Dear NEO HFMA Members:

Welcome to the 2017-18 chapter year. As we have seen, the healthcare industry is constantly in a state of flux. We, as HFMA members, must not only know what is going on currently in the industry, but, also what will be happening in the future. That is what makes HFMA such a great organization. We get to hear from industry leaders at our local, NEOHFMA, educational events. We also have access to the most up-to-date information in the healthcare industry, in the form of National, Regional and local webinars.

As always, the NEO HFMA leadership teams are busy planning events, having fun and working hard. I have had the honor of working with some of the finest people in the NEO area, as HFMA volunteers, event speakers, and leaders of all types.

We just concluded our annual Payer, Provider Relations event at the Market Garden Brewery. A special thanks to Nathan and the whole crew at the Market Garden for helping us to make our summer program a great event again.

We also had a great time at the Mini-LTC and Volunteer Appreciation event. We combined the events this year which allowed for more team building and chapter planning.

In the near future, we have some great events in the planning stages. Our chapter is reaching out to other organizations to help bring world-class events to the NEO area. We are sponsoring the Cleveland Clinic Advanced Payment Summit at the Huntington Convention Center October 24-25. We will also be sponsoring the Healthcare Data and Analytics Association Annual Conference at the Global Center for Health Innovation on November 7th through 9th. We look forward to seeing everyone at these great events.

The chapter is also planning an All-State event for next May. We are combining forces with.
the other three Ohio HFMA chapters to bring an event to the Columbus area. We will have updates soon so please keep an eye out for more information.

As always, we want to send a special thank you to our chapter sponsors. Without their generous support, we would not be able to be the leading healthcare organization in Northeast Ohio.

Sincerely,
Ted Reddy
President
Northeast Ohio Chapter of HFMA

Regional Update

Dear Fellow HFMA Members,

When asked if I planned on submitting a note to our local Chapter newsletters, it occurred to me that perhaps not every member of our chapters (Michigan and Ohio) knows just what my role is in your local chapter. And so, I thought it would be beneficial if I explained what a Regional Executive is.

The Regional Executive (RE) is an elected position and is a 3 year term. Each RE has to have served as chapter president, is nominated, interviewed and voted in at LTC each year. Each region has an RE that sits on the Regional Executive Council (I will discuss the role of the RE Council in the next newsletter); 11 Regions are represented. Their primary duties include:

- Serves as the primary volunteer and policy link between the chapters and the Association
- Serves as the policy-making and compliance authority for the DCMS, CBSC, and Founder Merit Award Program
- Represent the needs and interests of the region’s chapter leaders on the Regional Executive Council (REC)
- Facilitate Regional Planning time at Fall President’s Meeting and Leadership Training Conference
- Annual review of regional operating agreements

The RE responsibilities to the Chapters include:

- RE/RE2 attend at least one chapter meeting per chapter per year
- Talk with chapter presidents every quarter (set up conference calls monthly/quarterly)
- Highlight best practices
- Monitor chapter performance, organize meetings of the regional leadership, and maintain communications within the chapters of the region

It is my honor and pleasure to serve you in this position this year. I look forward to working
for you, building relationships and making new friends. I hope that the rest of your summer is peaceful and stress free. Safe travels wherever the roads take you.
Warm Regards,
Amy Bilyea
Region 6 Regional Executive

Welcome Back!

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

| John Korosec, United Healthcare                  | Wendy Snyder, University Hospitals              |
| Christopher D. Superior, University Hospitals   | Andrey Dubrovsky, University Hospitals         |
| Kelley A. Zidonis, University Hospitals        | Susan E. Spanos, St. Vincent Charity           |
| Evelyn Dobbins, University Hospitals           | Sonia Salvino, University Hospitals            |
| Donna Graham, Metrohealth System               | Judith D. Key, JP Recovery                     |
| Megan Carbaugh, University Hospitals           | John Bierne, JP Recovery                       |
| Frank Carozzi                                  |                                                |

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.

| Robert Hague, Medic Management Group           | Cathy Jefferson, Fonteva                        |
| Matthew Patton, Lake Health                   | Dan Tadiello, University Hospitals             |
| Michael D’Amico, MediQuant                    | Ann Bloom, University Hospitals                |
| Estrella Caine, Hyland Software               | Mike Wajda, University Hospitals               |
| Dion Giordano, Hayes Management Consulting    | Paula Oriti, University Hospitals              |
| Lisa Y Knowles, Harmony Healthcare Solutions  | Kathy Garcia, Hyland Software                  |
| Cassandra Myers, Akron Children’s             | Nathan Ritter, Aultman                        |
| Russell Krieger, Akron Children’s             | Richard Wood, Akron Children’s Hospital        |
| Judi Snyder, Akron Children’s                 | Michael Rhodes, Schumacher Clinical Partners   |
| Kevin Smith, Crystal Clinic                   | Aaron Forte, Crystal Clinic                    |
| Taylor Detwiler                               | Jodi VanZant, Akron Children’s Hospital        |
THE (NEW) GOLD STANDARD

Certified Healthcare Financial Professional

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.
Program Recaps

Gerry Haggerty Annual Leadership Institute: Plant, Harvest, Crush – Planning for a Fruitful Financial Future
May 22-23, 2017

For the second year, the GHALI was held at the beautiful Lodge at Geneva on the Lake. Attendees received over 13 hours of education credits over the 2 day event. The speakers were all incredibly informative and provided sessions on:

- Community Benefit
- Population Health
- Budgets and Benchmarks and Productivity
- Leadership
- MACRA
- Imperatives for Financial Performance
- State Operating Budget
- The Changing Role of the CFO
- Panel on Hot Topics in Healthcare

All speakers were charismatic and there was a lot of energy at this event. Some of the speakers are familiar to our NE Ohio events but talked on different topics or new outlooks.

Jeff Nischwitz is an author and the President of The Nischwitz Group, a speaking, consulting and coaching company that transforms people and organizations. He spoke about leadership, honesty, accountability and relationship building. He shared his own experiences and engaged our group with many interactions, laughs and high energy antics.

On Tuesday, we had our officer installation for the 2017-2018 officers at lunch. Our new leaders are excited to serve and have great plans for the upcoming year. Our newly installed officers are:

- President: Ted Reddy
- President Elect: Michelle Earich
- Vice President: Chris Maeder
- Treasurer: Diane Lilko
- Secretary: Brianna Ashley
You can reach out to any of them for help with any HFMA questions, needs or comments.

We welcome back Highrollers Entertainment who provided Casino night fun. They hosted Craps, Blackjack, Roulette and Poker for a great networking evening. Those who have never gambled and want to learn – this is a fun and safe way to learn how to play without fear of losing money!

The conference wrapped up with a panel discussion moderated by Dr. JB Silver of Weatherhead School of Business. The panel included members from MetroHealth, Cleveland Clinic, Bravo Wellness and IBM Watson. It was an engaged and informative panel and Dr. Silver had thought provoking and relevant questions. The panelists kept the flow of the discussion going and interacted well as different disciplines and organizations helped to provide several points of view.
**Payor & Provider Relations**  
**July 20, 2017**

Chapter members received an afternoon of education revolving around leadership at Market Garden Brewery in Cleveland.

**Wesley Wolfe**, senior director of payor contracting at the Cleveland Clinic Foundation, started the session with a discussion about the ongoing payment transition from fee-for-service to bundled payments and other risk-sharing models. He was able to provide unique insight based on experience in a managed care role prior to his current position with the Cleveland Clinic. He estimated that there are currently over 100 different reimbursement methodologies for outpatient services alone with varying models depending on payor and clinical setting. This poses many challenges for both insurance carriers and care providers as data must be shared between the two parties. As the industry transitions to new risk-sharing models, the focus needs to remain on the patient and optimally utilizing the providers and settings best positioned to meet their needs.

**The Accountable Care Glide Path**

![The Accountable Care Glide Path diagram]

**Dr. Michael Modic**, CCF Transformation Division Chairman, followed with a presentation about population health management. The significant cost of U.S. healthcare has been well documented in recent years but when also including social care programs to address behavioral, societal and other
cultural issues, the U.S. spending for these programs appears much more reasonable compared to other developed nations. This is largely due to the fact that other nations have a strong focus on prevention and patient navigation.

**Exhibit 8. Health and Social Care Spending as a Percentage of GDP**

The shift to more efficient delivery of care will require two simultaneous models as current processes must be maintained during implementation of innovative new models. This will challenge finance leaders as investments will be necessary prior to realizing any benefit with the vision of future cost reductions more than offsetting declines in revenue.

**Drew Brown**, Senior Manager & National Service Offering Lead, Data Strategy and Analytics at nThrive, addressed the contractual issues related to bundled payments and how to ensure success within this transformative payment model. His experiences across the country have shown that there are no established best practices in how to successfully handle the transition to ground-breaking new payment systems. Many hospitals are focused on efforts to reduce costs which is leading to increased stress among clinicians and is likely to create future workforce challenges if providers are not able to recruit and retain staff in future care delivery models.
The final speakers were Laurie Miller and Jaime Winer, who led an interactive session about creating genuine bonds in the workplace. Their program began with an exercise to determine your core values in which each attendee initially identified sixteen values that were viewed as important. The speakers then requested that the participants selected four values they were willing to give up in three different intervals until only four values remained. This proved to be a challenging exercise but was delivered the message that you must know yourself before you are able to fully connect with others.

ANI
Orlando, Fl  June 25-28

The Northeast Ohio Chapter sent two representatives this year to the HFMA annual national conference – Nadia Vincenti, our outgoing president and Ted Reddy, the incoming president.

This year our chapter had applied for two national awards and we won! The Helen M. Yerger Award recognizes outstanding chapter performance in the categories of Collaboration, Education, Improvement, Innovation, Member Communications, Member Service, and Membership Recruitment and Retention.

Our awards were for:

Collaboration – An event jointly presented with Baldwin Wallace University entitled: Breaking Down the Silos in Healthcare. The event targeted early careerists and featured a panel of esteemed professionals in a discussion. Students at Baldwin Wallace attended free of charge.
Innovation – Health Care Huddle. The program was meant to bring physician and clinical minded people together with financial people to help address mutual issues and improve financial outcomes.

Both events were well attended and met with HFMA’s vision for chapter excellence.

The conference offered many educational and networking sessions and our delegates came back with a wealth of knowledge and ideas for the upcoming year that we can apply to our area.

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

Cleveland Clinic's Advanced Payment Summit

October 24 & 25, 2017
Huntington Convention Center, Cleveland

This October 23-25, Cleveland Clinic’s Medical Innovation Summit will bring together more than 2,250 of the brightest leaders from around the world to downtown Cleveland to discuss the investable technologies that will deliver on the powerful promise of Genomics & Precision Medicine. Regardless of your field, the Summit offers a slate of premier speakers, the hottest topics, and an unmatched network of professionals that can help you prepare for the ever-changing healthcare market.

For detailed agenda or to register please visit http://medicalinnovationsummit.cvent.com/events/2017-medical-innovation-summit/event-summary-7d14c005e662460688b5681240761634.aspx
2017 Healthcare Data And Analytics Association Annual Conference

November 7-9, 2017
At the Global Center For Health Innovation


Rockin’ Analytics - Crank Up the Insight!

We are excited for you to join us in Cleveland, Ohio for the 2017 HDAA Conference November 7-9! In addition to enjoying our beautiful state during a time when we could experience snow or 60 degree weather, you will have the opportunity to learn from nationally-recognized experts, network with other leaders, and walk away with tools and techniques you can implement the very next day.

We invite you to explore the conference website and review our preliminary agenda, presenter biographies, accommodations, and learn about what Cleveland, Ohio has to offer!

***Attendees must meet the membership requirements of HDAA and complete a membership application for HDAA after registration. This conference is not open to vendors. We reserve the right to cancel registration for individuals that do not meet these requirements. To apply, please visit www.hdwa.org.

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.

**HFMA's Revenue Cycle Conference**

October 22-24, 2017 // Orlando, Florida

Visit [https://www.hfma.org/seminars/](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.

**Community Blood Centers Shares Reporting Best Practices & Technologies**
- Hosted by: HFMA
- Wednesday, Aug. 16 - 2:00 - 3:30 p.m., CDT

**2018 Proposed Rule Changes to Outpatient Payment Systems and Ambulatory Service Centers**
- Hosted by: HFMA
- Tuesday, Aug. 22 - 2:00 - 3:30 p.m., CDT

**The Latest Healthcare Regulatory and Legislative Issues Moving Through Congress, HHS, and CMS**
- Hosted by: HFMA
- Thursday, Aug. 24 - 2:00 - 3:30 p.m., CDT

**Understanding Medicare’s Final FY 2018 Inpatient Prospective Payment System Rule**
- Hosted by: HFMA
- Thursday, Aug. 31 - 2:00 - 3:00 p.m., CDT

**Hierarchal Condition Categories and Clinical Documentation: The Core of Risk Adjustment**
- Hosted by: HFMA
- Tuesday, Sept. 12 - 2:00 - 3:00 p.m., CDT

**Value Cycle Excellence: Pharmacy Revenue Integrity Strategy**
- Hosted by: HFMA
- Wednesday, Sept. 13 - 2:00 - 3:00 p.m., CDT

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**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

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

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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

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

Answer: 10 handshakes
Method 1 to solve: If each of the 5 people shake hands with each of the other 4, this gives 5 x 4 = 20 handshakes. But, this would have each person shaking hands twice. (A shakes with B, then later B shakes with A.) So there are only 20 / 2 = 10 handshakes if everyone shakes once.
Method 2 to solve: Add 4+3+2+1 = 10, since each subsequent person shakes hands with one person fewer.

Winner:
Bob Kaliszewski, Project Manager, Member Services
The Center for Health Affairs