

NORTHEAST

NOTES

2001/2002 ISSUE TWO

July Meeting: Education and Networking

by Brian Nestor and Cyndee Shirk

On Thursday July 26, 2001 Northeast Ohio HFMA held an educational and networking program at Jillian's Billiard Café in the Flats. In attendance were three speakers whose area of expertise included HIPAA, Accounts Receivable, and Revenue Enhancement.

The first speaker was Janet Sanders, a Principal Consultant with Siemens. Her topic of discussion was an overview of HIPAA Security and Privacy. Janet noted that all organizations that had patient identifiable health information must take reasonable measures to ensure that confidentiality, security, and the integrity of information is maintained. The suggested security structure to protect health information is through policies, procedures, and processes, not just technology. Privacy is an individual's right to control access and disclosure of their protected or individually identifiable health information. Businesses need to be clear on what information such as age, race and gender, is allowable and what information is non-allowable such as social security number and full-face photographic images. Janet concluded her talk by stressing that employees need to gain a new awareness and sensitivity to patient confidentiality.

The next speaker was Tim McCarthy, a Senior Vice President for NCO Financial Systems, Inc. speaking on the subject of outsourcing accounts receivable. Tim began by discussing the key factors a provider should consider before outsourcing. These include costs, internal technology requirements, and an implementation timeline. Critical in determining cost is the decision on whether to pay on contingency or a negotiated rate. The numerous IT priorities and

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Leading

@ the speed of light



President's Message

from Richard J. Fox

A Time for Sorrow, Inner Strength and Healing

September 11, 2001 will be a date no one in the world will ever forget. It touched the lives of American's deeply but also the lives of those around the globe who lost loved ones in the tragedies in New York, Washington, D.C and those on Flight 93 in Pennsylvania.

I was on vacation in Ireland and like the day President Kennedy was shot, I will remember the exact time and my location when I heard the news. The overseas coverage of the events that took place was spotty, in the third person and difficult to comprehend. I was prouder than ever to be an American when I saw the relief and rescue efforts. Even though I was thousands of miles from home I could sense a feeling of world unity in a time of tremendous tragedy. It's a time for sorrow, a time for inner strength and a time for healing. That's where we as healthcare professionals can be of greatest support. Continue to do what we do best, in assuring our

healthcare industry is strong and ready when called upon. God Bless those and their families who gave their lives for liberty. They will live in our hearts forever.

As for the Chapter news: The 2001-2002 Membership Directory was distributed in September. Thanks to the efforts of Kathy Much, this year's directory has a new look with improved and updated sections.

- The Gerry Haggerty Annual Leadership Institute was held at Sawmill Creek on September 20th and 21st with over 120 participants and 12 vendors supporting the event. Reports from those in attendance were very positive. Plans for next year's event in September 2002 will begin soon. If you are interested in joining the committee please contact David Kilmer.
- The October 23rd meeting is on a very timely topic, Nursing Shortage and Employment Retention. Watch for the meeting notice.
- The November 20th meeting is on Managed Care and the December Chapter Christmas Party Committee is working hard on a date and location. Watch for details in October.
- Welcome to all new HFMA NEO Chapter members who have joined since June of 2001. Please participate in our meetings and become active in our committee network.

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>
October 23, 2001	Meeting: Nursing Shortage/Employee Retention	AM
November 20, 2001	Meeting: Managed Care	AM
December 2001	Annual Holiday Awards Banquet (Location TBD)	PM
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 (Glenmoor CC)	AM
July 2002	Meeting: Information Technology	AM

July Meeting... (cont'd from cover page)



outstanding tasks list can limit the available resources for outsourcing start-up. Also, technology and experience of vendor management and staff is critical. Tim concluded by noting that it is always a good idea for providers to ask vendors for their last five to ten

clients from which they could selectively pick to contact.

The final speaker was Cindy Miller, Managing Director at American Express Tribrook Healthcare Consultants. Her presentation was focused on revenue enhancement. Cindy started off with a look at the current reimbursement squeeze from the Balanced Budget Act, managed care, and the competition. Paths to revenue growth are achieved by expanding the business base or by getting more from your existing business base. One can expand by cross-selling, developing new services, entering new geographic markets, and opening new access channels. Getting more from the existing business

base can be realized through rate negotiations, billing and collection process improvement, aligning delivery and payment terminology, and hoping for favorable governmental policy changes. Cindy spoke to recovering unrealized revenue from 3rd party payers. A focused approach includes reviewing for inaccurate payments, which includes misapplied discounts, unrealized service payments, carve-outs and miscalculated stop loss. Other forms of inaccurate payments include silent PPO's, charge capture, and denial management. Cindy concluded her presentation with some impressive case study results.

At the educational program's conclusion, HFMA hosted a networking opportunity that included cocktails, good food, and pool playing at the scenic Jillian's in the Flats.



2001 Membership Survey Results- Your Voice Counts

Many of you responded to the Northeast Ohio HFMA Membership Survey. Your participation in this survey helps Chapter leadership assess how well our Chapter is meeting your needs. The results of this survey are the basis for many changes implemented every year by our Chapter. Northeast Ohio HFMA Chapter Officers, Board Members and Committee Chairpersons review the survey during the Strategic Planning Session held by the President and Chairman of the Board at the start of every year.

Listed below are the overall ratings from the last membership survey. Your voice counts!

Category	Exceptional	Satisfactory	Improvement Needed	Not Used Unaware of Service	Not Used No Interest
Education seminars:	2	4		1	1
Location	15	30			1
Facility	11	31			1
Topics	7	33	2		1
Cost	7	28	5		1
Networking opportunities	15	26	3		
Membership newsletter	5	41	3		
Membership directory	21	24			
Special placement	5	20	3	7	9
Certification mentoring	1	19	1	4	18
Weekly Update e-mail	7	22	1	13	3
Chapter website	3	20	7	8	5
Annual Institute:	4	5		1	8
Location	12	18	2		5
Facility	14	16		1	5
Topics	13	15	4	1	5
Cost	8	22	2	1	5
Activities	9	20	1		5

Check It Out

CMS ANNOUNCES OPPTS CHANGES: CMS (formerly HCFA) published a number of changes to the October 1, 2001, update of the hospital outpatient prospective payment system (OPPS). These changes include the additions of one new technology procedure, two new drugs eligible for pass-through payments, and one new reportable blood product. CMS also revised ambulatory payment codes for certain new technology procedures and rates for two drugs eligible for pass-through payments. Read the changes, published September 6, 2001, in Program Memorandum A-01-107. **Check it out at: www.hcfa.gov/pubforms/transmit/A01107.pdf.**

HFMA – HELPING YOU EXCEL IN YOUR JOB AND CAREER: HFMA members receive a 15% discount on the products and services co-published by HFMA and Ingenix. The topics include APCs, Medicare updates, chargemasters, DRGs and the new “Hospital Toolkit for Patient Financial Services.” Be sure to check out a complete list through HFMA’s web site. **Check it out at: www.hfma.org/visitors/partnerships/partnerships.htm.**

HFMA RESOURCES: HFMA highlights of the outpatient prospective payment system (OPPS) proposed rule for 2002 are now available online. **Check it out at: www.hfma.org/members/td/400143.htm.**

HFMA has posted the article, “Substantial Modifications to the Privacy Regulations Targeted for Later This Year,” on its HIPAA Update web page. **Check it out at: www.hfma.org/kn/hipaa.htm.**

Kudos...

Best wishes to **Julie DiFrancesco**, Ernst & Young, and her husband, Tom, on the birth of their daughter, Tessa Marie. She was born on July 6, 2001 and weighed 9 pounds, 3 ounces and was 21 inches long.

University Hospitals Health System has promoted **Karen Komer** to Manager of Financial Planning, **Cyndee Shirk** to Manager of Decision Support, and **Jennifer Fintz** to Financial Analyst, Managed Care.

Ernst & Young announces the following promotions effective October 1st, 2001: **Jill Hiner** to Audit Senior and **Robert Matitia** to Audit Manager.

Randy Breininger was named Director of Reimbursement for University Hospitals Faculty Services. He oversees billing, revenue management and compliance. Randy and family welcomed daughter Kristin Marie on July 11, 2001.

University Hospitals Health System welcomes new employees: **Michael Vehovec** as Corporate Controller, **Maureen Ritt** and **Dina DiPinto**, as Senior Budget Analysts, **Geoffrey Himes** as Manager of Accounting and **Jane Dippong** as Manager of Payroll.

Congratulations and best wishes to all!

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!

HFMA N.E. Ohio Holiday Word Search Contest

One lucky entrant of this year's Holiday Word Search will receive a complimentary one night weekend stay at the Hilton Inn, Independence. All correct entries will be included in a drawing that will be held at this year's HFMA holiday party and awards dinner. Try your luck!

T	S	A	M	T	S	I	R	H	C	H	N	G	W	E	CHEER
P	H	T	E	C	M	A	Z	C	F	A	J	N	Q	C	CHESTNUTS
G	K	A	R	G	N	C	H	O	A	K	V	J	K	I	CHRISTMAS
V	X	L	N	E	G	E	Q	C	M	U	X	M	W	S	DESSERTS
O	I	Z	B	K	S	N	E	D	I	N	X	N	C	S	EGGNOG
A	R	P	T	T	S	S	O	X	L	N	A	M	N	U	ELVES
T	G	A	N	O	K	G	E	G	Y	A	R	Y	P	R	FAMILY
N	F	U	Q	D	B	B	I	D	X	H	E	S	U	P	HANNUKAH
A	T	L	B	Z	O	S	P	V	L	N	T	F	T	R	PRESENTS
S	R	E	I	N	D	E	E	R	I	N	F	U	D	I	PTO
I	O	F	G	S	G	A	S	V	E	N	R	Z	X	S	REINDEER
W	U	X	T	N	L	O	G	S	L	K	G	Z	M	E	SANTA
G	X	O	X	F	W	S	E	R	E	E	H	C	S	S	SURPRISES
H	T	I	L	L	T	R	K	Y	J	N	G	S	F	A	THANKSGIVING
P	X	X	M	V	P	V	I	T	N	K	T	L	E	O	TURKEY

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

Congratulations...

Kate Wise from Wise Management Services, Inc. for winning the last issue's contest! Kate received a \$30.00 Mall Gift Certificate.

**HFMA
Northeast Ohio**

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PUBLICATION SCHEDULE 2001-2002

<u>ISSUE</u>	<u>DEADLINE FOR ARTICLES</u>
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Three	November 1, 2001
Four	January 4, 2002
Five	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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