



# northeast ohio chapter

## Visions 2018-2019 Issue 1



Dear HFMA Family,  
Shorter days, colorful trees, and cooler temperatures let us know that fall has arrived. Reflecting on what we've accomplished thus far, I am grateful to all of our members, volunteers, and business partners.

Christopher Maeder and I have just returned from Fall President's Meeting in Chicago. Region 6 leader Danielle Kraatz provided us with insight on optimal leadership structure, and looking at succession planning by redefining leadership roles, and ways in which National will improve member experience and engagement with the "Polaris Initiative". Discussion among chapters in our sessions were the best I have ever participated in. All chapters shared many ideas with one another and hope to continue collaborative ventures moving forward. Fall Presidents Meeting provides general and regional sessions during this 3 day conference as well as providing an update from National, and helps to prepare the President-Elect for their year as President.

In September we held our "Sponsorship Meet & Greet" to allow our business partners the opportunity to express their thoughts on the new initiatives that our chapter is planning by offering additional sponsorship for some of our upcoming events. Thanks to Brianna Ashley, and Babette Metcalf for coordinating this event at Shula's and to all that attended. We are hoping for some additional involvement from our business partners this year.

Your chapter leaders are continuing to make progress on some of the improvements that you our membership have expressed. By the beginning of October, I am happy to announce

### 2018-2019 Chapter Sponsors

#### **Presidential Sponsors**

First Credit Inc. & HRSI/RevCare  
Howard Wershale & Co.  
JP Recovery Services, Inc.  
RSM

#### **Platinum Sponsors**

Argos Health  
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#### **Gold Sponsors**

#### **Silver Sponsors**

Net Revenue Associates  
Bolder Healthcare Solutions

#### **Bronze Sponsors**

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The Wellington Group, LLC

that our *new website for NEO* will be officially launched! We have been in the process of working with an independent webdesign team as well as some of the chapter membership to construct and launch the site. We are very happy with what we have seen so far and when the official launch is announced, you our membership will be the first to know. *Stay tuned.* If you have not joined a committee yet, now is the time to join. This is a great opportunity to meet and work with great people. As we continue to grow upon the amazing successes of our past presidents, it is vital that we continue to hear from you our membership.

On October 18, 2018, National HFMA will be sending out the member satisfaction surveys. PLEASE take the time to fill these out when received. Without your input, we cannot improve our chapter as a whole, providing the key elements for great educational events, chapter planning, and succession. This is your chapter and we are honored to serve you.

### **Upcoming Events:**

October 8, 2018 come and join NEO as we along with Baldwin Wallace University host our program titled "Exploring the Pathways of Health Care". Focused on Leadership, Analytics, Policy, and Innovation. We have a great evening planned with a panel of professionals to address these topics. Members of our NEO Certification & Membership team will be speaking on certification, membership benefits, and leadership opportunities.

**New this year**, "Back to Our Roots: Finance & Accounting" conference on November 14<sup>th</sup>, at the 100<sup>th</sup> Bomb Group.

Join us for our "**NEW**" Winter Gala being held on January 11, 2019 at The Renaissance Hotel in downtown Cleveland.

Look for these and other upcoming events, along with registration on NEOHFMA.org. Should you have any comments or concerns, please feel free to reach out to me at the e-mail address below, or simply give me a call.

In closing, let me say in advance that I hope you and your families have a joyous holiday season.

Sincerely,  
Michelle Earich, CPhT  
2018-2019 NEO HFMA President  
[Mearich@wellingtongroup.biz](mailto:Mearich@wellingtongroup.biz)  
330-256-5278

## **Welcome Back!**

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

Brian Francesangelo, E&Y	Jennifer Lasher, Cleveland Clinic
Joe Gabriel, Hyland Software	Christine Sanderson, CBS Healthcare Consulting
Jeffrey Trace, Ohio University	

## 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.

Ana Albrecht, Akron Children's	Kyle Bowers CLA Connect
Teresa Buterbaugh	Jolene Carnabuci, ACE Billing Group
Brian Cassidy, PNC Bank	Stephanie Chambers, Akron Children's
Michelle Custodio, Trinity Health	Veronica Distl
Barbara Drobney, Lifebank	Lynn Eckendorf, KPMG
Robert Gross, Cleveland Clinic	Ginny Hendricks, Cole Eye Institute
Gregory Jelinek, PNC Healthcare	Moses Jhirad, PNC Bank
Lynn Johnson, Ohio Health	Michelle Krysinski, Cleveland Clinic
Scott Lewis, Cerner	Grace McCarron, Ohio Health
Laurie Olender, PNC Bank	Robert Perry, KPMG
David Renz, Crystal Clinic	David Saffron, Cerner
Lucine Saleh, LS Management Group	MaryEllen Seghy, Cerner
Rachel Silverman, KPMG	Keith Slater, Change Healthcare
Michael Snelling, Revenue Group	Cindy Somosko, Cerner
Nicholas Spanakis, PNC	Linda Stevenson, Cerner
Shawn Tonsing, Cleveland Clinic	Swathi Traces, Cleveland Clinic
Dawn Urso, Mt Carmel Health	Rehan Waheed, Cerner
Alecia Webster, PNC	Noah Wood, Hyland Software
Jeff Young, Cleveland Clinic	Michael Zampini, Cleveland Clinic

**Watch out for our new website -- coming soon!!!**



<https://www.linkedin.com/groups/1881099/>

**Our chapter has a LinkedIn  
page:  
HFMA – Northeast Ohio  
Chapter**

**Join the group for  
announcements and other  
news!**

## Considering Certification?

Are looking to set yourself apart within your organization or find a new position within the healthcare industry? Would you like to become one of the healthcare finance professionals to whom others turn for trusted advice? If so, it may be time to consider becoming a *Certified Healthcare Financial Professional (CHFP)*.

Regardless of career stage, there are benefits to becoming a CHFP. Early in your career, you'll set yourself apart by demonstrating a commitment to the field of healthcare finance and continuing professional education. Mid-career professionals will better prepare themselves to lead healthcare organizations through change while managing financial resources responsibly. Seasoned executives can lead by example through mastery of new domains, including the latest payment models, risk mitigation techniques and strategic financial planning topics.

Currently, within the Northeast Ohio HFMA Chapter of 383 members, just 32 professionals have earned this highly-respected certification. Will you be next? Are you ready to become a CHFP? To become a CHFP, a candidate must develop a body of knowledge across a wide range of healthcare finance topics. When fully prepared, candidates must demonstrate mastery of this body of knowledge by successfully completing an exam and be capable of applying the knowledge to real world situations through case studies. The entire process is self-paced and online, so there is no need for travel.

Healthcare Financial Management Association (HFMA) members can earn the certification for \$599. Individuals who are not HFMA members can enroll in the program and obtain membership for \$749. Certified Healthcare Finance Professionals must maintain certification by completing 60 contact hours of continuing professional education every 3 years and by remaining an active member of HFMA.

The program requires successful completion of two modules:

**Module I – The Business of Healthcare:** This module is a healthcare finance overview and includes risk mitigation, evolving payment models, healthcare accounting and cost analysis, strategic finance and managing financial resources. This is a self-paced learning program, which typically requires a minimum of 14 hours of dedicated study time and concludes with a 75-question, 90-minute exam.

**Module II – Operational Excellence:** This module includes exercises and case studies on the application of healthcare business acumen. The assessment includes 8 case studies with 7 questions each and must be completed within 3 hours. Both modules can be completed entirely online.

To see if this certification is right for you, you can access sample questions at [hfma.org/chfp](http://hfma.org/chfp) or contact HFMA Career Services at (800) 252-4362 or [careerservices@hfma.org](mailto:careerservices@hfma.org). If you would prefer to discuss the program with local certified members, please contact Tom Henderson, CHFP at [hendert6@ccf.org](mailto:hendert6@ccf.org) or Charleen Scott, CHFP at [cscott3@metrohealth.org](mailto:cscott3@metrohealth.org).



## Program Recaps

### Hot Topics in Healthcare – July 19, 2018

On July 19<sup>th</sup>, 2018, the Chapter presented “Healthcare Hot Topics” at Market Garden Brewery, in Cleveland, Ohio. It was the Chapter’s third year hosting the event at Market Garden Brewery, and the venue did not disappoint.

The first speaker of the day was Rick Greenberg, Vice President of Business Development at Medical Payment Exchange (MedX), Mr. Greenberg was joined by Robert Smyczek and Alexandra Kappaz from MedX and presented “Claim Status Innovations: Appeal Faster, Work Smarter.” The presentation showed how the right partner can automate the process of interrogating payor portals to increase the efficiency the payment process and help hospitals receive payments faster.

The second presentation of the day, “Where We Stand Today in the Fight Against Heroin” was presented by Stark County Common Pleas Judge Frank Forchione. Judge Forchione spoke at length about the significant difficulties Stark County is facing with the opiate epidemic, and some of steps Stark County has taken to combat the problem. Judge Forchione discussed the Stop Heroin from Killing Committee, consisting of public officials and members of the public, which has used grants and donations to increase public awareness through catchy billboards and radio ads. Judge Forchione finished by stressed the importance of spending 15 minutes talking to a loved one about the dangers of heroin.

Justin Hacker, Channel Health Technologies, followed with the presentation “Artificial Intelligence (AI) in Healthcare” and introduced the Chapter to Suzzie, an ultra-intelligent healthcare payment platform. Mr. Hacker showed us how Channel Health Technologies uses Machine Learning to increase the efficiency of billing, payment posting and denial management for practices of all sizes.

Reema Narang, a Population Health Executive at the Cleveland Clinic, discussed the Clinic’s approach to creating new care models and building new partnerships to focus on the “Patient’s Total Health.” Ms. Narang discussed the Cleveland Clinic Integrated Care Model, and how the Clinic is using data to provide the best, appropriate care at the right time and place.

The keynote speaker was Mr. Bob DiBiasio, Sr. Vice Present Public Affairs for the Cleveland Indians. Mr. DiBiasio shared some of the stories from his 38 year career with the Cleveland Indians, including his experience with the 1981 All-Star Game at the old Cleveland Municipal Stadium (“There were five of us on the organizing committee for that game”), the successes of the 1997 All-Star Game held at Jacobs Field, and his excitement for the 2019 All-Star Game being held at Progressive Field next year.

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# Save the Date – Upcoming NEOHFMA Programs

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

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## \*\*\*\*\*UPCOMING EVENTS\*\*\*\*\*

### Dessert & Dialogue: Exploring the Pathways of Health Care Free to Registered Participants!

**Monday, October 8, 2018**  
**Baldwin Wallace University**  
**Center for Innovation and Growth**  
**340 Front Street**  
**Berea, OH 44017**

**5:00 - 6:00 Registration and Networking**

**6:00 - 7:30 Panel Presentation and Q&A**

**7:30 - 8:00 Overview of HFMA's certification, membership benefits and leadership opportunities**

**Featuring a panel of health care policy and management experts:**

- **Heidi Gartland, Vice President of Government & Community Relations, University Hospitals**
- **Dr. Susan Kuznik, Professor of Business Administration, Baldwin Wallace University**
- **Don McLellan, Director of Risk Analytics at Cleveland Clinic**
- **Representative TBA, JumpStart**
- **Moderated by Tom Campanella, Director of BW's Health Care MBA**

# Cleveland Clinic 2018 Advanced Payment Summit

## "Disruption: Driving Value in a Risk-Based World"

**Discount for HFMA members!**

Monday, October 22 - Wednesday, October 24  
Huntington Convention Center  
300 Lakeside Avenue E  
Cleveland, Ohio 44113

Cleveland Clinic's 2nd Advanced Payment Summit will bring together disruptive innovators in value-based care redesign and payment reform to share their insights on alternative payment models and risk-based contracting. The Cleveland Clinic has positioned itself as a laboratory for some of the most experimental and progressive payment innovations, all aimed at reducing the costs of care while improving patient quality and experience. Come hear from Cleveland Clinic and its multi-disciplinary peers regarding payment reform adoption and the impact of these models on the way we deliver world class care.

HFMA members receive 20% off of regular priced attendee tickets (price reduction to \$960). Use the code HFMA18.



**Save the Date!**

**Back to Our Roots**

100th Bomb Group, 20920 Brookpark Road, CLE  
Wednesday November 14th 2018  
Full day event 6-7 CPEs  
Keynote: Bernie Moreno

**Winter Gala**

Renaissance Hotel  
Friday January 11th 2019  
More details to come!

# You're Invited!



## Northeast Ohio HFMA 2019

### *Winter Gala*

Your voice has been heard.

Please join us for our Inaugural Winter Gala and Awards Dinner.

After the hustle and bustle of the holiday season, spend an elegant evening with friends and colleagues. This formal event will include a champagne greeting, cocktails, dinner and dancing.

~Black tie encouraged~

January 11,  
2019

6:00 PM

Renaissance  
Cleveland

\*A block of rooms has been reserved at a discounted rate.

Visit [www.neohfma.org](http://www.neohfma.org) for details

## 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.



## Kudos

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

## Puzzle

A rich hospital volunteer left all her money to her church except for one thing, her precious diamond. Her will stated that if the children in the hospital's pediatric wing could solve the riddle and tell her lawyer where in her home the diamond is located, it should be sold and the proceeds given to the pediatric center. The clue said, "it's in a cylinder surrounded by a thousand squares." One patient quickly said, "I know where it is," and he was correct. Where was it?

E-mail your answer to Rhonda Ridenour at [rridenour@avitahs.org](mailto:rridenour@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

A car odometer reads 279972, which is a palindrome (it reads the same forward and backward). What is the next palindrome that will appear on this odometer?

Answer: 280082

Can keep the 2 at the beginning and end, but can't keep the 27 since the middle numbers are both 9's. So, you move up to 28\_\_28. The smallest numbers that can go in the blanks are zeros.

Winner: Jeffrey Myers, Village at Marymount