

## Visions 2016-2017 Issue 1



 hfma 2016 - 2017



Dear Fellow HFMA members:

Welcome to the 2016-2017 chapter year. I would like to personally thank all of our members for their dedication to our chapter, not only on a local chapter level, but also at our regional and national level. Healthcare continues to face challenges with reimbursement changes, more focus on quality and especially patient satisfaction. Our local HFMA chapter is no different as we face challenges with

membership, sponsorship and meeting the needs of all our members through education and networking opportunities.

Over the last few months I have been able to attend LTC (Leadership Training Conference) and ANI (HFMA National Institute) on behalf of our chapter. It has been inspiring to meet with other chapters not only in our region but nationally, sharing best practices and sharing our achievements as a chapter over the year. Don Urbancsik and I were able to attend the ANI chapter awards ceremony and received 4 awards for our chapter: Silver Award for Education, Hottum Award for Education Performance Improvement as well as 2 Yergers - one for our 60<sup>th</sup> anniversary event and one for our innovative programming with Case Western University. All should be very proud of our achievements.

We have spent the last year living our national theme of **Go BEYOND**. Our new chair for HFMA national this year is Mary Mirabelli and the new theme for the 2016-2017 year is **THRIVE!** She has charged all HFMA leaders and members to identify what it is in your life that drives you to THRIVE and apply that to your chapter and chapter goals for the year.

I am privileged to lead our chapter into the next year and will be focusing on continuing to offer our members quality programming as well offering networking events focused on bringing in early careerists and integrating our new members. We are going to be innovative

### 2016-2017 Chapter Sponsors

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“Out of the Box” thinking) in our programming, membership, sponsorship and networking. If you have interest on serving on committees or have ideas for programming, networking or any out of the box ideas you think our chapter should pursue, please contact myself or one of the board members. Thank you for your dedication to the NEO HFMA chapter.

Warmest Regards,  
Nadia Vincenti  
President  
Northeast Ohio Chapter of HFMA

## Regional Update



As I write this first article as the Region 6 Regional Executive, summer is halfway over, and school supplies are popping up in stores already! Stock is always changing to stay ahead of the trend. That was the message at ANI this year, too. Changes are coming fast and furious in both the delivery of healthcare itself and on the finance and revenue cycle sides as well.

HFMA is looking to the future and redefining structure and services with the Chapters 2.0 initiative. Innovation is the mantra of the day, and National is encouraging local chapters to try new programs and events tied around issues like early careerists, women in leadership, and physician and payer collaboration. To help take the financial pressure off of the cost of innovation, National has developed a strategic innovation funding program.

Chapters can submit ideas in the areas of education, networking, and communications. This will enable chapters to try some things without the anxiety of the costs associated with doing things differently. I am looking forward to the creativity that I know will come out of our Region!

I expect my year as RE to be one of many discussions on change and envisioning what we need to do to thrive as organizations. Thrive is the theme of this year's HFMA chairperson, Mary Mirabelli. Her opening remarks at ANI were inspiring and challenged us to look for ways to thrive in times of uncertainty and change.

As Ecclesiastes 3 tells us, there is a time for everything, and a season for every activity under heaven. This is our time to thrive, and I look forward to sharing this time with you.

Take care,  
Dawn Balduf  
Region 6 Regional Executive

## Welcome Back!

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

Michael J. Baird, HumanArc	Robert W. Glaser, HumanArc
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## 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.

Sherrie Bearden, Compmed Analysis	Rachel A. Rychcik, University Hospitals
Nekeshia Pauldo	Christina L. Morales, MetroHealth System
Amanda Soley, WeiserMazars	Renee Botelho
Kristopher Hart, Etactics	Theresa Rife, MedAssist
Robert Solymos, Quadax, Inc	Lynn Kovalcheck, Western Reserve Hospital
Mark F. Beno	Lynette M. Manzella, KeyBank
Barbara Kovac-Cuckler, Akron Children's Hospital	Kelly R. Goldstein
Kelsey Nicoluzakis	Christian H. Zwick, Ernst & Young, LLP
Cynthia Skinner, Lake Health	

**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**

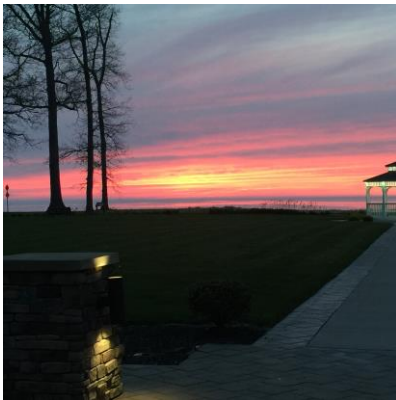
healthcare financial management association

## Program Recaps

### Gerry Haggerty Annual Leadership Institute (GHALI): Navigating the Future of Healthcare

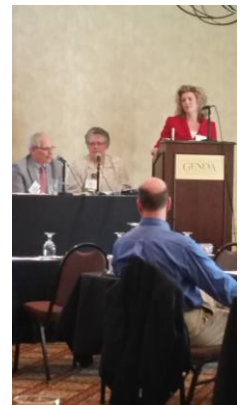
May 18-20, 2016

This year, the Northeast Ohio Chapter's annual institute was held at The Lodge at Geneva on the Lake. A serene venue with beautiful views of the lake and many local attractions, it hosted an educational and fun filled event.



With more than 20 education hours for both HFMA and Ohio Society of CPA's, there was a huge body of information available. Topics included were:

- Patient Experience
- Reform and Employment Legal Issues
- Healthcare Fraud
- IT Security
- Innovation and Efficiency
- Revenue Cycle
- MIPS – Merit Based Incentive Payment System
- Election Impacts
- Physician Engagement



Our keynote speaker this year was Robin Swoboda – Television and Radio Personality and Motivational Speaker. With a humorous and sincere presentation, Ms. Swoboda talked about happiness, our moods and our obligation to those around us. Her learning objectives were: 1) To understand why our bad moods matter, 2) Agree that life isn't always fair but we all have a fair chance and 3) Learn how to fake it until you make it!

On Thursday, we installed the new officers for the coming year – they will serve us well!



This year's networking activities included Wine Tasting, Cornhole Tournament, Family Feud as well as the return of the Spa and Golf to wrap up the event on Friday afternoon!



# Save the Date

## Upcoming NEOHFMA Programs

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

**September 29, 2016**

**"Improving the Health Status of the Community"**

**NEO HFMA/ACHE Joint Program**

**Tentative Location:  
Global Center for Health Innovation  
5:30pm - 8:30pm, EST**

**Program includes: dinner, educational program, cocktails and Network!**

**More details on registration coming soon!**

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## Save the Date!

**October 2016 Roadshow**

**November 17, 2016: NEO HFMA Presents Healthcare Huddle**

**Details to come!**

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**December 2016**

**HFMA Holiday Party  
Details coming soon!**



## 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.



**HFMA's Revenue Cycle Conference**

September 25-27, 2016 // Phoenix, AZ

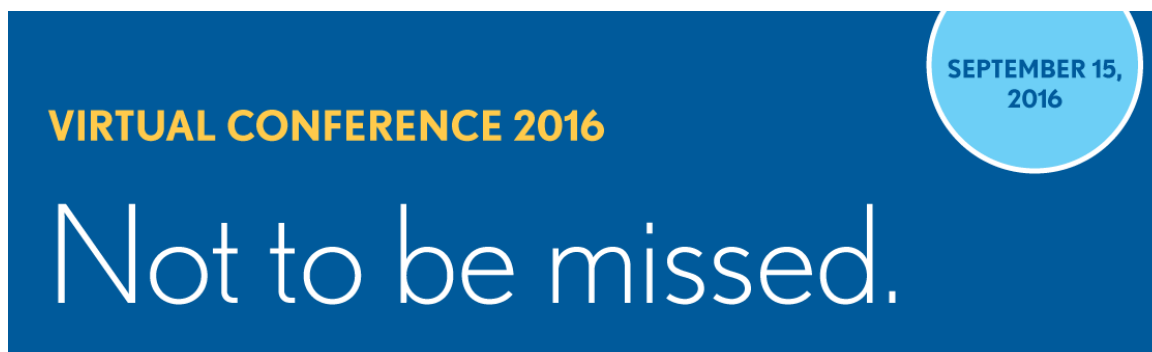
Strategize for success.

Register by **July 29** and save **\$150**

mapevent

The banner features a blue background with a large circular arrow graphic in the center. The text is white and yellow. The 'mapevent' logo is in the top right corner.

Visit <https://www.hfma.org/mapevent/> for more information.



**VIRTUAL CONFERENCE 2016**

SEPTMBER 15, 2016

Not to be missed.

The banner has a dark blue background with a light blue circle in the top right corner containing the date. The text is white and yellow.

- Interactive, live event
  - Free for members
  - \$175 for non-members (includes membership for those new to HFMA through May 31, 2017)
  - Influential speakers
  - Dynamic education sessions
  - Online networking opportunities
  - Industry solutions
  - Up to 4 CPE credits
- <https://www.hfma.org/virtualconference/home/>

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## National Seminars



**New Era****New Skills****New Solutions**

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

**SAN DIEGO, CA**  
August 10-12, 2016

**REGISTER  
NOW**

Learn more at: <https://www.hfma.org/seminars/>

The graphic features the text "women lead here." in a red, lowercase, sans-serif font. The word "here." is significantly larger than "women lead". Two orange arrows originate from the top of the word "here.", one pointing right towards the text "HFMA's Women's Leadership Conference 2016" and the other pointing left towards the text "September 27-28 / Phoenix, AZ". A third orange arrow points left from the text "September 27-28 / Phoenix, AZ" towards the text "Register by July 29 and save \$100".

women lead **here.**

HFMA's Women's Leadership Conference 2016  
September 27-28 / Phoenix, AZ

Register by July 29 and save \$100

The HERe initiative is an effort that aims to inspire not only women but men invested in the professional development of women leaders in the health care field with the tools and resources they need to succeed. We hope to inspire one another, learn together, and connect with colleagues across the industry.

Learn more at: <https://www.hfma.org/here/>

### 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.**

#### Digital Payments and Consumerism – The New Normal!

Hosted by: HFMA

- Wednesday, August 10<sup>th</sup>
- 3:00 - 4:00 pm, Eastern Time

## **2017 Proposed Rule Changes to Outpatient Payment Systems and Ambulatory Service Centers**

**Hosted by: HFMA**

- Tuesday, August 16<sup>th</sup>
- 3:00 - 4:00 pm, Eastern Time

## **Emerging Practices for Hospitals to Engage Patients in the Field and on the Phone**

**Hosted by: HFMA**

- Thursday, August 18<sup>th</sup>
- 3:00 - 4:00 pm, Eastern Time

## **5 Signs It's Time to Outsource Your Revenue Cycle: Key Focus Areas to Improve Your Organization's Financial Health**

**Hosted by: HFMA**

- Tuesday, August 23<sup>rd</sup>
- 3:00 – 4:00 pm, Eastern Time

## **Work-From-Home Strategies: Creating Effective Programs to Increase Productivity and Improve Employee Satisfaction**

**Hosted by: HFMA**

- Wednesday, August 24<sup>th</sup>
- 3:00 - 4:00 pm, Eastern Time

## **Moving Patient Access to the Front Lines: How the MetroHealth System is Embracing Consumerism**

**Hosted by: HFMA**

- Tuesday, August 30<sup>th</sup>
- 3:00 - 4:30 pm, Eastern Time

## **Understanding Medicare's Final FY 2017 Inpatient Prospective Payment System Rule**

**Hosted by: HFMA**

- Wednesday, September 14<sup>th</sup>
- 3:00 - 4:00 pm, Eastern Time

## Chapter Updates

The planning for our 2017 GHALI conference is currently underway! The event will be held at The Lodge at Geneva on the Lake May 21<sup>st</sup> – 23<sup>rd</sup>, 2017. This interactive conference will be educational and provide great networking opportunities. We hope you will be able to join us! Save the Dates and Registration info will be coming in the next few months. If you would like to join the planning committee please contact Lori Koenig at [koenigl@ccf.org](mailto:koenigl@ccf.org).

The Membership committee will be hosting the annual March Madness Leadership Educational Event in March 2017. Place and date are not yet decided. However, the committee is looking for volunteers to assist with planning the event. Anyone interested in helping can contact Christina Janus at [cjanus@metrohealth.org](mailto:cjanus@metrohealth.org).

## Kudos

Congratulations to **Sharon Gmutza**, Vice President for Bottom Line Systems and **Laura Porto**, Senior Financial Analyst, for University Hospitals Case Medical Center on receiving their CHFP in June!

Congratulations to **Debora Guillermo** who was promoted to Executive Director at Ernst & Young effective July 1, 2016.

Congratulations to **Christina Janus** who was recently named to the role of Interim Director of Health Information Management at MetroHealth.

We're excited to share your achievements so please send any updates Debbie Soblosky at [deborah.soblosky@uhhospitals.org](mailto:deborah.soblosky@uhhospitals.org)

## Puzzle

What can travel around the world while staying in a corner?

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

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

## Answers:

$$(6-3) \times 11 - 9 = 24$$

$$(11-6) \times 3 + 9 = 24$$

$$(11-3) \times (9-6) = 24$$

Winner:

**Heidi Kodivic, CHFP**

Sr. Financial Analyst, Department of Finance  
University Hospitals