

Visions 2017-2018 Issue 4

Where
Passion | Meets
Purpose



Dear NEO HFMA Members:
It has been a fun, and exciting year as president of the Northeast Ohio HFMA chapter. The members of the NEO HFMA continue to live by Carol Friesen's (HFMA National Chair) theme, Where Passion Meets Purpose. As a member of HFMA, we are all considered leaders in the healthcare industry and pursue our goals with passion and purpose. Thanks to all the members of the NEO HFMA

chapter for your dedication and involvement.

Starting in June, the new leadership team will be in place, led by Michelle Earich. The NEO HFMA leadership team is comprised of Michelle Earich (President), Chris Maeder (President-Elect), Brianna Ashley (Vice President), Lori Koenig (Secretary) and Diane Lilko (Treasurer). Please reach out to your leadership team to congratulate them on their achievement.

Our chapter has combined forces with the other three Ohio HFMA chapters to bring the All Ohio Institute from concept to reality. The event was held at the Marriott in Dublin, OH. The event featured a golf outing, wine and paint event, casino night and, of course, world-class education and networking. If you missed it, you really missed out.

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 are now planning the Hot Topics event at the Market Garden Brewery for July 19, 2018.

The leadership team also had a great time at the LTC in New Orleans. The Mini-LTC and Volunteer Appreciation event is being planned for July, 2018 as well.

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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

Welcome Back!

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

Tracy Marie Vargo, Anthem Blue Cross Blue Shield	Kathleen Kiniklis, Mercy Health

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.

Ryan Gullett, OhioHealth	Yuri Ventors, Dreyfuss Williams & Associates
Jack Garswood, Drefuss Williams & Associates	Avneesh Aggarwal
John Colesi, Change Healthcare	Shannon Elizabeth Childs, Change Healthcare
Jenna Williams, Akron Children's Hospital	Melodie Sanders, University Hospitals
Nicole Webster, Ohio Health	Andrew Fournier, Ohio Health
Tony Fazzone, Cleveland Clinic	Celeste Willison, HCA
Joanne Byron, AIHC	Ryan Weber, MetroHealth
John Bilardo	Emily Sieving, OhioHealth
Tasos Papachristoudis, OhioHealth	

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**hfma**

healthcare financial management association

Program Recaps

2018 Women in Leadership – March 22, 2018

The third annual Women in Leadership Conference was held at Miss Molly's Tea Room in Medina with the theme, "Women in History: What's your Legacy? Over 60 attendees joined us for a full day of education and speakers, followed by a networking and cocktail hour. As in previous year's, NEO HFMA partnered with a charity and garnered donations for the organization.

The first speaker of the day was Sonya L. Weiland, PHR. Ms Weiland spoke about "Your Professional Brand and Strategy". As an HR consultant, she is well-versed in what it takes to build your reputation and value. After explaining what professional branding is and why its important, she gave lots of important tips and examples of how to strengthen and communicate your unique brand. Sonya presented examples of successful Linked In profiles and recommendations for posting on your social media sites.



Grace Wakulchik, President of Akron Children's Hospital spoke next on "Building your Value: Are you striving to build yourself into a stronger leadership role?" Beginning with the challenges of our industry, Grace then spoke about the characteristics good leaders need. Some things discussed were vision, ability to develop staff, promote a culture that embodies your vision, team engagement, transparency and communication.

Jeannine Marks of Stewart's Caring Place Cancer Wellness Center then

shared about the organization and their history, mission and ongoing needs. This charity partner is much needed and utilized and very deserving of any help we can offer.



A panel discussion followed with three women who changed careers at some point in their lives to pursue a passion. They shared their experiences, what made them successful, and their insight into career challenges that women face.

The day ended with two historic presentations – a representation of Elizabeth Keckley, dress maker to Mary Todd Lincoln shared her story with the group. The challenges she faced in her time helped put our modern day challenges into perspective. And finally Ed Wright gave us a history of Miss Molly's Tea Room.



Leadership Training Conference

April, 2018

New Orleans, LA

Our chapter leaders traveled to New Orleans in April for the annual Leadership Training Conference. Along with general sessions, there were training tracks for each of the positions in the chapter. The sessions included sessions for Presidents and President Elects, Vice President and Program Chairs, Treasurers, Membership Chairs and Communications Chairs. The conference allows for networking and sharing of ideas amongst all chapters as well as



learning the theme and focus for the upcoming year.

The conference completed with a Chapter Planning meeting for the upcoming year. Topics addressed were programming, website redesign, Budget Review, Communications sponsorships and duties of the leaders.



The Leadership team is excited for the upcoming year and is always looking to improve the experience for its members.

First All Ohio Conference

May 23-25, 2018

Columbus, Ohio

The four Ohio HFMA chapters all came together to present the first ever All Ohio Conference in May. The conference was a huge success! More details in the next issue!



Sponsor Spotlight



Argos Health maximizes claim reimbursement for hospitals, health systems and physician groups by billing & resolving complex claims. We are here to alleviate the frustrations of your challenging **Workers' Compensation, Motor Vehicle & Veterans Affairs (VA)** claims by managing them from start to finish, giving you & your staff:

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Clients depend on us for assurance services, tax advice, financial and strategic planning, financing assistance, compliance issues and reimbursement services.

We recognize you face myriad regulations and industry issues. With costs and regulatory scrutiny both on the rise, organizations must closely monitor costs, revenues and risks. Add to this an aging population and more patients using Medicare and Medicaid services, and the task of successfully providing services can seem overwhelming.

Health care providers know they can rely on BKD expertise, tapping into **BKD Thoughtware**® such as webinars, roundtables, alerts and industry newsletters. We're also committed to supporting a wide range of industry associations, including more than 30 HFMA chapters throughout the U.S. And you'll see us at many conference as presenters, moderators, facilitators and attendees.

As the health care environment expands its level of complexity and leaders face anxieties related to compliance matters or puzzled about the countless acronyms and issues such as 501r, CHNA, 340b, Revenue Cycle, FASB, Form 990, Tax Cuts and Jobs Act of 2017, MACRA, DSH, S-10, APMs, CMS, SNFABM, CCRC to list a few, we are confident BKD professionals can provide vital relief.

We welcome your request for additional information about BKD National Health Care Group and our depth of expertise and services. Please contact:

Scott Bezjak, CPA, Partner, Cincinnati, OH at sbezjak@bkd.com or 513.621.8300

Brenda Christman, RN, MHA, Managing Director, Cincinnati, OH at bchristman@bkd.com or 513.621.8300



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Our clients include individual physicians, hospitals, medical staffs, small and large group practices, PPOs, home healthcare providers, nursing homes, managed care plans, allied health professionals, DME providers, and various other healthcare related businesses.

For more information or to schedule a call to speak with us, please Amanda L. Waesch, a Member-Attorney in BMD's Healthcare Group at (330) 253-9185, or Bryan Meek, an Attorney in BMD's healthcare Group at (330) 253-5586.

Brennan, Manna & Diamond, LLC is headquartered at 75 E. Market St., Akron, Ohio 44308, with various offices around Ohio and Florida.



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We understand health care because we have been serving the industry for more than 60 years. Our practice consists of 350+ firm-wide health care professionals, which includes 90+ firm-wide health care principals. We currently serve more than 8,300 health care clients which include:

- 600+ hospitals and health systems, including approximately 80 critical access hospitals
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For more information on CLA's health care services, Lisa M. Hilling, CPA, Principal at 330-706-6124 or lisa.hilling@CLAconnect.com.

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Addressing your health care organization's transparency need through rational pricing

In an era of rising health care costs and consumer-driven financing alternatives, the need for health care cost transparency solutions has become increasingly important. Consumers demand information about their health care fees, and regulatory measures will continue to drive this need. In order to stay competitive, as well as responsive to market and patient needs, health care organizations must embrace this movement and launch a comprehensive pricing transparency strategy. The cornerstones of this strategic effort include weighing procedure costs, managed care issues and market risk considerations.

Initial steps in achieving this strategy require establishing a rational pricing methodology by rebasing charges for items and services within the health care organization. Efforts to get there include:

- Evaluating the range and relative defensibility of current Department of State markup factors
- Evaluating multiple scenarios, narrowing and widening cost corridor guardrails, while assessing gross and net revenue implications
- Analyzing short-term net revenue needs while transitioning to a more defensible, cost-based pricing methodology

This managed care analysis requires an intimate understanding of marketplace and methodology-related opportunities and risks presented by charge-sensitive contractual agreements. It also provides an opportunity to evaluate longer-term revenue risk associated with accountable care incentives, declining utilizations and transparency-motivated charge reduction strategies. In addition, the analysis offers an opportunity to evaluate payer-specific charges and net revenue leakage risks and mitigation strategies.

For a closer look at this topic, check out the following insights:

- [Hospitals Prepare For Pricing Investigation](#)
- [Case Study: Florida Hospital](#)
- [Balancing Transparency and Revenue Performance with Rational Pricing](#)
- [Pricing Transparency \(information sheet\)](#)

Questions? [Contact](#) RSM's health care industry consultants.



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KELLY FIELDER | UCB
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Toledo, OH 43614

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Save the Date – Upcoming NEOHFMA Programs

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



NEO Ohio HFMA Presents: Healthcare Hot Topics Thursday, July 19, 2018 Market Garden Brewery - Cleveland

Program Cost**Member Cost: \$60****Non-Member Cost: \$80****Education Hours****Total HFMA Hours: 4.0****Total Ohio CPA CPE's:**

Detailed

agenda and registration info coming soon to <http://neohfma.org/upcoming-programs/>

July 25th Mini LTC and Volunteer Appreciation
Flat Iron Cafe

More details and registration information 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.



HFMA 2018 Annual Conference

Las Vegas | June 24-27, 2018

- Your journey into learning will begin on Sunday with conference workshops and a keynote session that is part of your registration.
- On Monday through Wednesday, you'll participate in keynote, roundtable and case study sessions and choose from 8 content areas that are most important to you

Visit <https://annual.hfma.org/2018/Public/enter.aspx> 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.

Three Strategies to Achieving a Consumer-Centric Financial Experience

- Hosted by: HFMA
- June 6, 2018 — 2:00 – 3:00 p.m., CST

Lessons Learned When Physicians Disrupt Health Care From The Inside

- Hosted by: HFMA
- June 7, 2018 — 11:00 – 12:30 p.m., CST

A Denial Free Future: Optimizing Middle Revenue Cycle for Improved Financial Performance

- Hosted by: HFMA
- June 12, 2018 — 2:00 – 3:00 p.m., CST

Modern Healthcare Reporting: Best Practices and Time Saving Techniques

- Hosted by: HFMA
- June 13 — 2:00 – 3:00 p.m., CST

How to Enter and Succeed in the Medicare Advantage Market

- Hosted by: HFMA
- June 14, 2018 — 2:00 – 3:00 p.m., CST

Transforming the Patient Financial Experience Through Patient Financing

- Hosted by: HFMA
- June 19, 2018 — 2:00 – 3:30 p.m., CST

Bridging Silos for Value Based Care: Data Interoperability and the Management of a Medicare Advantage Population

- Hosted by: HFMA
- June 20, 2018 — 2:00 – 3:00 p.m., CST

The Impact of Market Structure on Total Cost of Care

- Hosted by: HFMA
- June 28, 2018 — 2:00 – 3:00 p.m., CST

Kudos

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

Puzzle

A car odometer reads 279972, which is a palindrome (it reads the same forward and backward). What is the next palindrome that will appear on this odometer?

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

What is the next date in this sequence?

January 7, February 9, March 5, April 5, May 3, June 4, July 4,

Answer: August 6

Winner: Suzanne Tschetter, CPA, Director of Revenue Integrity, Cleveland Clinic