

NORTHEAST

NOTES

2001/2002 ISSUE FOUR

Let's Make A Deal

by Kim Pytlak

The topic of the November HFMA meeting was Negotiations and Contract Management. HFMA members heard from two excellent speakers on the topic.

Dr. Roger C. Mayer began the meeting with his presentation entitled "Effective Negotiation: Building Trust". Dr. Roger Mayer is a Professor and Chair of Management for the College of Business Administration at the University of Akron. He has previously served on the faculties of the University of Notre Dame, Purdue University, and Baylor University. Dr. Mayer has taught MBA Executive topics, including Organizational Behavior, Teams, Negotiation, and Corporate Strategy.

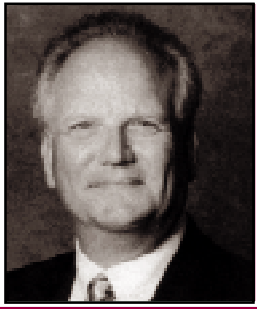
In his presentation he stressed that good negotiation skills are a valuable business skill as well as a life skill. To be prosperous one needs to plan for success by understanding the situation and the terms of the meeting, researching the opposition and determining their resistance point. Learn information about your opponent's strategic position. Are there other factors in the bargaining mix? Are there alternatives that would satisfy the opposition? Is it possible to change others resistance points by modifying their perception of the outcome?

Two negotiating tactics were discussed by Dr. Mayer. The first was labeled a distributive negotiator where the negotiator is very competitive and looks at the business deal as a win-lose situation. The goals of the parties are fundamental and are usually in direct conflict. Resources are fixed and limited. Each party wants to maximize their objective. Dr. Mayer cautioned the group that this approach would probably not lead to any long-term relationships. (con't on page 4)

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President's Message

from Richard J. Fox

LOOKING AHEAD

Its hard to believe that the holiday season has come and gone and my term as President is half over. I look forward to the second half of my term and all the opportunities that lie ahead for the chapter.

For those unable to attend this years Holiday Awards dinner at Jacobs Field, you missed a very festive evening honoring members who achieved the various levels of the Founders Award. I want to thank the members of the Networking committee for their work and organization that lead to a fun-filled evening. This year we honored nine members with the Follmer Bronze award, four with the Reeves Silver award and four with the Medal of Honor award. Special

Awards were presented to Michael Scocos who was recognized nationally for his work on Managed Care and Jim Hutchinson who was presented with our chapter's first of many Yerger Awards. Please refer to the article in this issue for more information on the Follmer Awards winners and how you can achieve recognition for your participation in our chapter. I hope when you see this year's winners you will congratulate them on their achievement.

Our programs this year have been very successful thanks to the hard work of the program and special topic committees. Over the next several months we have some exciting programs planned. Please mark your calendar for February 21, 2002 for what has become our annual joint program with the American Association of Healthcare Administrative Management (AAHAM) on Patient Financial Services. On March 26 we will present a program on Supply Chain Management and on April 16 the Post Acute Care program is scheduled. I hope you will take advantage of these educational and social opportunities.

Mark Your Calendars

Listed below are the dates, events, and times for the 2001/2002 program year. All meetings will be held at the Hilton-South, Independence, Ohio, unless noted otherwise.

<u>Date</u>	<u>Event</u>	<u>Time</u>
February 21, 2002	Meeting: Patient Financial Services	AM
March 26, 2002	Meeting: Supply Chain	AM
April 16, 2002	Meeting: Post Acute Care	AM
May 16, 2002	Meeting: Medical Group Practice	AM
June 25, 2002	Meeting: Past Presidents/Volunteer Appreciation (Roses Run Country Club in Stow, Ohio)	All Day
July 2002	Meeting: Information Technology	AM

Holiday Awards Party

On Thursday, December 6, 2001, Northeast Ohio HFMA hosted the annual Holiday Party and Awards Presentation. The event was held at the Terrace Club at Jacob's Field. Following a cocktail hour a scrumptious dinner was served which consisted of Lemon Garlic Chicken, Roast Sirloin or Eggplant Parmesan. After dinner awards were presented to members in recognition of their involvement with the operation of the chapter.

The categories of these awards are based upon a system that bestows points for different chapter activities. For a complete listing of the activities and their associated points, please see the HFMA Northeast Ohio Chapter Membership Information Directory 2001/2002, page 54. Following is a list of the award and this year's recipients.

The Follmer Bronze Award is presented to an HFMA member who has achieved a total number of 100 Founders points. Thank you and congratulations to the following members for reaching this status:

James Bell, CPA
 Hong Chae, CPA
 Suzanne DeHaas-Tschetter, CPA
 Julia DiFrancesco
 Susan Flaherty, CPA
 Marilyn Lipka
 Brian Quinn, CPA
 Susan Scheutzow
 Eugene Thorn, FHFMA, CPA

HFMA member who has received the Follmer Bronze Award and has traveled the "second mile" on behalf of their chapter. Thank you and congratulations to the following members for reaching this status:

William Bogdan, FHFMA, CPA
 Robert Kaliszewski
 Kevin Martin, FHFMA, CPA
 Kathryn O'Connor

The Founders Medal of Honor is conferred by a nomination of the Chapter's Board of Directors. These members must have received the Muncie Gold Award and have a minimum of three years service since earning the gold status. Thank you and congratulations to the following members for reaching this status:

William Emhrein
 Richard Fox
 Dave Lowe, CHFP, CPA
 Eric Pohjala, FHFMA



The Reeves Silver Award is presented to an

Let's Make A Deal... (cont'd from cover page)

The second tactic was referred to as an integrative negotiator. Both parties are viewed as winning in the transaction. An attempt to understand the other party's needs is important. The key of being successful with an integrative approach is to build trust. To demonstrate trust the commonalities of both parties need to be addressed along with demonstrating both integrity and benevolence. These foundations are critical for continued negotiations and long-term relationships.

Our second speaker of the program was George A. Schneider, CPA. George is a Senior Consultant with Medimetrix Consulting. He holds a Bachelor's degree in accounting from Indiana University, is a Certified Public Accountant, and is an advanced member of HFMA with a certification in managed care. Mr. Schneider has 25

years of healthcare industry experience in HMOs and hospital organizations. His expertise includes payer and provider contract assessment, development and implementation.

Negotiating with Payers and Data Driven Decision-Making was the topic discussed by George. George explained the negotiating framework with payers in detail. He spoke about how currently with volumes decreasing, health care providers have experienced the loss of leverage in negotiations causing their reimbursement to suffer. If volumes increase in today's market with fewer providers, the leverage providers have will increase and reimbursement gains might occur. Today, there is better data available to support decision-making and accurate and complete data will make the difference in negotiations with payers.

New Member Breakfast

All new and prospective members are invited to a New Member Breakfast, which will be held at 7:30am on February 21 at the Hilton Inn, Independence. The breakfast precedes the Northeast Ohio HFMA program scheduled for February 21, Patient Financial Services. Current HFMA members are encouraged to pass this information along to health care professionals who are considering membership.



Notes from National HFMA

HFMA Provides Chapter Support for *Patient Friendly Billings*SM Project

HFMA recently announced a joint effort with the American Hospital Association (AHA) called the PATIENT FRIENDLY BILLINGS project, a national effort to assist healthcare organization leaders in creating more patient-focused billing and collection processes. The initiative, which is also supported by several leading provider and consulting organizations, asks hospitals and health systems to consider implementing identified actions that will help make the healthcare billing process easier for the consumer. These actions are published on the project's Web site, <http://www.patientfriendlybilling.org>, along with the complete PATIENT FRIENDLY BILLING report, project findings, and other recommendations.

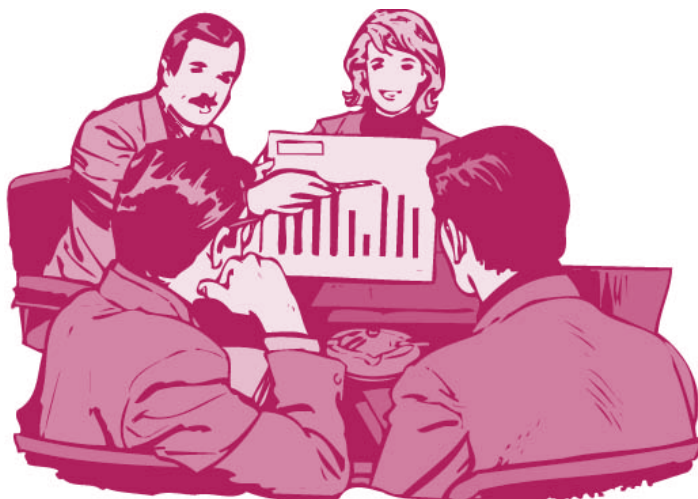
HFMA Announces Spring 2002 Seminar Schedule

HFMA's Educational Foundations is pleased to announce the schedule for the Spring 2002 Seminar Series. The Series is filled with current, valuable information to assist healthcare financial managers in meeting current challenges and preparing for tomorrow's success. With a choice of more than 21 information-intensive seminars and four locations, the series offers a valuable educational opportunity for everyone. For full program information, on-line registration, and information on other educational opportunities, visit HFMA's Web Site at www.hfma.org.

Kudos...

Kudos to **Joseph A. Rielinger**, Business Manager at MetroHealth Medical Center. Joseph wrote an article that was published in the December 2001 issue of the Healthcare Financial Management Magazine entitled "Preparing for the Inpatient Rehabilitation PPS." Congratulations Joseph!

Have you accepted a new position, published an article or received an award? Let your colleagues know what you're doing! Send YOUR news by email, phone, fax or letter to Susan.Dwyer@UHHS.com, phone (216) 983-1503 or fax (216) 983-1550. Mail address is Susan Dwyer, Manager of Reimbursement, University Hospitals Health System, 11100 Euclid Avenue, Mailstop WLK 6056, Cleveland, OH 44106-6056. Please include your name, title, employer and phone or email address. Remember KUDOS is YOUR news!



Mystery Math Square Contest

One lucky entrant will receive a \$30.00 gift certificate. Try to fill in the missing numbers. Use the numbers 1 through 9 to complete the equations. Each number is only used once. Each row is a math equation. Each column is a math equation. Remember that multiplication and division are performed before addition and subtraction. All correct entries will be included in a drawing. Good luck!!!!

	X		+		52
X		/		-	
	-		-		-8
+		X		/	
	X		/		16
9		24		4	

Congratulations...

Congratulations to Susan Flaherty from Ernst & Young for correctly answering the crossword puzzle that was featured in Issue Three of Northeast Notes. Susan received a \$30.00 mall gift certificate. Keep sending in those entries! You could be our next lucky winner!

Send or fax in your answer to:
 HFMA Northeast Notes, Lori Mitchell, Eclipsys Corp.,
 12070 Country Oaks Trail, Munson, OH 44024
 or Fax: (440) 285-3113

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Northeast Ohio**

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Visit HFMA National at:

www.hfma.org

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PUBLICATION SCHEDULE 2001-2002

ISSUE

Two

Three

Four

Five

DEADLINE FOR ARTICLES

September 7, 2001

November 1, 2001

January 4, 2002

March 28, 2002

Northeast Notes strongly encourages submission of material for publication. Articles should be typewritten and double spaced, and submitted to the editor by the deadlines listed above. The editor reserves the right to edit materials and accept or reject contributions whether solicited or not. HFMA Founders points are granted for any articles published in *Northeast Notes*.

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