

Visions 2013-14 Issue 3

President's Message



In the last newsletter I asked for your support in the chapter survey. Your response was overwhelming!!

We were hoping for 60% highly satisfied response rate and received 73%. I believe this is a tribute to our past and current leaders, volunteers, sponsors and membership in general. As I attend national events, I am thankful to represent such a great chapter.

We have reviewed the results of this survey as we strive to improve chapter satisfaction. Each year we use this to set our goals for the following year. Upon review of the responses, many common themes were identified. We are encouraged that many of your primary concerns are being addressed as part of our goals for this year.

First, there were several comments regarding our website. As part of our goals for 2013/2014, we are working on a new web design that will allow for online payments/registrations and ease of navigation and updates. The new format will also be compatible with all mobile devices.

Second, there were several comments regarding vendor speakers and “sales pitches”. This is something we do our best to monitor. We are aware of the value of hearing from your peers. We always welcome your input to our programming committee to help with locating such speakers.

Another popular suggestion is location. We strive to meet your needs as best we can by moving locations. This year we have offered programs on the east side of Cleveland, downtown Cleveland and Akron. We are currently working on sites in Youngstown and Ravenna. Watch for save the dates to come!

If you have any specific concerns or ideas, feel free to contact any of our chapter leaders. Contact information can be found in the Chapter Leaders section of our website,

Once again, thank you for your support.

Sincerely,

Lisa Hilling
President
Northeast Ohio Chapter of HFMA

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.

Bill Bauza: Net Revenue Associates	Suzanne Montecalvo: ValleyCare Health Systems
Matthew J Fadel	Corina Moise
Margie Stocker: CPS Statements.com	Jennifer C Richter: Richter Healthcare Consultants
Hilary Fichter: Ernst & Young	Daniel T Carcioppolo: Plante Moran
Suzanne Shepherd: Cerner	Anthony F. DiBello: 3M Corporation
Jordan Suzich: Medina Hospital, Cleveland Clinic	Jessica Fuerst: KPMG
Steven E. Ritzer, CPA: Blue & Co, LLC	

New Year = New Option for Certification Testing

By Kelly Linson, MBA, CPA, FHFMA

Live Online Proctored Test Administration - New!



HFMA now offers secure, live, internet-based test administration for Certified Healthcare Financial Professional (CHFP) exam candidates. This new service is in addition to the internet-based test administration at Castle's Proctored Test Sites. Through the Castle Worldwide online test scheduling system, a candidate may elect to test via a live, online proctored testing session.

The new Live, online proctoring service is available 24/7/365 for scheduling and exam delivery [based on the availability of proctors]. **Candidates can schedule their exam at any hour of the day, any day of the week!** Live, online proctoring eliminates the inconvenience of travel time and costs, and allows for more flexibility.

Candidates are responsible for ensuring their testing environment meets the minimum requirements to take the examination. The following are minimum technical requirements:

- A well-working computer with 1 GB of RAM or higher
- A high-speed internet connection (3Mbps). Wireless is acceptable; however a wired-connection is preferred
- A webcam with 640×480 video pixel resolution (a laptop camera is acceptable)
- Working speakers connected to the computer
- A microphone connected to the computer (consider a webcam with a built-in microphone)
- Flash player version 7 or higher
- Browser compatibility: IE, Firefox, Chrome, Safari

Contact the Castle Worldwide main support desk with any testing center questions at (919) 572-6880. All other questions email careerservices@hfma.org.

Of course there is still the option of taking the exam at a Castle Worldwide Proctored Test Center. The majority of Castle Worldwide sites are open for testing Monday through Saturday during normal business hours. Exam candidates may select a date and time based on site availability during exam scheduling.

For more information about the certification program, exam registration requirements, exam policies and procedures, download the Certification Program and Policies Handbook. Visit <http://www.hfma.org/chfp/> or contact Brian Nestor (Brian.Nestor@UHHospitals.org; 216-844-7797) or Kelly Linson (KLinson@swgeneral.com; 440-816-8071).

Certification presents a tremendous opportunity for you to differentiate yourself, add credibility to your resume, secure a job, or increase your earning power. Certification can provide you with a competitive edge in one of the most challenging and dynamic times for all healthcare professionals.

Program Recaps

Healthcare Economics & Innovation Strategies Cleveland Convention Center - November 14, 2013

On Thursday November 14th, the chapter hosted a program entitled “Healthcare Economics & Innovation Strategies” in the area’s new premier meeting space, the Cleveland Convention Center. Thomas Campanella from Baldwin Wallace started the day with a presentation about Healthcare Economic Strategies. He stressed how the current economics of the healthcare industry are shaped by payment methods. High costs are prevalent because current Medicare and Medicaid payments reimburse

providers for high utilization. As the Affordable Care Act increases the focus on wellness and preventive care, hospitals and physicians will need to create innovative solutions to fulfill patient care needs while reducing overall utilization.

J.B. Silvers, PhD. was next with his presentation on Innovative Change. Mr. Silvers compared the evolving healthcare market to Newton's laws of physics. The principle of speed of change being impacted by the force applied to mass was presented in the context of the powerful forces of ACA and consumerism leading to significant changes.

A session led by Ken Leonczyk from The Advisory Board focused on helping providers improve financial performance. His Sustainable Acute Care Enterprise discussion included several recommendations for reducing costs by reviewing operations of all facility cost centers.

Dr. Mark Froimson, President of Euclid Hospital, shared thoughts on managing episodes of care. He led a Cleveland Clinic initiative focused on engaging surgical patients and their caregivers from seven days pre-procedure to thirty days following treatment. This approach was driven by a new bundled payment strategy being refined by CMS.

Concluding the education was John Augustine, Chief Market Strategist with Fifth Third Bank. He provided a thorough overview of the economy at the national and state level before focusing on healthcare trends. Mr. Augustine also described changes in the Ohio and national workforce and their impact on financial market performance.

Attendees were then treated to a tour of the Cleveland Convention Center and Global Center for Health Innovation. The new Cleveland Convention Center includes 225,000 gross square feet of Class A exhibit space divisible into three exhibition halls, 35 meeting rooms, expansive truck loading dock, and a 32,000-square-foot, column-free ballroom with spectacular views of Cleveland's lakefront.

The Global Center for Health Innovation serves health and health care innovation, technology, education and commerce through state-of-the-art spaces, programs and virtual offerings. The center features four themed floors: Health and Home on the first floor, highlighted by the State-of-the-Art Patient Home; People, Patients and Caregivers on the second floor; Clinical Spaces on the third floor; and Health Care information technology on the fourth floor. All areas will be open to the general public in mid-2014.

Holiday Party LockKeepers- December 5, 2013

On Thursday December 5th, the chapter celebrated another successful year at the Annual Holiday Party & Awards Dinner. The event was held at LockKeepers in Valley View and featured entertainment by the Stick People. See the Kudos section for a list of awards presented at the event. Thanks to Michelle Earich and Tracy Cahoon for leading the committee that coordinated this enjoyable evening!

Save the Date – Upcoming NEOHFMA Programs

Log onto the NEOHFMA Website (http://neohfma.org/events_calendar.html) for more information on our upcoming programs:

PFS – Adding Value to the Revenue Cycle

Program Date: February 27, 2014 - 8:00 a.m. - 5:30 p.m.

Program Location: Akron General Health & Wellness Center West

- Insurance Exchanges – John Rogers, RevCare
- ICD-10 Overview and Update – Colleen Deigham, Cleveland Clinic
- OHA Medicaid Expansion/Eligibility/Exchange Update – Charles Cataline
- Revenue Cycle Challenges and Solutions – Hospital Panel Discussion
- TCPA and Compliance – Raymond F. Moats, Attorney at Law, Welman, Weinberg & Reis Co.
- Networking and Cocktails/Hors d'oeuvres

Feel the Heat in Leadership Conference 2014

Program Date: Tuesday, March 18, 2014 - 10:00 a.m. – 6:00 p.m.

Program Location: Quicken Loans Arena, Cleveland, OH

- This conference will showcase educational programming focused around leadership and will provide opportunities to network with other industry professionals in an exciting atmosphere.
- Locally known speakers will lead the education sessions which will offer in total 8 CPE and HFMA credit hours.
- As an added bonus, all attendees will also be given a game ticket to the CAVS vs. Miami Heat professional basketball game that evening.

2014 Gerry Haggerty Annual Leadership Institute (GHALI)

Program Date: May 21-23, 2014

Program Location: Sawmill Creek, Huron, OH

Mark your calendar for this great event to be held at this beautiful resort featuring three restaurants, marina, shops, pools, beautiful lakefront sand beach and a 500 acre nature preserve.

2014 HFMA's Virtual Conference

February 5, April 24, September 18, December 16

Experience HFMA's Virtual Conference created for healthcare finance leaders. This interactive, live 4-day event includes influential speakers, dynamic education sessions, online networking opportunities, industry solutions, and CPE credits. Attend these online events available from the comfort of your home or office.

Visit www.hfma.org/virtualconference for more information and to register for this free educational event.

National HFMA Seminars

New Orleans – February 19 – 21, 2014

- Chargemaster Essentials
- Developing Chargemaster and Charge Capture Strategies in Clinical Departments
- Managing Denials Through Process Improvements
- Revenue Cycle Essentials
- Benchmarking Organizational Performance for Productivity and Cost Management
- Constructing Financial Forecasting Models for Optimal Efficiency
- Cost Accounting Under New Payment Models
- Financial Reporting Best Practices
- Healthcare Financial Management Essentials
- Using Analytics to Improve Financial Performance
- Building the Infrastructure to Deliver Accountable Care and Clinical Integration
- Maximizing the Financial Performance of Employed Physicians

Orlando – March 19 – 21, 2014

- Chargemaster Essentials
- Developing Chargemaster and Charge Capture Strategies in Clinical Departments
- Managing Denials Through Process Improvements
- Key Performance Indicators for Revenue Cycle Improvement
- Managed Care Contracting Negotiation, and Reimbursement
- Managing Reimbursement in a Value-Based Payment System
- Medicare Cost Reporting Essentials
- Medicare Cost Reporting Implications and Strategies
- Revenue Cycle Essentials
- Developing a Strategic Business Intelligence Initiative
- Healthcare Financial Management Essentials
- Building the Infrastructure to Deliver Accountable Care and Clinical Integration
- Maximizing the Financial Performance of Employed Physicians

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.**

Beyond ICD-10: Are you Ready for What's Next?

(Tuesday, February 11, 2014 - 3:00 – 4:30 p.m. Eastern Time)

Speakers:

- Dr. Jonathan Handler, Chief Medical Information Officer, M*Modal
- Aaron Brauser, Vice President, Solutions Management, M*Modal

What will be covered:

- Identify how computer-assisted physician documentation (CAPD) can supplement existing systems to support tomorrow's quality documentation demands
- Describe how closed loop documentation processes leverage speech and natural language technologies to structure data from within the narrative and promote more complete documentation at the point-of-contact to support more appropriate reimbursement
- Recognize how to achieve the goals of meaningful use, accountable care, and ICD-10 without disrupting the physicians' documentation workflow or quality

Tools and Takeaways

- Two white papers: Meaningful Use, ICD-10, RAC and ACOs: A Perfect Storm in the Making and Workflow White Paper
- Research published by PwC's Health Research Institute (HRI)

HFMA's e2Learning: Helping Facilities Educate Staff and Elevate Performance

(Wednesday, February 12, 2014 - 3:00 – 4:30 p.m. Eastern Time)

Speakers:

- Marie Bass, MS, CAE, Director of Education, HFMA
- Lorie Sneigle, Manager, Organizational Education Resources, HFMA

What will be covered:

- Discuss the HFMA competency roadmap in each professional practice area.
- Hardwire training to educate staff on new expectations for performance and efficiency.
- Address training consistency for all shifts in provider organizations.

- Define a career ladder based on training and performance in provider settings, and manager turnover.

How to Develop and Maintain Supply Chain Transparency and Control

(Thursday, February 20, 2013 - 3:00 – 4:30 p.m. Eastern Time)

Speaker:

- Scott E. Pruyn, Product Manager, Strategic Supply Sourcing, McKesson Provider Technologies
- Phil Oaten, President & CEO, Meperia, LLC

What will be covered:

- Perpetually reduce supply item proliferation.
- Develop sustainable methods to improve transparency.
- Control procurement with formulary-based requisitioning methods.

A Vendor Guide to HFMA's e2Learning: Generate Results for Your Clients

(Tuesday, March 4, 2014 - 3:00 – 4:30 p.m. Eastern Time)

Speakers:

- Marie Bass, MS, CAE, Director of Education, HFMA
- Lorie Sneige, Manager, Organizational Education Resources, HFMA

What will be covered:

- Discuss how to help facilities to identify opportunities for process improvements
- Interpret consistencies that will help organizations deal with current healthcare challenges
- Define a career ladder based on training and performance in provider settings, and manager turnover
- Describe and effectively communicate industry standards best practices to help facilities achieve financial opportunities
- Translate "Why" a learner is performing a certain action and the impact of their role within the organization

On-Demand Webinars

HFMA also offers **on-demand webinars**, which do not provide CPEs but do qualify for DCMS hours. Most on-demand webinars are free (or are only \$49) for members. There are multiple webinars available in all of the following areas of interest:

1. Accounting and Financial Reporting
2. Finance and Business Strategy
3. Legal and Regulatory Compliance
4. Operations Management
5. Payment, Reimbursement, and Managed Care
6. Revenue Cycle

7. Technology
8. HFMA 2012 Virtual Healthcare Finance Conference Recorded Programs

See national website for registration (<http://www.hfma.org>)

Sponsor's Corner

HFMA Sponsors -

Do not forget to get your company's spotlight & new products & services mentioned in the Newsletter. Please contact Chris Maeder (Christopher.Maeder@uhhospitals.org) for publication in future newsletter.

Kudos!

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

- **Dale W. Reed Award:** Diane Lilko
- **Founders Medal of Honor:** Susan Flaherty, Anna Sulewski
- **Reeves Silver Merit Award:** Lisa Hilling, Geoffrey Himes, Stan Kasmarcak, Joseph Varga, Joseph Beatty
- **Follmer Bronze Merit Award:** Chris Maeder, Adam Schweikert

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.

Please share your great news! You can share updates about a new position, family addition, award or other recognition with chapter members by contacting Debbie Guillermo at Debra.Guillermo@ey.com.

Puzzle

The charge nurse accidentally shredded the patient assignment list for the nurses on the Med/Surg floor. Use the clues below to determine each nurse's first and last name and their patient's first name, age, and health condition

- Nurse first names: Molly, James, John, Linda, Rose
- Nurse last names: Smith, Ash, Silva, Jacks, Jones
- Patient names: Mark, Emily, Liz, Andrew, Mindy
- Patient ages: 68, 15, 28, 31, 45
- Patient conditions: broken leg, heart attack, coma, pneumonia, cancer
- Emily is 31 years old
- The five nurses are:
 - Miss Ash
 - The one caring for the coma patient
 - Rose
 - The man taking care of the 68 year old patient
 - James Silva
- The five patients are:
 - The 45 year old female cardiac patient
 - The cancer patient
 - Mindy
 - The 15 year old coma patient
 - The female pneumonia patient who graduated high school about 12 years ago
- Liz is younger than Mr. Jones' cancer patient but older than Andrew
- Miss Ash's patient has pneumonia
- Smith's patient, Mindy, is younger than the cardiac patient, but older than Molly's pediatric patient.

Answer Box

Nurse		Patient		
First Name	Last Name	First Name	Age	Health Condition
Molly				
James				
John				
Linda				

Rose				
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E-mail your answer to Rhonda Ridenour at rridenour@avitaahs.org. All correct entries will be included in a drawing and one lucky entrant will receive a \$25 gift certificate.

Previous Puzzle Answer

Make the equation $(8 + 8 = 91)$ correct without changing the numbers by turning the page upside down to create the equation into $16 = 8 + 8$

Winner:

Brian Quinn, Senior Director/Controller, Sisters of Charity Health System

Stripes Are A Big Fashion Trend For Spring
quick weight loss Gogie Girl KELLI TRUCKER CAP