

Visions 2017-2018 Issue 2

Where
Passion | Meets
Purpose



Whew, that was some first quarter. A good friend, mentor and past president told me how quickly the year as president would go by. So far, I can say, time flies when you're having fun. When I was first approached about moving through the leadership track, I was honored and a little intimidated. I know many of the past presidents and their experience and leadership skills and I was hoping I had the

right skill sets for the president role.

As the first days, weeks and then months went by, I realized that I had been preparing for this role for years. That is one of the greatest things about HFMA. With most volunteer roles, there is a lot of give and you get the rewards from having done something special. With HFMA, the more you give, the more you receive in return. The skills that have been acquired since joining HFMA will last a lifetime.

WHERE PASSION MEETS PURPOSE. That is the theme of the HFMA National Chair, Carol Friesen, FHFMA, MPH. Having met Carol many times, it's obvious that Carol lives by these words. You can ask yourself, what does this mean to me?

Quoting Carol, *"I believe everyone has a special purpose, and those of us called to healthcare finance have a unique role as we are met each day with the challenge of reimagining and transforming what we know into what patients and their families need and deserve."*

The dedicated individuals that have devoted their lives to healthcare finance should be very proud. They are allowing the healthcare professionals to do their jobs without worrying about the numbers. That is our job. I know this personally as I have a mom in a nursing home facility and I realize that the role of HFMA members allow the caregivers to focus on my mom and other patients.

2017-2018 Chapter Sponsors

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So that brings us to upcoming events! The leadership team for the Northeast Ohio Healthcare Financial Management Association ([NEO HFMA](#)) has been busy planning the current year's activities as well as looking towards the future. The chapter has a very bright future.

The NEO HFMA has a new program for this year, the Physician Summit Series which focuses on physician practice management and development. The series is free of charge and registration is open. Our next event in the series is Tuesday, November 14, 2017, at the Southwest General Health Center.

We are also looking forward to our annual Christmas Party. The event will be held at the beautiful Sleepy Hollow Country Club. You can register at [NEOHFMA.org](#). This should be a great event and I hope to see all of you there.

One last event that we are very excited to announce is the inaugural All-Ohio Institute Event being held at the Marriott, in Dublin, OH. The event brings together all four chapters in the state of Ohio for the first time. This is going to be a huge event that will be held between May, 23-25 2018 and will include a golf outing on Wednesday, May 23, 2018, at the Muirfield Country Club. More details to follow.

With Passion and Purpose,

Ted Reddy
President, NEO HFMA

Regional Update



Dear HFMA Colleagues,
HFMA staff and members have followed closely the reports about the extensive damage caused by the recent hurricanes Harvey, Irma and Maria. The effects of these storms will be felt for years. Their impacts on the communities, first responders, healthcare leaders, and professionals will likely last a lifetime. In times like these, community matters. Our commitment to the communities we help and serve is our primary focus.

To offer your support and help, or to obtain additional information, please consider using the resources provided below and [check this page often for updates](#).

- [The American Red Cross](#)
- [Federal Emergency Management Association \(FEMA\)](#)

(This page offers resources for you and your community)

- To contribute directly to HFMA members impacted in Puerto Rico: www.youcaring.com/HFMA_Region_2_Hurricane_Maria
- To contribute directly to HFMA members impacted in the Houston area: <https://www.gofundme.com/HFMATexasGulfCoast>

HFMA sends its heartfelt thoughts and wishes to everyone impacted by these storms and for

those who are stepping up to help during these extraordinarily challenging times.

Kristen Zebrowski
HFMA Region 2 Regional Executive
Executive

Chris McGivaren
HFMA Region 9 Regional

Amy Bilyea
Region 6 Regional Executive

Welcome Back!

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

Catherine A. Merriman, Cleveland Clinic	Jessica Korman, Cleveland Clinic
Michael Fiorilli, Summa Health	Julie Minnie, Akron Children's Hospital
Amanda MacBride	Julie A. Stone, Lake Health
Sherrie Bearden	Chelsea Cieker, Southwest General Health Center
James Monroe, Apex Information Technologies	Ellen Ourednik, RGP
Anna Capaldi, Summa Health	Tracy M. Cahoon, Southwest General Health Center
Deborah L. Gatto, Cleveland Clinic	Christian H. Zwick
Frank T. Sossi	Philip Williams, Relatecare
John Sheehan, Revenue Group	Charlene A. Steiner, Cleveland Clinic
Charleen A. Scott, MetroHealth	Amie Fox
Anthony E. Naoum, MetroHealth	

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.

Babette Medcalf, Net Revenue Associates	Diane Powell, Summa Health System
Joseph Sagrilla	Sojung Lee
Bryan E. Meek, Brennan, Manna & Diamond, LLC	Eric C. Barley, Pittsburgh Mercy Health
Monica Mason Cox	John Puorro
Ammanda Collins	

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.



hfma
healthcare financial management association

Program Recaps

Physician Series Session 1, October 24

In October, NEO HFMA kicked off a new program – a series of 3 events geared towards the physician practice side of healthcare. It is a free admission and the goal is to draw in all facets of healthcare finance for a better collaboration and sharing of practices.

Valora Gurganious of Doctors Management presented “Key Performance Indicators --- How to Create and Utilize Them to Optimize Medical Practices”.

What is a Key Performance Indicator (KPI)?

KPIs are a set of quantifiable measures used to gauge the performance of an organization in achieving its strategic and operational goals.

The presentation provided an outline to create and implement KPI reporting as well as practical examples of various reports. The following slide sums up the results of utilizing KPIs:



The next presentation was “Strategies for Enhancing Clinical Documentation & Processes to Optimize Reimbursement” and was given by Christina Janus and Jaclyn Woolnough of MetroHealth. First they explained the importance of the quality and timeliness of provider documentation. There are many facets of the business impacted by documentation that can be both positively and negatively impacted by such documentation.

Then the presenters gave a comprehensive outline of how coding is applied and how it impacts reimbursement. Along with some illustrative examples, the information provided a very thorough outline of what providers and hospitals need to be aware of to maximize the revenue and ensure integrity of the medical records.



Conclusions

- **Perform routine medical record reviews & analysis**
 - Determine opportunity for documentation improvement and target areas
 - Determine opportunities for improved medical code and DRG assignment
- **Invest in education & training**
 - Clinical documentation is paramount, being used for medical coding & reimbursement and is increasingly used to gauge the quality of care provided & public outcomes data
- **Choose effective and focused metrics**
 - What truly makes a difference and measures outcomes?
- **Invest in data & information technology**
 - Revolution in data availability drives how care is delivered, managed and paid
 - Healthcare transformation requires taking all of this data and turning it into actionable, meaningful information
 - Ensure systems and tools are optimally utilized and are scalable to a quickly changing healthcare industry

Advanced Payment Summit, October 24-25

HFMA sponsored Cleveland Clinic's first Advanced Payment Summit, bringing together healthcare thought leaders in value-based care redesign and payment reform to share their insights on alternative payment models and risk-based contracting. The 2-day event held at the Huntington Convention Center of Cleveland attracted 250+ attendees from across the country and included 40+ speakers & panelists. Topics covered included Medicaid and Healthcare Reform, Care Delivery and Technology Disruptors, Population Health ACO's and many others.

The event was an enormous success and even further promoted Northeast Ohio as a leader & innovator in the Healthcare Industry. We were able to hear from all sides of the healthcare delivery system, with speakers and panelists representing providers, payers, employers, consumers and technology firms. They stressed that success required each of these groups working collaboratively, not in their individual silos, regardless of size - one of HFMA's core value statements.

Save the Date – Upcoming NEOHFMA Programs

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

Save the Date



Date: December 7, 2017 6:00 - 10:00 PM

**Location: Sleepy Hollow Country Club
9445 Brecksville Rd**

Brecksville, Ohio 44141-2711

Cost \$45 per person

6:00 PM Cocktails & Hors d'oeuvres

7:00–8:30 PM Dinner & Awards Ceremony

8:30-10:00 PM Entertainment and Networking

For more information or to register please visit:

<http://neohfma.org/upcoming-programs/>

Physician Summit Series - Session 3

January 23, 2018
UH Customer Service Center
20800 Harvard Rd.
Beachwood, OH 44122

HFMA Hours 2.0
Ohio CPA CPE's 2.0
Free for all Attendees

5:30-6:00 PM Registration and Dinner

6:00-7:00 PM Quality and Patient and Family Engagement:
Chrissie Blackburn, Principal Advisor, Patient and Family Engagement,
University Hospitals

7:00-8:00 PM MACRA – Connecting Clinical and Financial Performance:
Vanessa Williams, CGS Administrators, LLC & Kim Salamone, PhD, Health
Services Advisory Group

Upcoming Events Save The Date!

Early Careerist Event January 2018- details coming soon

Patient Financial Services February 2018- details coming soon

Women In Leadership- March 22, 2018- details coming soon

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.

A blue banner with white text and graphics. On the right side, there is the HFMA logo (a stylized cube) and the text 'hfma'. Below the logo is a blue circle with the text 'REGISTER NOW' in white. The main text on the banner reads 'HFMA Seminars' in a large, bold, white font, followed by the tagline 'Deliver improved results for your organization.' and the cities 'Boston • Chicago • San Francisco • San Diego' in a smaller white font.

HFMA Seminars

Deliver improved results for your organization.

Boston • Chicago • San Francisco • San Diego

REGISTER NOW

Chicago | Dec. 6-8, 2017

- 2018 Chargemaster Update (Dec. 8)
- Achieving Revenue Improvements Through Chargemaster and Charge Capture in Clinical Departments (Dec. 7)
- Chargemaster Essentials (Dec. 6)
- Healthcare Financial Management Essentials (Dec. 6-8)
- Medicare Cost Reporting: Essentials, Implications & Strategies (Dec.6-8)
- Surviving a System Conversion While Maintaining Revenue Cycle Performance (Dec. 6-8)

San Francisco | March 7-9, 2018

- Bundled Payment Bootcamp (March 8-9)
- Healthcare Financial Management Essentials (March 7-9)
- Medicare Cost Reporting: Essentials, Implications & Strategies (March 7-9)
- Revenue Cycle Essentials & KPIs (March 7-9)

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.

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.

Creating a Smarter, Faster Payment Experience

- Hosted by: HFMA
- Wednesday, November 29 - 2:00 - 3:30 p.m., CDT

2018 Final Rule Changes to Outpatient Payment Systems and Ambulatory Surgery Centers

- Hosted by: HFMA
- Thursday, Nov 30 - 2:00 - 3:30 p.m., CDT

Key Ways to Improve the Patient Financial Experience

- Hosted by: HFMA
- Tuesday, Dec. 5 - 2:00 - 3:30 p.m., CDT

Revenue Cycle Innovation with Self-Service Data Preparation

- Hosted by: HFMA
- Wednesday, Dec 6 - 2:00 - 3:00 p.m., CDT

The Path to Success in Proactive Denials Management and Prevention

- Hosted by: HFMA
- Tuesday, Dec. 12 - 2:00 - 3:00 p.m., CDT

Policy Update

There has been an update in our chapter's cancellation party for registered events. Refunds will now be issued for cancellations to events if the cancellation is received by the Chapter Coordinator more than 7 days prior to the event. Food and capacity counts are generally due a week before the event so cancellations that occur after that time period have been factored into all utilization estimates.

Kudos

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

Puzzle

What eight letter word meaning “alarmed” is made up of a word meaning “go first” followed by a word meaning “went first”?

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

A discount chain wants the phone number (949)729-6673 because of a 10-letter message that the number spells. What’s the message?

1	ABC	DEF
2	2	3
GHI	JKL	MNO
4	5	6
PRS	TUV	WXY
7	8	9
*	0	#

Answer: **WHY PAY MORE?**

9	4	9	7	2	9	6	6	7	3
W	G	W	P	A	W	M	M	P	D
X	H	X	R	B	X	N	N	R	E
Y	I	Y	S	C	Y	O	O	S	F

Winner:

Chris Trella, Senior Director of Finance
Crystal Clinic Orthopaedic Center