

Visions 2016-2017 Issue 4



 hfma 2016 - 2017



THRIVE!

Dear NEO HFMA Members,

Chapter officers, committee chairs and committee members have been working hard on the upcoming events:

- May 22nd-23rd-GHALI-Geneva Lodge, Geneva
- July 20th-Payer Provider Event, The Market Garden Brewery
- TBD-Mini LTC and Volunteer Appreciation (stay tuned dates to be announced soon)

announced soon)

It is hard for me to believe that the 2016-2017 year is drawing to an end. Just returning from my last LTC I reflected on Mary's initial remarks on how we need Thrive in our uncertain environment. Did our chapter ever Thrive! We were thrown some curve balls along the year and couldn't be more proud of the members of this organization in pitching in where help was needed.

Our team had so many accomplishments this past year. We achieved our education and certification goals. Our chapter was asked to speak at LTC as a best practice chapter on innovation for our fall Health Care Huddle program.

Several of us have just returned from LTC which was held in Phoenix this year. The leadership team for the 2017-2018 has some great ideas for the upcoming chapter year. Also look for more information on our first statewide conference in May 2018 held in Columbus. It will be a great way for all of the chapters to work together and provide an amazing conference for our members. It will also give our members the opportunity to network and interact with our other state chapters.

In closing, as I wrap up my year as President, I want to thank the true leadership of the NEO Board and committees. You made what could have been a very challenging year seem so very easy. I am fortunate enough to call you all more than friends.

2016-2017 Chapter Sponsors

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Look forward to seeing many of you at our next upcoming events.

Warmest Regards,
Nadia Vincenti
President
Northeast Ohio Chapter of HFMA

Regional Update



Happy Spring!

I am all set for Phoenix and LTC, which will be my last official act as your Regional Executive. It is a bitter sweet time for me, as I will no longer be very active in HFMA given my new role as a chaplain. However, I am very much connected to HFMA's principles of remembering the patient experience in all that we do.

I work closely with patients and their families now, and I am thankful for my past experiences on the finance side of healthcare. I can point them in the right direction if they have concerns about their financial obligations and ease their minds a bit. The overarching principle for chaplaincy is the ministry of presence. It is about simply being attentive and caring, really listening and being there. I can't fix things, but I can sit and hold

someone's hand or read Scripture.

While healthcare finance is, of course, a different perspective, there are still lessons to be learned. It is important on a daily basis to be attentive to what you do and how you do it. Are you really there, or are you just going through the motions? Active listening is key in both our professional and private lives. Living in an authentic manner matters, regardless of the position you hold.

The changes to the industry have prompted HFMA to look at itself and make changes to stay relevant and true to its mission. That means change, and there is plenty on that going on at both national and local levels. The 2.0 initiative will be rolling on new ideas and programs. National is looking at enterprise memberships. One of the chapters in Region 6 has talked a great deal this year about new thoughts and "rocking the boat" to make necessary changes for its membership. That takes courage and commitment. And this region is full of amazing folks who possess these attributes! I am proud of the accomplishments made this year by our RE Council as well as the local chapters who have continued to battle membership declines and volunteer atrophy.

I just completed a unit of clinical pastoral education. I thought it was going to be a program to teach me how to be a chaplain, but it was really a process to look inward and figure myself out a bit better. It was a difficult, sometimes painful process, yet I am a better person for having gone through it. I am generally more aware of the needs around me, as well as my own needs. Each one of you can make an impact, be it negative or positive on HFMA and the organization for which you work. I would ask you to reflect on your ministry of presence and what that looks like in your life.

I am blessed to have served in many capacities during my tenure with HFMA. Many of you have become friends, and I thank you for the difference you have made in my life.

Be well, be present.

Dawn Balduf

Welcome Back!

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

Angela Capretto, Impact Advisors	Michael Trainer, CPA, Akron Children's Hospital
Maria Solema, Windsor-Laurelwood Hospital	John P. Prologo, HMC Group
Robin Stough, Windsor-Laurelwood Hospital	Jordan Suzich, Fairview Hospital
Matthew A. Stewart, Aultman Health Foundation	

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.

Michael Davis, Fonteva Default Account	Debra Neilly, HumanArc, Transfer In
Dan DiMarco, Grant Thornton, LLP	Anna Capaldi, Summa Health
Chris Trella, Fonteva Default Account	Ray Herschman, Fonteva Default Account
Daniel Carcioppolo, Fonteva Default Account	Mauricio Uribe, Fonteva Default Account
Ola Manning, Windsor-Laurelwood Hospital	Kelly Link, Mercy Medical Center
Michael Adam Jelenic, Cleveland Clinic	Erin E Smith, MetroHealth

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.

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Program Recaps

Super PFS Event February 16, 2017

Our annual Patient Financial Services event was held on February 16, 2017 at the Health and Wellness Center in Fairlawn. As in previous years, the event was co-hosted by AAHAM, the American Association of Healthcare Administration Management. It was a day long event with a full agenda including Medicaid, VA and OHA updates.

We had a wonderful turnout and a great line-up of speakers. One of the highlights was a presentation by Laura Gipson from the Ohio Department of Medicaid. Ms. Gipson provided a Medicaid regulatory update and valuable insight into the new Medicaid administration. A panel from Veteran Affairs was also present. The panel provided valuable insight into VA claims adjudication, reimbursement, and the appeal process which sparked a lot of discussion and questions from attendees. Shawn Stack from the Ohio Hospital Association provided a detailed overview of the 2017 Budget. The event also hosted Coach Terry Bowden from the University of Akron. Coach Bowden provided a rousing presentation on leadership, sharing his experiences and life stories.

Thrive Leadership Conference March 30, 2017

This event was held at the DoubleTree Hilton in Independence. It was a full day event followed by networking after the program. With a leadership theme, all the speakers were engaging and informative.

We had an update on Breaking National Trends – The View from HFMA presented by Sandra J Wolfskill, FHFMA from HFMA National. She provided information on services that HFMA provides that helps us with the ever changing landscape of healthcare and discussed some of the most relevant and concerning issues the industry is facing. She introduced Health Care 2020, which is a series of four reports examining how to prepare for major healthcare market trends over the coming years. These reports are free and available on the HFMA national website.

Then Dr. Robert L Smith presented on Resiliency: Teaching your Team to Adapt and Thrive in an Ever-Changing Healthcare Environment. Dr. Smith started with explaining what Resiliency is and gave everyone a little science background on how our brains work and why resiliency training is so important. He then gave the group the key to happiness which is actually gratitude!



Dr. Ellen Burts-Cooper gave a presentation on Influence at all Levels: Inspiring Work through Others. She began with explaining the difference between influence and manipulation. Then Dr. Burts-Cooper provided various personality traits and techniques to request what you need from each type of personality and situation.

The program finished with two speakers from Baldwin Wallace University - Thomas Campanella and Susan Kuznik. They discussed disruptive forces and how they create both challenges and opportunities for all stakeholders. All the presentations are available on our chapter website.



Save the Date – Upcoming NEOHFMA Programs

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

Register Now!

Gerry Haggerty Annual Leadership Institute May 21 - 23, 2017

The Lodge at The Lodge at Geneva-On-The-Lake 4888 N. Broadway
Geneva-On-The-Lake, OH 44041 <http://www.thelodgeatgeneva.com/>
Total HFMA Hours: 12.0 Total Ohio CPA CPE's: 12.0



For detailed agenda please visit <http://neohfma.org/ghali/>

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.

New Era

New Skills

New Solutions

Stay up-to-date in a rapidly changing healthcare environment.

hfma seminars

SPRING SEMINARS

SAN ANTONIO, TX
March 20-22, 2017

SEATTLE, WA
May 8-10, 2017

Register early and save \$100

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.

Virtual Conference

4/24, 9/18, & 12/16

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.* Available online and in real-time.

- Free for HFMA members
- \$155 (includes HFMA membership through May 31, 2015) for non-members

*1 CPE credit will be awarded for each live session attended. With 4 events, 12 CPEs are available!

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.

Delivering Effective Pre-Service Cost Estimates to Patients to Maximize Point-of-Service Collections **Hosted by: HFMA**

- Tuesday, May 9 — 2:00 – 3:00 p.m., CDT
- Jonathan G. Wiik, MSHA, MBA, Principal Revenue Cycle Management, TransUnion Healthcare

Incorporating a Positive Patient Experience Throughout the Revenue Cycle
Thursday, May 11 — 2:00 – 3:00 p.m., CST

- Jon Neikirk Executive Director, Revenue Cycle, Froedtert Health
- Tracy Dudek, VP of Operations, State Collection Service Inc

Strategies for Unifying Your Clinical and Non-Clinical Payments to Enhance the Patient Financial Experience Hosted by: HFMA

- Tuesday, May 16 — 2:00 – 3:30 p.m., CST
- Mark Fleming, Director of Revenue Cycle, University of Wisconsin Health

Creating Successful Pre- and Point-of-Service Collections Strategies Hosted by: HFMA

- Wednesday, May 17 — 2:00 – 3:00 p.m., CDT
- Tom Yoesle, COO, Revenue Cycle Point Solutions, Parallon

Transform Your Revenue Cycle by Outsourcing Key Areas to Prepare for the Transition to Value-Based Care

- Wednesday, June 7 — 2:00 – 3:30 p.m., CDT
- Keith Slater, Vice President of Business Development, Change Healthcare

Community Blood Centers Shares Reporting Best Practices & Technologies

- Wednesday, June 13 — 2:00 – 3:30 p.m., CDT
- Jim Tompkins , Assistant Director, Accounting, Community Blood Center of Kansas City
- Caitlyn Gill, Director, Solutions Enablement, Global Software Inc.

Kudos

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

Puzzle

In a group of five people, everyone shakes hands once with everyone else. How many handshakes take place?

E-mail your answer to Rhonda Ridenour at rridenour@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

Hidden in the grid are 5 five-letter words in a continuous closed path that does not cross itself. Go from letter to letter horizontally, vertically, or diagonally. What are the five words?

C	T	P	E	S
H	E	W	W	K
S	S	L	S	C
T	E	P	B	E
E	M	T	W	R

Answer:

SWEPT, CHEWS, BLESS, TEMPT, WRECK

Bonus answer: CHESS

Winner:

Mary Kaye Verbiar, University Hospitals of Cleveland