



# northeast ohio chapter

## Visions 2018-2019 Issue 2



As I sit to construct this letter to the NEO HFMA Chapter, I reflect on many things that have happened over this past year, and stunned at how quickly this year as your President is flying by!

Hopefully, you were able to spend the Holiday season with family and friends as I did – and had a chance to be reminded about the simple things in life that are really important to us all. When I was officially inducted by Lisa Hilling back in May of this past year I thought “How am I ever going to be able to accomplish what our past Presidents have done, and continue the legacy that has been established by so many of our former leaders?” Now I look back and think, “Wow, look at how much we have accomplished, look how fast time is going, and I could not have done it without the active, supportive team that I have”!

We have a new website up and running and looking great. One that is easy to access and navigate. We have a new coordinator to assist us with our newest hurdle, Cvent which is assisting with our registration processes for our events. New educational and networking events, like our “Sponsor Meet & Greet”, our joint event with Baldwin Wallace University’s MBA Alumni Association; “Exploring the Pathways of Health Care”, and the “Back to Our Roots. An Accounting & Finance Update” a program that was held at 100<sup>th</sup> Bomb Group. All of which were nicely attended and highly commented about in our follow up surveys. We have several upcoming events and conferences that will be sure to entice you to attend, such as our NEW Winter Gala on January 11, 2019, our Women in Leadership Conference in March, and our GHALI in May.

**2018-2019 Chapter Sponsors**

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Looking forward to our 2019-2020 year, we will be working with our CAT team to enhance our NEO HFMA Chapter with better succession planning, volunteer involvement, possibly constructing new chapter by laws, and some other new ideas to build upon our wonderful foundation as a chapter.

I would like to congratulate the winners of our Founders Point's, Medal of Honor, and Dale Reeves Award Recipients for this year:

Brianna Ashley: Follmer Bronze Award  
 Deborah Slogar, CPA: Follmer Bronze Award  
 Justin Williams: Medal of Honor Recipient  
 Michelle Earich, CPhT: Dale Reeves Award

In closing, I would like to wish each and every one of you a blessed and happy new year! May we all continue to strive to be the best person we can be, and be reminded again of those simple things in our lives that we so often take for granted.

Sincerely,  
 Michelle Earich, CPhT  
 2018-2019 NEO HFMA Chapter President

## Welcome Back!

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

Michael Manfull, Alteon Health	
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## 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.

John Heck	Shawn Knisely, Cerner
Biraj Patel	Logan Thorpe, Fidelity National Collections
Emily Viscomi, Dreyfuss Williams & Assoc	Laura Henri, Cleveland Clinic
Elizabeth Jacks, University Hospitals	Jacob Walters, University Hospitals
Christine Bafunno, Geisinger	David Oravec
Michael Ferkovic	Grace Xu, KPMG
Jeff Dixon, Salem Regional Medical Center	Kristen Evans, Cleveland Clinic
Yvette Pulphus, Cerner	

Have you visited our new website yet?

<http://www.neohfma.org/>

Let us know what you think at [coordinator@neohfma.org](mailto:coordinator@neohfma.org)



## HFMA – Northeast Ohio Chapter

Our chapter has a LinkedIn  
page:  
HFMA – Northeast Ohio  
Chapter

Join the group for  
announcements and other  
news!

### Considering Certification?

Are looking to set yourself apart within your organization or find a new position within the healthcare industry? Would you like to become one of the healthcare finance professionals to whom others turn for trusted advice? If so, it may be time to consider becoming a *Certified Healthcare Financial Professional (CHFP)*.

Regardless of career stage, there are benefits to becoming a CHFP. Early in your career, you'll set yourself apart by demonstrating a commitment to the field of healthcare finance and continuing professional education. Mid-career professionals will better prepare themselves to lead healthcare organizations through change while managing financial resources responsibly. Seasoned executives can lead by example through mastery of new domains, including the latest payment models, risk mitigation techniques and strategic financial planning topics.

Currently, within the Northeast Ohio HFMA Chapter of 383 members, just 32 professionals have earned this highly-respected certification. Will you be next? Are you ready to become a CHFP? To become a CHFP, a candidate must develop a body of knowledge across a wide range of healthcare finance topics. When fully prepared, candidates must demonstrate mastery of this body of knowledge by successfully completing an exam and be capable of applying the knowledge to real world



situations through case studies. The entire process is self-paced and online, so there is no need for travel.

Healthcare Financial Management Association (HFMA) members can earn the certification for \$599. Individuals who are not HFMA members can enroll in the program and obtain membership for \$749. Certified Healthcare Finance Professionals must maintain certification by completing 60 contact hours of continuing professional education every 3 years and by remaining an active member of HFMA.

The program requires successful completion of two modules:

**Module I – The Business of Healthcare:** This module is a healthcare finance overview and includes risk mitigation, evolving payment models, healthcare accounting and cost analysis, strategic finance and managing financial resources. This is a self-paced learning program, which typically requires a minimum of 14 hours of dedicated study time and concludes with a 75-question, 90-minute exam.

**Module II – Operational Excellence:** This module includes exercises and case studies on the application of healthcare business acumen. The assessment includes 8 case studies with 7 questions each and must be completed within 3 hours. Both modules can be completed entirely online.

To see if this certification is right for you, you can access sample questions at [hfma.org/chfp](http://hfma.org/chfp) or contact HFMA Career Services at (800) 252-4362 or [careerservices@hfma.org](mailto:careerservices@hfma.org). If you would prefer to discuss the program with local certified members, please contact Tom Henderson, CHFP at [hendert6@ccf.org](mailto:hendert6@ccf.org) or Charleen Scott, CHFP at [cscott3@metrohealth.org](mailto:cscott3@metrohealth.org).

## Program Recaps

### Dessert and Dialogue – Exploring the Pathways to Healthcare – October 8, 2018

NEO HFMA Chapter held a joint event with Baldwin Wallace University on the BW campus. The event was free to registrants and open to both BW students as well as HFMA members as an early careerist introduction. There was a panel discussion moderated by Tom Campanella, Director of BW's Health Care MBA. The panel included:

- Heidi Gartland, Vice President of Government & Community Relations, University Hospitals
- Dr. Susan Kuznik, Professor of Business Administration, Baldwin Wallace University
- Don McLellan, Director of Risk Analytics at Cleveland Clinic
- Matthew Miller, Senior Venture Partner – Healthcare, JumpStart



## **Back to Our Roots: An Accounting & Finance Update – November 14, 2018**

The 100<sup>th</sup> Bomb Group in Cleveland was host to the 2018 Back to Our Roots Conference. This was a full day of education and was well attended.

Bob Gross from the Cleveland Clinic was the first speaker to provide insight on how he and his team transformed Revenue Cycle Analytics to save millions. He discussed how metrics were reported in the past and the transformation in systems to provide more relevant and up to date information in real time that allowed the Cleveland Clinic to react immediately to denials and other revenue detractors. This increased the overall collectability as well as the raw amount of collections.

Following that, Tery Kennedy and Brian Francesangelo from Ernst & Young provided an accounting update for healthcare. There was discussion on tax law changes as well as key accounting changes that may affect some or all providers.

Lewis Baum then frightened the entire room discussing digital security. His tips and instruction addressed personal digital security such as passwords and protective sleeves that deter RFID detectors to how the security applies to medical records and hospital systems. Mr. Baum provided some insight into some of the engagements he has performed with health care systems and offered advice and guidance to the group on what he has learned.

Next on the agenda was a Medicare Cost Report 101 primer given by Bill Emrhein of Emrhein & Associates. It was an overview of the Medicare Cost Report and its schedules. It was a good presentation for those new to healthcare or those needing a refresher on cost reporting. Bill touched on how the cost report impacts reimbursement and thus its importance.

Following lunch, the attendees got a presentation on Optimizing the Accounting Close and Financial Reporting given by Jeff Chalmers of Silicon Valley Accountants. Jeff talked about the challenges of month end close from the accountant's perspective. With expectations from leadership to produce reports immediately, accounting must be able to streamline processes and utilize technology to meet those expectations.

The final speaker of the day was the Keynote. Bernie Moreno, president of Collection Auto Group spoke on Customer Satisfaction and how the example is set at the top.



# Sponsor Spotlight



JP Recovery Services is a full service accounts receivable management company that provides collection support to credit grantors to improve cash flow and reduce aged receivables. All account follow-up activities are conducted with professional efficiency to maximize recovery while protecting client reputation.

## **Medical Billing**

- Industrial Claim Resolution (Workers Compensation)
- Problem Claim Resolution
- Contract Medical Billers
- Certified Professional Coders
- Feedback to Clients on Procedural Deficiencies

## **Pre-Collect/Early Out**

- Customer Services Call Center
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- Financial Assistance / Charity Management
- Payment Plan Monitoring
- Return Mail Skip-Tracing

## **Bad Debt**

- Nationwide Coverage
- Credit / Collectability Scoring
- Professional Collection Staff
- Dedicated Insurance Reimbursement Team
- National Legal Network

JP Recovery Services is a proud sponsor of Northeast Ohio Hfma for over 20 years. For more information or any questions that you may have, please contact us directly.

Phone: 440.331.2200

Email: [jkey@jprecovery.com](mailto:jkey@jprecovery.com)

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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.

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**\*\*\*\*\*UPCOMING EVENTS\*\*\*\*\***

**Winter Gala  
Renaissance Hotel  
Friday January 11th 2019**

**Annual Awards will be presented to the following:**

**Follmer Bronze Merit Award:**

*Brianna Ashley  
Deborah Slogar*

**Founders Medal of Honor:**

*Justin Williams*

**Dale Reed Award:**

*Michelle Earich*

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# You're Invited!

## Northeast Ohio HFMA 2019

### *Winter Gala*

Your voice has been heard.  
Please join us for our Inaugural Winter Gala and Awards Dinner.  
After the hustle and bustle of the holiday season, spend an elegant evening with friends and colleagues.  
This formal event will include a champagne greeting, cocktails, dinner and dancing.

~Black tie encouraged~

January 11,  
2019

6:00 PM

Renaissance  
Cleveland

\*A block of rooms has been reserved at a discounted rate.  
Visit [www.neohfma.org](http://www.neohfma.org) for details

## 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.

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## 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](http://www.hfma.org)) to sign up or get more information about the topic. The following Webinars are free to HFMA members.

### Can Improving the Patient Experience Help Reduce Bad Debt?

- Hosted by: HFMA
- January 15, 2019 – 2:00 – 3:00 pm CST

## Kudos

We're excited to share your achievements so please send any updates Debbie Slogar at [deborah.slogar@uhhospitals.org](mailto:deborah.slogar@uhhospitals.org)

## Puzzle

I'm a five letter word. If you remove one, only two letters remain.

What word am I?

E-mail your answer to Rhonda Ridenour at [rridenour@avitahs.org](mailto:rridenour@avitahs.org). All correct entries will be included in a drawing and one lucky entrant will receive a \$25 gift certificate.

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## Previous Puzzle/Riddle Answer

A rich hospital volunteer left all her money to her church except for one thing, her precious diamond. Her will stated that if the children in the hospital's pediatric wing could solve the riddle and tell her lawyer where in her home the diamond is located, it should be sold and the proceeds given to the pediatric center. The clue said, "it's in a cylinder surrounded by a thousand squares." One patient quickly said, "I know where it is," and he was correct. Where was it?

Answer: In a roll of toilet paper