Excellence for Education" award.

In May, the new leadership team led by Nadia Vincenti, will diligently begin planning for the 2016-17 year. Prior to May, several chapter leaders had the opportunity to engage in the annual Leadership Training Conference (LTC) in Fort Lauderdale. The conference prepares our leaders for their new roles and opportunities to share best practices with the other 67 HFMA chapter leaders. We are encouraged by the opportunities available to help the chapter improve and continue to be successful.

It has been a privilege and honor to serve as President for the Northeast Ohio HFMA Leadership team - a very rewarding experience to engage with other members, speakers and sponsors. I encourage you to reach out to the new leadership team and explore the chapter leadership opportunities available.

Thank you for being a member and supporting the Northeast Ohio HFMA as we "Go Beyond" our past achievements in 2016-2017.

Sincerely,

Don Urbancsik
President
Northeast Ohio Chapter of HFMA

2015-2016 Chapter Sponsors

Presidential Sponsors

Ernst & Young
First Credit Inc., HRSI/RevCare
HW&Co.
JP Recovery Services, Inc.
RSM

Platinum Sponsors

Brennan, Manna & Diamond, LLC.
Commerce Bank
Fifth Third
Plante Moran

Gold Sponsors

CompMed Analysis
Fidelity National Collections
Net Revenue Associates
PNC Healthcare

Silver Sponsors

Bruner-Cox LLP
Crowe Horwath LLP
Fenner
KPMG
ProAssurance
The Wellington Group, LLC

Bronze Sponsors

BKD, LLP
BlueMark
Cardon Outreach
Emrhein & Associates
Helvey & Associates
HumanArc
Parallon
Quadax, Inc.
SAKAL/CAI
UCB, Inc.

Welcome Back!

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

| | |
|---|--|
| Debra A. Nyikes, Cleveland Clinic Children's Hospital | Deborah Knight- Lauricia, Cleveland Clinic Health System |
| Bobbi L. Jones | Jill M. Barber, Southwest General |
| Erica M. Yike, Ernst & Young | Nikolaos M. Brusio, CPA, Cleveland Clinic |
| Patti A. Day, Mercy Health Center | Anthony E. Naoum, MetroHealth System |
| John P. Ciliberto | |

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.

| | |
|---|---|
| Julie L. Peters, RSM US, LLP | Shari L. Cartwright, Human Arc |
| Scott Foust, Jr., Blue & Co., LLC | Denise R. Simcox, Capio Partners |
| Richard M. Rossoll, Huron Healthcare Consulting | Ashley M. Lenzer, Medina Hospital |
| Chelsea Cieker, Southwest General | Anne Shi, Cleveland Clinic Children's Hospital |
| Misty Blaylock, Alta Partners | Colin St. John, Cleveland Clinic Children's Hospital |
| Amanda L. Waesch, Brennan, Manna & Diamond, LLC | Kenneth Thomas Voll, Leidos Health |
| Nicole Sherwood, Akron Children's Hospital | Austin T. Gilchrist, MetroHealth System |
| Adetunke Tadese, Cerner Corporation | Mark D. Zwart |
| Janis E. Lyons, VNA of Ohio | Mark Ingram, Workday |
| Diane Foltyn, Akron Children's Hospital | Ryan Rosenthal, Akron Children's Hospital – Transfer In |

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.



hfma
healthcare financial management association

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

Go Beyond Leadership Event March 23, 2016

Chapter members received a full day of education revolving around leadership at Quicken Loans Arena followed by a networking event and exciting Cavs victory against the Milwaukee Bucks.

Tom Campanella, JD, MA and Dr. Susan Kuznik from Baldwin Wallace University, started the event with a discussion about the healthcare finance dilemma and the factors that will separate winners from losers in the future world. Economics will play a key role as organizations must consider asymmetric information to develop a focus business strategy. Being a winner in the future value-based world will require creating a culture of value, innovation and patient satisfaction.

Dr. Kuznik stressed how leadership styles vary across functional areas that need to be recognized by forming teams including cross functional and cultural members. All teams go through an evolution process including:

- Forming: Get acquainted and feel included
- Storming: Mutual influence begins
- Norming: Set standards for performance
- Performing: Collaborative working relationships are built and differences are accepted
- Adjourning: Reform into new teams

Leaders must assist in this team evolution to make things happen by encouraging dialogue, creating a vision and serving as an advocate when challenges arise. When change must occur, leaders need to act with a sense of urgency to address messy, prolonged and re-occurring problems systemically

Mike Rao, President of the HR Group, shared a presentation entitled “Understanding Employee Motivators”. Every individual has two main motivators that define why they do what they do and drive them to action. The six possible motivators include:

| | |
|-------------------------|---|
| Theoretical: | I will use my cognitive ability to understand, discover and systematize the truth. |
| Utilitarian: | My goal is to achieve a return on every investment I make in time, energy or money. |
| Aesthetic: | I will enjoy and appreciate the form, harmony and beauty around me and allow it to mold me into all I can be. |
| Social: | I will invest all resources into helping others to realize their potential in life. |
| Individualistic: | I will achieve the highest position and wield the greatest power. |
| Traditional: | From the many individual meanings of life, I will seek, select and follow a system for living. |

In order to maximize employee engagement and effectiveness, leaders must be aware of the motivators of every employee and focus on this arena to drive performance.

During lunch, past presidents were thanked for their service to the chapter. Those in attendance included Justin Williams, Lisa Hilling, Diane Lilko, Bill Keckan, Bob Monitello and Don Paulson.



Lorraine Schnelle, CPA, Director of Health Business Solutions at HFMA, provided an update of major initiatives in progress at the national level of HFMA. The ongoing theme for the 2015-2016 chapter year is Go Beyond and Lorraine addressed the need to go beyond the status quo and erase traditional boundaries. In recent years the line between competition and collaboration has blurred as organizational affiliations and acquisitions have created new partnerships designed to optimize financial performance while providing superior patient outcomes. She encouraged all attendees to Go Beyond and explore committee membership and other ways to contribute and maximize the value that HFMA membership offers.

Major initiatives include the Value Project, MAP and Here initiatives. The value project was designed to aid organizations in the transition to value-based healthcare and the resulting shift in delivery of care, patient expectations and payment structures. MAP stands for measure, apply and perform with a focus on improving revenue cycle performance. The HERE initiative features an annual conference, national and chapter events, and other resources geared towards women in leadership.

More information about all of these initiatives and other updates can be found at the national website HFMA.org. The website also features other tools and materials for use by healthcare finance professionals as well distribution to patients to improve patient education.

Dr. Daniel Napierkowski, president of Euclid Hospital – Cleveland Clinic, shared “Lessons Learned in Leadership”. Dr. Napierkowski shared quotes and anecdotes from several leaders including life lessons from Sir Winston Churchill, Jack Welch and legendary football coaches Chuck Noll, Vince Lombardi and Paul Brown. A personal favorite of his was from Jack Welch, “Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others”. The theme is that striving for continuous self-improvement will provide an invaluable background for leading despite changing circumstances and unforeseen obstacles.

The four main lessons from his career in leadership roles were:

1. Use “We”, not “I”
2. Banish Sarcasm & Cynicism
3. Inspire Confidence and Absorb Ambiguity
4. Always Give More Than You Take

The afternoon session was highlighted by **Kerry Bubolz**, President of Business Operations for the Cleveland Cavaliers and Quicken Loans Arena. His presentation, “Creating a Healthy Culture for Success” described the upcoming opportunities to promote civic pride of Cleveland over the next five months. In addition to the Republican National Convention, the NBA playoffs will provide an opportunity for basketball fans to visit the area in addition to being broadcast to over 200 countries. The Monsters hockey team, a partner organization of the Columbus Blue Jackets, are poised to appear in league playoffs for just the second time in nine years. The Gladiators football team begins their season in April with 8 games in Cleveland beginning on April 1st. The main event of the summer, the Republican National Convention, is expected to bring 50,000 attendees in addition to 15,000 credentialed media. The media coverage will be televised worldwide based on events occurring in Cleveland starting on July 18th.

On a daily basis, Bubolz focuses on leading by serving and allowing his team to perform. His job is to help identify and remove barriers faced by his staff rather than giving step-by-step instructions on how to complete tasks. The structure of staff offices was designed around visibility, allowing vital sales and other metrics to be shown live throughout the area at all times. This visibility creates accountability and ensures consistent and timely communication to all team members. Another goal of his is to listen to understand, not respond. This

can be difficult during crucial conversations but gaining a full understanding of a situation will enable the best possible outcome.

HFMA Leadership Training Conference April 18-19, 2016

A group of our Northeast Ohio Chapter leaders went to the Annual Leadership Training Conference in April. The conference was held in Fort Lauderdale Florida and there were more than 500 attendees from 68 chapters in the country. Both days started with sessions for the entire group followed by many individual learning labs and breakout sessions.

The first day's general session introduced the new HFMA year's theme – Thrive! Mary Mirabelli was introduced as the new national HFMA Chair for the year. You will be hearing more from our incoming president in the coming newsletters about the theme and goals for the upcoming year. Breakout sessions followed on many general topics including Volunteer engagement, sponsorship, leadership, CHFP certification and others. The afternoon sessions were geared toward the separate committees: Membership, Communications, Programming, Treasurers and Presidents and President Elects.



The second day started with an excellent motivational Keynote speaker, Desi Williamson. Desi is an author of *Where There's a Will, There's a Way* and *Get off Your Assets*. He is the motivational coach for the Minnesota Vikings and is successful in many of his own business endeavors. He spoke about The Challenge of Change: Tools for Transformational Thinking. His talk provided skills and tools to help people and businesses become the drivers of change rather than reacting to changes after the fact. He had the whole room energized and motivated!

The rest of the day included more general learning topics such as Innovation, Women in Leadership and Networking as well as more committee specific sessions. The conference ended with Chapter planning time for the upcoming year.

Following LTC, chapter leadership met for a mini LTC with the extended group at a local venue.



Upcoming NEOHFMA Programs

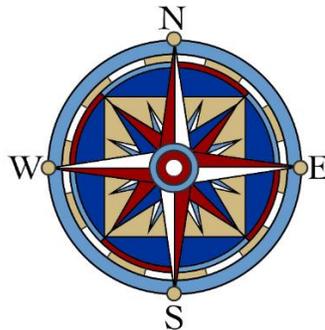
Register NOW!!!

at <http://neohfma.org/ghali/>

NEO HFMA 2016 Gerry Haggerty Annual Leadership Institute (GHALI)

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.

Upcoming NEOHFMA Programs

May 18-20, 2016: 2016 GHALI

Navigating the Future in Healthcare
Geneva Lodge & Conference Center
Geneva, OH

Save the Date!

June 15, 2016: Volunteer Appreciation

Details to come!

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.



Visit <http://www.hfma.org/ani/> for more information.

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.**

Leveraging Data to Drive Results in Your Revenue Cycle

Hosted by: HFMA

- Wednesday, May 11th
- 3:00 - 4:00 pm, Eastern Time

A Patient-Centered Approach to Reducing Clinical Supply Costs

Hosted by: HFMA

- Thursday, May 17th
- 3:00 - 4:00 pm, Eastern Time

Patient Financial Engagement and the Link to Payment & Satisfaction

Hosted by: HFMA

- Tuesday, May 24th
- 3:00 - 4:00 pm, Eastern Time

Steps to Implement Patient-Centered Billing and Collection Best Practices

Hosted by: HFMA

- Thursday, May 26th
- 2:00 - 3:00 pm, Eastern Time

Commercial Audits: Managing Concurrent Reviews and Retrospective Denials

Hosted by: HFMA

- Wednesday, June 1st
- 3:00 - 4:00 pm, Eastern Time

Focus on “Customers” and Increase Patient Satisfaction and Payments

Hosted by: HFMA

- Thursday, June 2nd
- 3:00 - 4:30 pm, Eastern Time

Labor Strategies to Lower Cost and Improve Productivity

Hosted by: HFMA

- Wednesday, June 8th
- 3:00 - 4:00 pm, Eastern Time

Pioneering a Rolling Forecast at Mission Health: Lessons Learned and Ways You Can Make the Case for Change

Hosted by: HFMA

- Tuesday, June 14th
- 3:00 - 4:00 pm, Eastern Time

Understanding Medicare’s Final FY 2017 Inpatient Prospective Payment System Rule

Hosted by: HFMA

- Thursday, June 16th
 - 3:00 - 4:00 pm, Eastern Time
-

Kudos

Congratulations to **Heidi Kodicovic, CHFP** of University Hospitals on successful completion of the HFMA certification examination.

Congratulations to **Dreena Wobrak** of University Hospitals for her recent promotion to Manager of Decision Support.

Congratulations to **Chris Maeder** and his wife, Lauren for the newest addition to their family – the birth of their daughter Maura Kathleen on February 17, 2016! Maura weighed in at 6 pounds 9 ounces and was 18 ½ inches long and joins her older sister, Maeve.

Chris Maeder contributed to an article that was published in the Journal of Clinical Outcomes Management. The article is about OR Efficiency and he would be happy to share it with our members. If you would like a copy of the article, please email Chris or myself at christopher.maeder@uhhospitals.org or deborah.soblosky@uhhospitals.org and we will send it to you via email.

We're excited to share your achievements so please send any updates Debbie Soblosky at deborah.soblosky@uhhospitals.org

Puzzle

How do you get 24 from 9, 6, 11 and 3, using addition, subtraction, multiplication and/or division?

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

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.

Answers: COOL, COAL, COAT, BOAT, BEAT, HEAT or
COOL, COOT, MOOT, MOAT, MEAT, HEAT or
COOL, COOT, COAT, MOAT, MEAT, HEAT

Winner:

Jim Massey, Chief Financial Officer
The Centers for Families and Children
4500 Euclid Avenue
Cleveland, OH 44103