

Visions 2017-2018 Issue 3

Where **Passion** | Meets **Purpose**



Dear NEO HFMA Members,

I would like to wish everyone a Happy New year and hope that the new year will bring success and happiness.

Our annual holiday party and awards ceremony was a great success this year. The event was held at the beautiful Sleepy Hollow Country Club. The raffle and donations raised over \$800 for this year's charity, A

Foundation Building Strength, for Nemaline Myopathy (buildingstrength.org/).

At the event, this year's emcee, Justin Williams, presented the following awards to our chapter members:

Medal of Honor: Don Urbancsik, Lisa Hilling
Muncie Gold Award: Chris Maeder, Geoffrey Himes, Joseph Beatty, Michelle Earich, Nadia Vincenti and Ted Reddy
Reeves Silver Award: Michelle Earich
Follmer Bronze Award: Barbara French, Michelle Earich, Robin Beeman and Tracy Cahoon
Dale W. Reed Award: Nadia Vincenti

Please congratulate these members for their achievements.

Our chapter has always had a strong commitment to the goal of career advancement, education, networking and community. I would encourage anyone that has an interest in becoming more involved to reach out to our chapter leadership to join a committee and become part of something special.

So that brings us to upcoming events! The leadership teams for the NEO HFMA have been busy planning the current year's activities as well as looking towards the future.

We have a full schedule of events in the coming months:

2017-2018 Chapter Sponsors

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JP Recovery Services, Inc.
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DebtNext Software

February 1st – Chapter Engagement and Networking Event – Buffalo Wild Wings – Fairview, OH

February 15th – Super PFS Event – Akron General Wellness Center – Akron, OH

March 22nd – Women in Leadership Event – Medina, OH

May 23, 24, 25th – All Ohio Institute – Dublin, OH

Registration is open for all events.

We hope to see you at the upcoming events.

Sincerely,

Ted Reddy
President, NEO HFMA

Regional Update



Dear Region 6 Membership,

With health care changing so rapidly, we all need as much information and guidance as we can get—not only to help our organizations succeed, but also to develop our own careers, as well.

One great resource that has really helped me succeed is my membership in the Healthcare Financial Management Association (HFMA). The publications from HFMA keep me up-to-date on news and professional issues, and the educational programs teach me new concepts and skills. Most importantly, I get the opportunity to network with colleagues and peers who can answer a question or offer insight into a specific issue or problem. Networking also keeps me current on new professional resources and opportunities right here in our area; Michigan or Ohio!

I know you've seen the journal, *Healthcare Financial Management (hfm)*, or attended an educational programs. Both are great resources, but from personal experience I know that the only way to really enjoy all of HFMA's professional benefits and resources is through personal membership.

I'd like to invite you to recruit a member to join your local chapter so they can also enjoy those same HFMA benefits. Here's a link to a membership application for you to pass along to your colleagues, <http://www.hfma.org/applications/>.

Don't hesitate to contact me at abilyea@myomh.org, I'd be pleased to answer any questions you or your recruit may have about HFMA and your local chapter. I look forward to talking with you and hope to welcome ***them*** as a new HFMA member soon!

Sincerely,

Amy Bilyea

Region 6 Executive, Michigan and Ohio

Welcome Back!

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

James Thomas	Carey Tindera
Stephen Brodsky	

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.

Jodi Reindle	Ashton Cortright
Kimberly Groppe	Jacqueline Lanning
Fred Luecke	Rosemarie Ketler
Shabnem Asef	
Kelli Loudon	

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

Program Recaps

Physician Summit Series

There has been a significant effort at the national level to engage and expand HFMA membership in strategically defined market segments by developing and implementing new programs, networking event and/or communications to strategic target market segments. The targeted groups include health plans, physician practice groups, women in leadership and early careerists. Local chapters were able to apply for funding for innovative events targeting these groups and our chapter was awarded \$2,500 to host a series of three sessions focusing on issues related to physician practice management.

Session 1: October 24, 2017

The first session was held in October and provided an overview of financial statements, productivity, budgeting and key performance indicators. **Valora Gurganius**, Senior Management Consultant at Doctors Management in Nashville, TN shared her insight gained from nearly 20 years of healthcare experience throughout the country. She stressed that key performance indicators should help a practice to focus on common goals and should be reviewed regularly and modified as needed to ensure they remain synchronized with an organizations stated objectives and strategies.

Speakers from the MetroHealth System, **Christina Janus**, Director of Health Information Management and **Jaclyn Woolnough**, Director of Revenue Integrity, presented "Strategies for Enhancing Clinical Documentation & Processes to Optimize Reimbursement". They discussed how clinicians, the revenue cycle and information technology collaborate to improve workflow and clinical documentation to optimize reimbursement and outlined the importance of maintaining higher levels of clinical documentation specificity & accuracy for improved value and to mitigate risks. Another key point was that revenue integrity can be achieved only with the proper processes, tools, and related expertise aimed at effectively pricing, charging, and coding for services and supplies related to patient care.

Session 2: November 14, 2017

The focus of the second session of the series was reducing physician stress to prevent burnout and engaging physicians to create a strategic plan for growth. **Daniel Kuzmanovich** from the Advisory Board began his presentation by addressing the risks of high physician stress and burnout. Risks of burnout include:

- Decline in patient satisfaction
- Higher rates of self-reported medical errors
- Younger physicians leaving medicine and early retirement
- Increased turnover in both clinical and non-clinical staff

To address these concerns, Mr. Kuzmanovich shared some methods to ease the burden on providers including EMR optimization, delegating administrative tasks and working to improve physician emotional well-being. Another method being implemented in some physician practices is the use of scribes although due to the associated cost, this model is best suited for practices where providers can offset the cost by increasing productivity by generating between two and four additional visits per day.

Thomas Ferkovic, Managing Partner, Medic Management Group, LLC concluded the second session with his presentation entitled “Creating a Plan for Survival and Growth”. Mr. Ferkovic shared new innovative technologies that could dramatically impact the future of healthcare as consumers are able to use smartphones and other tracking devices for basic care and disease management rather than relying on frequent physician office visits for monitoring and treatment. Currently available is a mobile ECG patch to detect abnormal heart rhythms and a patch designed by Welbi to wirelessly track vital signs. These and other innovations pose a significant threat that physician practices must consider in planning for the future. Kiosks, telemedicine and telemonitoring will also lead to decreases in outpatient clinic visits for many providers. It will be important for physicians to begin to incorporate these new technologies into their practice patterns in order to retain patients and meet their changing demands.

Session 3: January 23, 2018

The final session of the series was led by **Chrissie Blackburn**, Principal Advisor for Patient and Family Engagement at University Hospitals sharing her experience as the mother of a medically complex child led to a personal mission to improve the care and healthcare experience of other parents, patients and families. In her role at UH, she has led efforts to improve patient and family engagement by assisting with the implementation and development of 24 patient and family partnership councils throughout UH medical centers, physician practices and service departments. These councils serve as a formal group that meets regularly for active collaboration between clinicians, hospital staff, and patient and family partners on policy and program decisions. This format allows clinicians and other leaders to hear the patient and family perspective and understand opportunities to enhance the delivery of care experience.

The session concluded with **Vanessa Williams**, CGS Administrators, LLC & **Kim Salamone, PhD**, Health Services Advisory Group and their presentation “Processes and Consequences of Healthcare Transformation”. Their session focused on a variety of alternative payment models and the opportunities for providers to maximize reimbursement by improving quality and reducing costs incurred for patient care. Many of their suggestions for strategic planning were similar to previous ideas from the series including consideration and implementation of telemedicine, enhancing EHR support to reduce the burden on providers and utilizing urgent care centers to provide convenient care to patients.

This series of three evening sessions was a great success as it drew a total attendance of 79 people resulting in 158 education hours for the chapter. More than half of the attendees (52%) were non-HFMA members so the events provided a gateway to potential new members for our chapter.

All of the presentations from the series are available on our chapter website at:

<http://neohfma.org/educational-materials/>

Annual Holiday Event

December 7, 2017
Sleepy Hollow Country Club

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

- **Dale W. Reed Award:** Nadia Vincenti
- **Founders Medal of Honor:** Donald Urbancsik and Lisa Hilling
- **The Frederick T. Muncie Gold Award:** Chris Maeder, Geoffrey Himes, Joseph Beatty, Michelle Earich, Nadia Vincenti and Theodore Reddy
- **Reeves Silver Merit Award:** Michelle Earich
- **Follmer Bronze Merit Award:** Barbara French, Robin Beeman and Tracy Cahoon



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.

Save the Date – Upcoming NEOHFMA Programs

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

Upcoming Events Save The Date!

Western Reserve/AAHAM Chapter Super PFS
Date: February 15, 2018
Location: Akron General Health and Wellness Center
4125 Medina Rd
Akron, Ohio 44333

Cost \$100 members, \$120 non-members

- 7:30 – 5:00 Detailed agenda is available on the website

For more information or to register please visit: <http://neohfma.org/upcoming-programs/>

Women In Leadership
Miss Molly's Tea Room
140 W Washington St.
Medina, OH 44256

HFMA Hours 5.25
Ohio CPA CPE's 5.25
CHFP Certified Member \$85
HFMA Member \$95
Non-Member \$105

- 8:00– 8:45 am Pre-Conference Yoga/Meditation
- Conference is 9:15 to 5:00 with the detailed agenda and registration is available at <http://neohfma.org/upcoming-programs/>

Agenda

8:00– 8:45 am Pre-Conference Yoga/Meditation by Linda Stevenson, Co-Owner Zen Yoga Studio and Client Operations Leader, Cerner Corporation

8:45 – 9:15 am Registration and Breakfast

9:15 – 9:30 am Welcome & Announcements by Robin Beeman, Event Chair

9:30– 10:45am Professional Branding and Self Development by Sonya Weiland
10:45 – 11:00am Break

11:00 – 12:15pm Building your Value: Are you striving to build yourself into a stronger leadership role by Grace Wakulchik, President of Akron Children's Hospital

12:15 – 1:15pm Lunch and Networking

1:15 – 1:30pm Stewart's Caring Place Cancer Wellness Center by Jeannine Marks, Executive Director

1:30 – 2:45pm Panel: Beyond the Job Title: Pursuing your Passion {and being successful at it}

Sharon Harvey, President & CFO of Cleveland Animal Protective League

Linda Stevenson, Co-Owner Zen Yoga Studio and Client Operations Leader, Cerner Corporation;

Jeannine Marks, Executive Director of Stewart's Caring Place Cancer Wellness Center.

Moderator: Robin Beeman, Event Chair

2:45 – 3:45pm Women in History Elizabeth Keckley-Dress Maker to Mary Todd Lincoln by Sherrie Tolliver

3:45 – 4:00pm History of Miss Molly's Tea Room by Ed Wright, CO-Owner Miss Molly's

4:00 – 5:00 pm Networking/Cocktail Hour/Raffle Drawing (must be present to win)



**All four of the Ohio HFMA's are coming together
for the first time!**

Don't Miss out on the All Ohio Institute!

**May 23-May 25, 2018
Columbus Marriott Northwest**

More Information coming but save the date....



NEO HFMA WEBINARS

I Am More Than My Balance

- Date: Thursday, Feb 15, 2018 at 12:00 PM EST

Register >>

Medicaid State Funding; Why it Matters to YOU!

- Date: Wednesday, Feb. 21, 2018 at 12:00PM EST

[Register >>](#)

Pivot Table Basics

- Date: Monday, Feb 26, 2018 at 10:00 AM EST.

[Register >>](#)

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 Seminars
Deliver improved results for your organization.
Boston • Chicago • San Francisco • San Diego

 hfma

REGISTER NOW

San Francisco | March 7-9, 2018

- Bundled Payment Bootcamp (March 8-9)
- Healthcare Financial Management Essentials (March 7-9)
- Medicare Cost Reporting: Essentials, Implications & Strategies (March 7-9)
- Revenue Cycle Essentials & KPIs (March 7-9)

Visit <https://www.hfma.org/seminars/> to learn more and register

National HFMA Webinars

Attend one or all of the free webinars below and not only gain CPE credits, but also help NEO HFMA reach its annual goal for educational hours. HFMA's Webinars offer you 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.

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.

Value Cycle Excellence: Chargemaster Corporate Standardization for Health Systems in a Multi-HIS Environment

- Hosted by: HFMA
- Thursday, Feb. 8, 2018 — 2:00 – 3:00 p.m., CST

Bundled Payments for Care Improvement Advanced Model Overview

- Hosted by: HFMA
- Monday, Feb. 12, 2018 — 1:00 – 2:00 p.m., CST

An Overview of the Office of Inspector General's 2018 Work Plan

- Hosted by: HFMA
- Wednesday, Feb. 14, 2018 — 2:00 – 3:30 p.m., CST

What Is Driving Cost of Care?

- Hosted by: HFMA
- Thursday, Feb. 15 — 2:00 – 3:00 p.m., CST

Lowering Costs While Advancing Care – Specialty Pharmacy Insights

- Hosted by: HFMA
- Thursday, Mar. 8, 2018 — 2:00 – 3:00 p.m., CST



Sponsor Spotlight



Hello Sponsors,

I wanted to update you on our progress with our NEO HFMA Sponsor Company Biography for our Newsletter. Currently we have our 4 articles for this quarters "Sponsor Spotlight" and we have already received articles for next quarter. Please continue to send in your articles and I will hold them in a file for next quarter. I will keep track and let you know when your article will be featured. Thank you all again for your gracious sponsorship of our chapter.

In order to participate in our next Newsletter, you must be a current sponsor for NEO HFMA. Please send a brief bio of your organization, with a logo to Michelle Earich, Mearich@wellingtongroup.biz. I will have bio's published in the order received and will publish 3 or 4 per quarter.

Thank you for the sponsors of our NEO HFMA Chapter. We applaud your continued support!

Michelle Earich, CPhT



Bolder Healthcare Solutions is the parent company of several healthcare-exclusive revenue cycle organizations. Bolder's portfolio companies provide the full spectrum of RCM services including Insurance Billing and Follow-up, Legacy AR System Conversions, Third Party Liability, Early Out Self Pay and Bad Debt Collections, Medicaid Eligibility Enrollment, Charge Master, Coding and CDI. Please consider Bolder Healthcare Solutions when searching for outsourcing support to improve your RCM/PFS results. www.bolderhealthcare.com



DebtNext, founded in 2002, is a software development company that offers the largest and most comprehensive recovery management platform in the market today. The DebtNext middleware offers a comprehensive set of solutions designed to optimize every aspect of recovery operations.

DebtNext Enterprise™ is an industry-leading application for securely and efficiently managing every aspect of the placement and recovery of accounts receivables. This state of the art tool provides the recovery management professional with all the necessary information and analytics to quickly improve collection results by refining and optimizing existing processes and making real-time changes to workflow and collection activities. The improved visibility into current collection activities, processes, and results, allows clients to proactively make changes that can quickly impact results.

The DebtNext software provides insight and analytics into all aspects of the collections process allowing clients to quickly improve results and performance to the company's cash flow position and bottom line results through:

- ✓ Increased Recovery Rates by collecting more money more quickly.
- ✓ Reduced Expenses associated to Recovery.
- ✓ Reduced Write-offs.
- ✓ Streamlined and Expedited Customer Service.
- ✓ Improved Reporting & Compliance.

The DebtNext solution addresses a very real need in the marketplace for much greater visibility and metrics within the recovery operations processes of all internal collection departments. Access to real-time receivables data and third-party collection performance is very limited today. Integration of this data, and access to the information in real time, is hindered by the storage of internal information in mainframe systems and the lack of IT resources and support. DebtNext Enterprise™ has been implemented successfully with clients whose portfolios consist of both consumer and commercial accounts in industries such as utilities, telecommunications, government and financial services.



20220 Center Ridge Road, Suite 200
Rocky River, OH 44116
Toll-Free 1-888-461-2700
www.jprecovery.com

Since 1998, JP Recovery Services, Inc. has provided customized receivable recovery programs for healthcare providers nationwide. Our staff of 175 experienced medical coders, billers, customer service representatives and collectors have a successful record of converting aged accounts receivables into cash flow for healthcare clients nationwide.

The three operation divisions have specific areas of specialization:

Medical Billing Division. JPRS offers our clients experienced and highly motivated coders and billers to supplement our client's patient accounting staff. JPRS will investigate and resolve aged insurance claims for all third-party payers. Control costs with low contingency pricing where fees are directly related to actual revenues collected.

Pre-Collection Division. JPRS understands the challenges healthcare organizations face in recovering patient liability receivables at the earliest stages of the patient billing cycle. The Pre-Collect Division allows our clients to utilize our team of "Early Out" recovery specialists to handle all facets of patient communication with the goal of reaching final resolution quickly, efficiently and professionally. Our performance record has been proven to reduce our client's costs while improving their cash flow and reducing bad debt write offs.

Bad Debt Collection Division. The JPRS staff of experienced medical collectors are supported by state-of-the-art collection software, account scoring and auto dialer technology to ensure that maximum bad debt recovery is realized for our clients. Our perfect history of compliance with state and federal regulations in a matter of record. The +A rating with the Better Business Bureau affirms the strong emphasis placed on professional conduct in all aspects of our patient interaction.

For additional information on JP Recovery Services and the services we provide, please visit our website at www.jprecovery.com. If you would like to be contacted directly, please call our office (440) 331-2200.



the wellington group

The Wellington Group, LLC is a healthcare software solutions and consulting firm that helps hospitals nationwide to improve their financial and operational performance by addressing needs in the revenue cycle. We provide unique software solutions to improve your revenue cycle processes. Our software products include:

- **AuditNavigator™**- Audit and Appeal tracking, management, and reporting system. AuditNavigator™ support commercial payer and governmental payer audits and appeals from RAC, ZPIC, CERT, PERM, MAC, etc.
- **DenialsNavigator™** - A comprehensive denials workflow and reporting system.

Wellington's DenialsNavigator™ and AuditNavigator™ support denials and audit requests from governmental and commercial payers. Core to the denials process is a rules engine that workflows only actionable denials to billers, collectors and throughout the organization. All types of pre and post payment denials and audit requests are supported including clinical denials, technical denials, and payment variances. These modules retain information from initial request or denial to final disposition. The reporting, dashboard and tracking functions within these modules contain a wealth of information for supporting current status, root cause analysis, A/R and payment variance. These systems perform automated monitoring of websites or portals, such as RAC, CGI or Humana. Medicare prepayment denials are gathered by electronically monitoring the FISS DDE system daily. Both systems also support the electronic submission of medical records and appeal letters via esMD, payer portals and eFax. Information gathered by the AuditNavigator™ and DenialsNavigator™ can be electronically transferred to billing and EHR systems.

Visit our website at www.WellingtonGroup.biz or us at 216-525-2200 ext.215.

Kudos

A special message to those who attended the holiday party:

Thank you, so much!

I just wanted to tell all of the folks that attended our NEO HFMA Holiday party and donated to the 50/50 raffle thank you, so very much for your generosity! An extra special thank you to Babette Medcalf and Net Revenue Associates for your generous donation and also to Karen Mihalik for donating her winnings.

I can't tell you all how much this meant to us; to have had A Foundation Building Strength selected as the charity partner for this event and for giving us the opportunity to share with you all a little bit about our journey with our son and about Nemaline Myopathy. With your help and generosity, A Foundation Building Strength can continue to fund research dedicated to find treatment or a cure for Nemaline Myopathy. We are hopeful that this can happen in Mason's lifetime.

Thank you again. So much.

Tracy Cahoon

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

Puzzle

What is the next date in this sequence?

January 7, February 9, March 5, April 5, May 3, June 4, July 4,

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/Riddle Answer

What eight letter word meaning "alarmed" is made up of a word meaning "go first" followed by a word meaning "went first"?

Answer: STARTLED - The word is START followed by LED

No one submitted the correct answer.