

NORTHEAST NOTES

SPRING 2001

Medical Group Practice Pointers

by Bettie Royce

The HFMA meeting held on March 15, 2001 at the Hilton South provided insights into several Medical Group Practice issues as the speakers discussed results reporting, physician recruitment and operational best practices in ambulatory clinic settings.

Mr. Marty Sargeant, Chief Administrative Officer for Cleveland Clinic Florida, stated that effective managers recognize the need to change processes. Managers require information that is timely, accurate and easily understood to create operational plans for process changes. Mr. Sargeant feels that data should be displayed graphically for ease of interpretation, should include trend performance against targets, and focus on a limited number of key core measurements. Developing scorecards with categories that are obtainable, actionable, adaptable, accountable, broadly balanced for total performance, and consistent with overall operational goals is essential. These scorecards must have leadership review communicating the organization's commitment to a process striving for continuous improvements from all members of the organization.

Mr. Sargeant showed how these reports have evolved from 1993 to the present. He now uses a "performance wheel" format which summarizes

indicators by visually depicting results in four sections: Operations, Service and Quality, Utilization and Production, and Access. Mr. Sargeant stressed the key to maintaining a successful continuous improvement process is to examine data displayed in this comprehensive and integrated manner.

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President's Message

from Anthea Daniels

Greetings to all of our HFMA members and especially to all of our new members. Well it appears that spring may finally be here and we have a lot of exciting HFMA programs planned for this spring. On April 26, 2001, we will hold our HFMA meeting on the topic of post acute care. We hope to see you at this meeting.

Congratulations goes out to Susan DeForest for successfully passing the examination and becoming a Certified Healthcare Financial Professional with a specialty in Accounting and Financing. Susan is with Medina General Hospital and is co-chair of the Membership Committee.

As a new twist, and in response to our members needs (cost report deadlines etc.), we have decided to move the Annual Institute from May, 2001 to September, 2001. The dates for this year's Annual Institute will be September 20, and 21, 2001. As usual, there will be an educational portion to the program, in addition to networking opportunities, golfing and other social events. The Annual Institute will be held at the newly renovated Sawmill Creek.

In light of this change to our programming, on June 26 we will be holding an educational half-day program which will also include a luncheon. At the luncheon, we will install all of the officers of the Northeast Ohio Chapter of HFMA for 2001-2002. The educational program will focus on all of the

recent developments in federal and state laws affecting health care. In addition, this program will include a golfing event in the afternoon for anyone interested in golfing and networking with other fellow HFMA members. This will also serve as our chapter's annual appreciation golf outing for all of those members who have donated a significant amount of their time to Committees and the Board.

As a volunteer organization, we rely on the efforts of our members. Our Chapter has been successful over the last decade due to our volunteers and their commitment to quality education, networking, membership initiatives and camaraderie. We hope that you will join us in April and June at our next meetings.

Lastly, this is the time to get involved. Raise your hand if you would like to be on a committee for the next fiscal year of our Chapter which starts spring/summer 2001. I urge you to contact Richard Fox at 216-696-6900 Ext. 0219. Rich is currently the president-elect and will take over the presidency of our Chapter in May/June of 2001. Therefore, please contact Rich if you would like to be placed on any of the HFMA committees. If you should have any questions about getting involved, please contact me at 216-622-8391. Thank you for your continued support of our chapter.

Summer Meeting & Golf Outing

Mark your calendars for Tuesday, June 26! The monthly HFMA program meeting will be held at Tanglewood Country Club. Educational sessions will be held in the morning and will be followed by the installation of the 2001/2002 officers during lunch. But the fun doesn't stop there! An afternoon of golf is also planned. Stay tuned for further details.

Patient Financial Services Summary

On February 15, the topic presented at the HFMA monthly meeting was Patient Financial Services. Thomas A. Sullivan, President of QualChoice, gave us some background to the organization, along with a current operational report, and general overview of the University Hospitals Health System subsidiary. Tom joined the Health System in 1997 after working with Blue Cross/Blue Shield of Ohio and United Health Care, before being appointed President of QualChoice in March of 2000. QualChoice has seen tremendous growth since starting as a TPA in 1991 with 12,000 enrollees. Today, there are over 175,000 enrolled, with \$300 Million in premium revenues. Their products include Point of Service, HMO, and PPO with 11 counties serviced, and a provider network of 34 hospitals.

Katia Kaiser and Amy Snow Foster from the Ohio Bureau of Worker's Compensation teamed up to provide us with some insight on their managed care system and new technological capabilities. BWC was founded in 1924 and has 21 customer service centers in Ohio. In 1997, BWC adopted a managed care system that now includes 32 MCO's. Injured workers can now go to any provider that is BWC certified. With the Presumptive Approval Product, physicians have "say-so" in treating the patient in the first 45 days (blanket coverage 1st 45 days including 10 visits, diagnostic testing, & limited # of injections).

BWC has expanded their safety strategies with their new Workplace Accident Reduction program (WAR). Their new five-point program offers rewards to organizations who provide for a safe work environment, and establishes new relationships with providers of medical care.

BWC is expanding their technological capabilities with their internet based Dolphin Project. They are making strides in eliminating paper work by streamlining the process electronically. They are currently in Phase 3 of 4 with respect to this project. You can gain access at www.ohiobwc.com to much needed information, and approximately 50 online forms. You can submit the first report of injury online and receive claim numbers immediately. With proper authorization, you can view claims online by claim number, or pay outstanding balances. BWC is really expanding their services with this new program and user-friendly website.

Marilyn Lipka from Wolfskill & Associates is a Senior Healthcare Consultant with 18 years of healthcare & consulting experience. She provided great insight on receivables management starting with the "ideal" Revenue Cycle Flow. Pre-Service, Time of Service, and Post Service checklists were provided which are great tools for things such as anticipated charges, completion of coding, and error free claims submitted to payers. Other topics that were covered included follow-up, days in accounts receivable analysis, and strategic goals.

HFMA Networking Night Out

The networking committee is sponsoring a night out on April 25, 2001 at Jillian's on Cedar Road in Cleveland Heights from 7:00pm through 9:00pm. There will be free billiards and plenty of free appetizers. Attendees will also receive two free drink tickets. Come and spend some time networking with your fellow HFMA members! Hope to see you there!

Founders Merit Awards

Active participation in HFMA at the national and/or chapter levels provides members with numerous opportunities for professional development, information, networking, and advocacy. The Founders Merit Award Series acknowledges the contributions made by HFMA members. These awards are part of a merit rating plan in which specific activities are assigned a range of point values. April 30th will be the end of the current program year and members'

points will be recorded and forwarded to National HFMA. If you have written a published article or participated as a faculty member in an educational program between May 1, 2000 and April 30, 2001, please submit the details to Kathy Much at 440-835-1186. For more information on Founders Merit Awards please refer to your Membership Directory, pages 51 - 61.

Group Practice... (cont'd from Cover)

Mr. Michael Sharon, an attorney with Sharon, Kalnoki & Kirk, discussed immigration issues for physicians entering the United States to practice and live. He cited four options for physician immigrants to gain legal entry into the United States: nonimmigrant visas for those working in a clinical or research setting; immigrant visas for foreign nationals seeking permanent residency which allows them to live and work in the USA on a permanent basis; national interest waivers for physicians who agree to work in an underserved area or the VA for a period of five years; and labor certification which is a commonly used method for obtaining permanent residency based upon employment.

Mr. William Fiala of ProMed Analysis led a panel

discussion of operational best practices for medical groups. Ms. Cynthia Blain, Senior Consultant for SS&G Healthcare, discussed strategies and tactics to improve patient access, scheduling/patient flow and registration centered upon effective phone communication and patient room management. Ms. V. Renae Coyne, a healthcare business advisor with Cohen & Company, presented techniques to improve the accounts receivable management cycle. She stressed that billing should become a "front end" responsibility shared by all staff for services. Ms. Coyne also identified key elements for successful accounts receivable management, critical issues in our current environment, and shared solutions to "key problems" faced by medical groups.

Mark Your Calendars

Listed below are the dates, events, and times for the 2000/2001 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>
June 26	Meeting/Golf Outing (Tanglewood Country Club)	All Day
September 20 & 21	Annual Institute (Sawmill Creek)	All Day

Kudos...

David Oppenlander has been appointed Chief Financial Officer at Allen Memorial Hospital.

Pat Lucey has been named Manager of Compliance for Parma Community General Hospital.

University Hospitals Health System welcomes the following new employees to their Finance Department: **Debbie Salak** (Accounting), and **Brian Steward** (Reimbursement).

Ross Matlack has joined UHHS Saint Michael Hospital as Director of Finance.

Congratulations goes out to **Bob Monitello** and his wife, Linda, on the birth of their baby girl, Angeline Rose. Angeline was born on February 19, 2001, President's Day. Could the presidency be in her future?

Congratulations also goes out to **Susan DeForest**. Susan passed the HFMA Certification exam and is now a Certified Healthcare Financial Professional.

Congratulations and good luck to all!

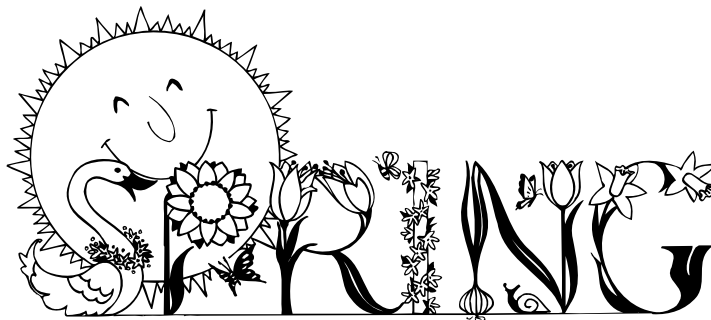
Have you accepted a new position? Published an article? Received an award? Let your colleagues know what you're doing! Send YOUR news by email, phone, fax or letter to Sue Dwyer at Susan.Dwyer@uhhs.com, phone (216) 983-1503, fax (216) 983-1550. Mail address is Susan Dwyer, University Hospitals Health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

Member-Get-A-Member Win Great Prizes!

Each HFMA member who sponsors a new member will have their name entered into a drawing for a chance to win a fabulous gift at our June meeting!

Not only will you be eligible to win a great prize, you help our local Northeast Ohio Chapter of HFMA gain the recognition it deserves from National HFMA through member recruiting and retention. If each of our current members recruited one new member, we would have over 1,000 members!

Don't delay – June is just around the corner!



Northeast Ohio HFMA Welcomes Its New Members*

Scott M. Shubert

Cleveland Clinic Foundation

Laurie Boyle

Zimmerman & Associates

Christopher L. Kramer

Denmark Group

John W. Smolik

Applewood Centers

* New Members as of March 2001

HFMA Newsletter Contest

One lucky entrant will receive a \$30.00 gift certificate. Unscramble the words below and use the letters in the boxes to fill in the answer. All correct entries will be included in a drawing. Good luck!!!!

<input type="text"/>	___	<input type="text"/>	___	<input type="text"/>	___
<input type="text"/>	<input type="text"/>	___	___	___	
___	<input type="text"/>	___	<input type="text"/>	<input type="text"/>	
<input type="text"/>	___	<input type="text"/>	<input type="text"/>		

N R S G P I
S U B B L
Y A N R I
E T E R

ANSWER: "He visits in the Spring."

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	

Congratulations... Ellen Zizix from the Cleveland Clinic Foundation for correctly answering the contest in the Holiday Issue.

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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PUBLICATION SCHEDULE 2000-2001

ISSUE

Winter

Holiday

Spring

Summer

DEADLINE FOR ARTICLES

October 20, 2000

December 8, 2000

February 16, 2001

April 27, 2001

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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