



Dual Chapter Focuses on Transformation

On September 24th through 26th, 150 Healthcare Finance professionals descended into Dayton for the bi-annual Autumn Institute, a dual-chapter event between Southwest Ohio and Central Ohio chapters of HFMA. The event included some great networking, social activities and education, with some of the educational highlights being:

- The keynote of the event, Dr. Jon Burroughs, pushed the audience to challenge some historical notions on how to operate and transform a healthcare organization. Reviews for Dr. Burroughs were tremendous, so look for SWO-HFMA to bring him back in the future.
- Chad Mulvaney provided an update from Washington on the political and regulatory changes to come. Chad can often be read as a regular contributor in HFM magazine.
- A panel of finance and strategy leaders from Central and Southwest Ohio, including Cincinnati Children’s COO Scott Hamlin and Mercy Health’s SVP of Revenue Cycle Michele Tynes Napier, gave insight into what dynamic changes have been occurring and what’s to come in a great session moderated by Matt Weekly.



Member Outreach Reds game outing with the St. Boniface School (page 8)

Other sessions included:

- Jamie Cleverly of Cleverly & Associates discussed Defensible Pricing strategies and data
- Charles Cataline from OHA provided an update on state and regulatory matters
- Berkley Research group presented on the power of advanced data and analytics
- Anthony Colarossi from Plante Moran discussed bundled payment programs
- Rodney Napier from Advanced Patient Advocacy updated the audience on insurance exchanges and patient navigators
- Jeff Hanan with Patina Solutions presented on communications for leaders

Social activities included a corn-hole tournament, golf, and a great evening networking and dining outside in the Oktoberfest event. It was a great event to engage with colleagues from both chapters and to meet regional and national sponsors and speakers. Be sure to block your calendar now for next year’s Tri-State event that includes the Southwest Ohio, Central Ohio, Indiana and Kentucky chapters of HFMA. The Tri-State event is going to be held in Cincinnati on September 23-25, 2015.

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President's Message



Time flies when you're having fun! The new HFMA year has started out to be quite a busy one!

Summer has passed by much more rapidly than any of us had imagined, and we are now diving into Fall full speed ahead. With the transition to Fall, comes a deep dive into our educational season, led by **Craig Ganger** and his Programming Committee. We pull out the heavy hitters and throw education to our members in every way possible! Your Southwestern Ohio chapter wrapped up two successful educational events; Autumn Institute in Dayton, September 24th-26th, and our Fall Education Day on October 17th. We are continuing full force with offering much more to come! December 12th is our Winter Education day, with a focus on Managed Care and physician topics, including the hot topic of MyCare Ohio, and we continue to mix things up with Regional and National webinars throughout the Fall and Winter. Keep an eye out for communication regarding these offerings from our Chapter Administrator, **Debbie Maskey**.

Speaking of Debbie, we have a few changes which recently came into play regarding our communications. We are listening to our members, and you are telling us you would prefer our email blasts sent out to you mid-week. The transition is currently in place, and you will begin receiving these email updates on Wednesday's in November. Thanks to the work of **John P. Mendez**, these emails will also start coming to you from a new email address; hfma@swohfma.org. This should help to make our updates more recognizable in your sea of emails, and allow you to stay up to date on our chapter happenings, including our FREE webinars! Please add this email address to your safe list, as it will be rolled out to you soon.

HFMA National recently emailed you our Annual Member Satisfaction Survey.. Please take a moment to respond with your thoughts. We truly do appreciate the feedback we receive from our members, as we continually work to improve the value of your HFMA membership. I strongly encourage you to contact any of our leadership team, listed within this newsletter and on our website, www.swohfma.org. We would be grateful to hear from you regarding your experience with Southwestern Ohio HFMA, items you appreciate and ideas you have for change and renewal. Your Southwestern Ohio HFMA leadership is on a mission to Lead the Change!

Danielle Kraatz
Chapter President
2014-2015

2014 – 15 Officers

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2013 – 14 Directors

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New and Transferred Members

- **Matt M. Alkire**, President, Fairway Capital Recovery
- **Julie Andol**, United Audit Systems, Inc.
- **Robin R. Brunswick**, Associate Practice Administrator, TriHealth Orthopedic & Spine Institute
- **Courtney Campbell-Saxton**, Assistant Vice President, Cincinnati Children's Hospital Medical Center
- **Nicole Dammann**, Business/Budget Analyst, UC Physicians Co.
- **Chris R. Guin**, Controller, Episcopal Retirement Homes
- **David W. Hook**, Managed Care Analyst, Mercy Health
- **Frank Keeling**, Senior Consultant, Germane Solutions
- **Tracey Alan Klitch**, BDM, Canon Business Process Services
- **Dale Langenderfer**, Senior Financial Analyst, CHI National Home Care
- **Brenda B. Lavagna**, Senior Revenue Analyst, Parallon
- **Melinda Robles**, Senior Provider Service Analyst, HMS
- **Douglas Michael Sammons**, Business Development Executive, Vantiv

HFMA Membership Milestones

30 Years

David McAdams, South Community Behavioral Services, Inc.

Jan Wooles, Cedar Village Retirement Community

25 Years

Kyle Taylor, Bottom Line Systems, Inc.

20 Years

Craig Gilliland, Southern Ohio Medical Center

10 Years

Brian Blank, Trihealth, Inc.

Kristina Kean, Premier Health

5 Years

Amy Becker, Fifth Third Bank

Sondra Ouzts, Cincinnati Children's Hospital Medical Center

Jamie Phillips, The Christ Hospital

(Based on August, September, and October membership start dates)

Membership Scholarships Available!

Thanks to a new Chapter Sponsor, **ClearBalance** has partnered with the Southwestern Ohio Chapter to offer a grant for new membership scholarships! To apply for one of these scholarships, the following metrics must be met:

- The individual must work for a provider.
- Your provider must not offer to pay for HFMA membership at your employment level within the organization.
- The scholarship recipient must commit to obtaining 20 hours of education via webinars or attendance of local education sessions, *by April 30, 2015*. If this is not met, the scholarship will not be renewed in subsequent years.
- The scholarship recipient must be nominated by a current member within their provider organization.

To nominate an individual as a ClearBalance Southwestern Ohio HFMA Membership Scholar, please send a brief email stating who you are nominating, their employer and validation the provider will not pay for their membership dues, as well as a written commitment the individual will obtain 20 hours of education prior to April 30, 2015. Please email all nominations to **David Gaffey** - David.Gaffey@parallon.com – and **Danielle Kraatz** – DAKraatz@mercy.com.

Thank you **ClearBalance**!



Board Member Spotlight – Rob Shoemaker

Rob Shoemaker is the Director of Service Line and Physician Division Finance at The Christ Hospital Health Network, where he has been employed since 2009. Prior to that Rob worked at Ernst and Young. Rob received his B.S. in Accounting from Boston College and his M.B.A. in Finance from Xavier University.

He has been a member of HFMA since 2006 and is also a board member of the Cincinnati Symphony Volunteers Association. Rob is a lifelong Cincinnati and was a member of the Cincinnati Chamber of Commerce C-Change Class 6.

Rob resides in Hyde Park with his wife Robin and daughter Kate. He enjoys golf and running during his free time. Rob and his family enjoy visiting his wife's family in California and reading and boating in Michigan during the summers.

Southwestern Ohio Chapter HFMA 2014-15 Committee Listing

<u>Committee</u>	<u>Chairperson</u>	<u>Email</u>	<u>Co-Chairperson</u>	<u>Email</u>
Awards Dinner	Joyce Lehmann	jlehmann@medicalrecovery.net		
Certification	Dave McAdams	dmcadams@southcommunity.com		
Davis Chapter Mgt.	Yvonne Focke	yfocke@cinci.rr.com		
Founders Merit	Yvonne Focke	yfocke@cinci.rr.com		
IT (Webmaster)	John Mendez	johnpmendez@mercy.com		
May Institute	Andrea Kovall	andrea.kovall@chs.trihealth.com		
Link	Michele Napier	mnapier@mercy.com		
Member Outreach	Diana Feldman-Smith	dfeldmansmith@cinti.rr.com	Chris Lah	chris.lah@cchmc.org
Membership	David Gaffey	djgaffey@mercy.com	David Gaffey	amy.becker@53.com
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Past President's Council	Shawn Kent	sakent@mercy.com		
Program	Craig Ganger	caganger@premierhealth.com		
Social Events	Amanda Fishman	afishman@theclearogroup.com		
Sponsorship	Kristen Sumpter	kristen.sumpter@rhi.com	John Mendez	johnpmendez@mercy.com
Yerger	Carol Tenenholtz	csteneholtz@fuse.net		

June 13, 2014 Board Meeting Highlights

- The Chapter Balance Scorecard and DCMS Reports were reviewed, including key measures and year-to-date status on the Chapter's metrics. A special emphasis on member satisfaction and membership numbers will take place over the next several months.
- The current membership count is 332 vs. a target of 422. The Membership Committee will follow up with members who have not renewed for the last three membership years, and membership scholarship opportunities will be rolled out this month.
- Chapter financials were reviewed, with outstanding items from Autumn Institute needed to reconcile to true cash balance for the chapter. Treasurer will follow up when reconciliation is completed with the Central Ohio HFMA chapter.

Future Board Meeting Dates

Chapter Board Meetings are open to all interested members. Meetings are scheduled for the following dates:

December 12, 2014 - 8:00am-10:00am

February 13, 2015 - 8:00am-10:00am

April 10, 2015 - 8:30am-10:30am

If you are interested in attending, please email Danielle Kraatz at dakraatz@mercy.com to confirm time and place.

Member News

- **Robert Hodgkins**, Vice President and Chief Financial Officer of Dental Care Plus, was named 2014 Cincinnati Business Courier CFO of the Year Award in the small private company category.
- **Chris Meredith** is joining TriHealth, Inc. as Contoller.
- Ernst & Young, LLP has recently promoted **Joe Muraca** to Assurance Partner.
- **Betty Tonne** is retiring as General Accounting Manager for TriHealth, Inc. **Mike Fitz**, current Finance Manager for TriHealth Physician Practices, has been promoted to her position.
- Mercy Health has announced the promotion of Chief Financial Officer **Deborah Bloomfield** to Executive Vice President and added the title Senior Vice President to Treasurer **Jerry Judd**.

Congratulations and best wishes to all!

You Can't Win 'em All



The 5th annual Southwestern Ohio HFMA Reds game outing took place on Wednesday, July 30, 2014. More than 50 HFMA members enjoyed a beautiful afternoon watching the Reds play the Arizona Diamondbacks in an exciting game at Great American Ball Park. Although the Reds lost 5-4, it was a great opportunity to get out of the office and network with old and new friends. Many thanks to **Amanda Fishman** and her committee for putting together another terrific event.



We would like to extend a big thank you to Med A/Rx for Sponsoring our RedsGame on July 30, 2014. The Reds outing is always a favorite among our Chapter Members, it is a day out of the office to network and connect with old friends and make new ones. Thank you again to Med A/Rx for your continued support.



Sue O'Brien

Sue O'Brien, Manager of Hospital Finance for TriHealth, Inc., passed away on July 26, 2014. Sue started her career in the lab of Good Samaritan Hospital and then moved to University and Mercy hospitals before returning to TriHealth. She has been an HFMA member since 2003. Sue was a wonderful teacher and mentor and she will be greatly missed. Please keep her family and friends in your thoughts and prayers.

HFMA Educational Programs

The Chapter is planning some exciting changes in its educational programming and social events. These include making educational sessions an even better value. The new forum pricing is as follows:

- Single full-day forum with lunch: \$75 members / \$100 non-members (was \$90/\$140)
- Individual season pass - \$150 (was \$180)
- Organization season pass (up to 4 attendees per forum) - \$500 (was \$450 for 3)
- Corporate season pass (up to 12 attendees per forum) - \$1,100 (was \$850 for 6)

2014-2015 Season Passes can be purchased online by HFMA members only until December 31, 2014. The online link is www.hfma.org/Content.aspx?id=517. Season Passes are good from September 30, 2014 through May 1, 2014 for education events provided by the Southwestern Ohio chapter of HFMA. The Season Pass may not be used at the Tri-State Event, Co-Chapter Conferences, or May Institute. Plans are still in the works, but below are some tentative dates and events. Watch your email for future developments. Please contact Craig Ganger (caganger@premierhealth.com) if you would like more information or have questions about the Season Pass.

Forum Dates

December 12, 2014 - Winter Forum

February 13, 2015 - Spring Forum

Are You Truly Satisfied!?

Last week, HFMA National began sending out the annual Chapter Member Satisfaction Survey. If you receive this survey, we encourage you to take advantage of this opportunity to provide us with feedback. Tell us what we are doing well, and tell us where we need some improvement. We are listening...

Over the last several years, you have heard the Chapter Leaders talk about how HFMA National scores the annual performance of each chapter, and how we work to achieve "the full 100 points" on the Chapter Balanced Scorecard. HOWEVER, DID YOU KNOW...20 points of the possible 100 points are tied to the Satisfaction Survey? In addition, it is an "all or nothing" metric. To achieve the 20 points, 60% of those who respond must score their HFMA experience as either "Very or Extremely Satisfied".

Your chapter leadership team is committed to excellence, and our goal is to provide the best HFMA experience possible. Here is what we have done, based on strategic initiatives, and responses from previous surveys:

- Continue our collaboration with the Central Ohio HFMA Chapter to broaden the networking opportunities for our members.
- Implemented a new certification study program with available financial assistance to improve member's certification and education. (Aspire to learn more?? Contact **Dave McAdams** – dmcadams@southcommunity.com.)
- Provide programming with nationally recognized speakers and continue to seek out the qualified speakers who are knowledgeable about hot and relevant topics in healthcare (Have you heard about MyCare Ohio?? Come to our education session on December 12th to learn more!)
- Delivered more education via FREE webinars to minimize our members time away from the office, while still obtaining valuable knowledge on essential educational topics. OVER 85 free webinars are offered throughout the year!
- Implemented our Road Show program, providing EVERY provider with the opportunity to ask us for a speaker on any topic of their choice, and we will bring a speaker in, free of charge, to provide the requested education onsite at your location. (Interested in learning more?? Contact **Craig Ganger** – caganger@premierhealth.com or **John Mendez** – johnpmendez@mercy.com.)
- Changed locations for our 3 full day education sessions, to make programming more accessible to all of our members, from Dayton, to Cincinnati.
- Offer scholarship opportunities for Provider employees to make HFMA membership available to those who do not have the membership fees covered by their employer. (See scholarship article within this newsletter for more details!)

If you are dissatisfied with the Chapter, as you think about the education & events we provide, please contact any chapter officer, *we want to know*. Thank you for your time in helping us achieve our chapter goals, and making the most of the Southwestern Ohio Chapter for our *members!*

Region 6 Webinars

Title: **Rejection Prevention**
 Date: Thursday, November 13, 2014
 Time: 1:00 PM - 2:00 PM EST
 Link: <https://www2.gotomeeting.com/register/135354258>



Kelley Blair, Executive Vice President, Adreima

Kelley Blair joined Adreima as Northeast Regional President in January of 2013 and was promoted in November of 2013 to Executive Vice President of the company's client organization where she led the business development and client services. Prior to joining Adreima, Blair served as Senior Vice President of Professional Services for Craneware, helping technology clients maximize their return on investment by providing healthcare operations expertise, best practice ideas, performance improvement methods and measurement tools in the management of revenue cycle strategic projects. Prior to joining Craneware, Blair served as a Revenue Cycle System Director for an integrated healthcare delivery system managing revenue cycle processes, strategic plans, and system implementations for five hospitals and more than 40 clinics. She also served as the Director of Business Operations for the medical center where she was accountable for daily operations of over 100 employees, and management of large scale revenue cycle initiatives. In addition to more than eleven years of revenue cycle operations management and performance improvement experience, Blair is a certified Six Sigma Black Belt with formal training and experience using Lean and Focus PDCA improvement methodologies in complex integrated health systems. Blair holds a Master's Degree in Organizational Leadership with a focus on Strategic Management.

Takeaways:

1. Identify how to prevent future occurrences
2. Prepare an integrated denials management process including team composition, work flows, and procedures
3. Describe specific denials management challenges and how to overcome them
4. Organize data collection and design an effective analysis

Space is limited, reserve your space now.

Upcoming Webinars – **FREE** for Members

Mark Your Calendar!

Upcoming Live Webinars offered by HFMA National

Contact for these events is Renee George at rpgeorge@mvh.org

FREE for Members
 Earn 1.5 CPEs per Webinar!

Other webinars available

Check registration and cost information at www.hfma.org

Upcoming Live Webinars:

November 6	A Clinically Integrated Approach to Improving Healthcare Quality, Cost, and Efficiency
November 11	Reshaping the Physician Fee Schedule for Physician Services to Integrate Engagement and Payment
November 12	Understanding the 2014 U.S. Trust Study of High Net Worth Philanthropy
November 13	How a Clinically Integrated Network Reduced Risk by Engaging High-Risk Patients
November 19	Dignity Health: The Making of A New Revenue Cycle Management Model
November 25	Personalizing the Patient Experience: the Ultimate Objective of Population Health
December 4	Choosing the Right Methodology for Predicting Patient Demand
December 10	The Critical Role of Clinical Integration in Revenue Integrity
December 18	2015 Final Rule Changes to Outpatient Payment System (OPPS) and Ambulatory Service Center (ASC)

Save the Date

2014 Winter Education Day

Join your fellow HFMA members from Southwestern Ohio for this outstanding education day and networking event on December 12, 2014 at the West Chester Wingate by Wyndham. Watch your email for more details.

October 17th Education Day

October 17th kicked off our first full-education day of the year for SWO-HFMA was held at the Wingate in West Chester.

- Margie Namie gave a great presentation on how post-acute providers are an important element in the move from volume to value
- Tricia Johnson with E&Y have a thorough update on changes from the IRS and spoke on upcoming challenges related to telemedicine and donor groups
- Karen Smith and Claire Turcotte gave presentations on Meaningful Use and HIPAA Audits
- Speakers from Plante Moran and E&Y gave updates on accounting changes and the OMB Circular A-133

Our next education day is on December 12th, also at the Wingate in West Chester. Be sure to mark your calendars now to hear sessions on:

- MyCare Ohio – listen to presentations and panel discussions on how the state and managed care plans intend to better coordinate care for dual-eligible patients.
- Commercial Health Insurance Exchanges – it’s been a year since the exchanges first went up, come find out what’s changing with some of the payors and how it impacts your organization.
- Practice Transformation – executive and physician leadership from St. Elizabeth Healthcare will present on the initiatives they’ve been deploying in pursuit of the Triple Aim
- Cost Measurement & Transparency Efforts - listen to a fan-favorite speaker Dr. Richard Shonk present on efforts to impact costs and transparency in Greater Cincinnati

If you or your organization has purchased a season pass, there’s no cost to attend. Simply register and select the “season pass” option by following this link: www.hfma.org/Content.aspx?id=25795.

Member Outreach Update

The Member Outreach Committee once again hosted students from an inner-city school at a Cincinnati Reds baseball game. This year 11 students, 2 teachers, and the principal from St. Boniface School in Northside were hosted in the Cincinnati Bell Pavilion at Great American Ball Park as the Cincinnati Reds took on the Chicago Cubs on Thursday, August 28, 2014. The CISE Executive that attended, Cate O’Brien, was very excited that we did this for St. Boniface, since it is their largest inner-city grade school in terms of enrollment. For five of the students, this was their first baseball game ever!

A big thank you to Chapter members **Joyce Lehmann, David McCullough, Ryan Rosenthal, and Chris Scowden** for attending and assisting committee co-chairs **Chris Lah and Diana Feldman-Smith** with this event. Everyone in attendance had a great time watching the Red’s beat the Cubs 7-2.



Thank You!!



At LTC in April Southwest Ohio HFMA Chapter Leaders had the opportunity to network with members from Central Ohio Chapter, the South Carolina Chapter and the Texas Gulf Coast Chapter. We were treated to a Potomac River Cruise aboard Capital Elite's Private Yacht. All this was made possible by one of our Corporate Sponsors, UCB together with ParrishShaw. We were hosted by Ken Stoll of UCB and Julie Noel of ParrishShaw. We were treated to a sunset along the Potomac and a time to relax and get to know colleagues from other chapters while enjoying a fine meal and views of Washington DC. Thank you again to UCB and ParrishShaw for a memorable time.



Job Opportunities

Managed Care Analyst – Premier Health

Apply online at <http://www.premierhealth.com/section.aspx?id=74072>

Reimbursement Senior Analyst – Mercy Health

Contact Grace Fuson at GEFuson@mercy.com

Manager Net Revenue – Mercy Health

Contact Grace Fuson at GEFuson@mercy.com

Director – Governmental Reimbursement – UC Health

Apply online at www.uchealth.com

Manager of Financial Analysis and Cost Accounting – TriHealth

Apply online at <http://www.trihealth.com/discover-trihealth/your-trihealth/careers/>

LEADING
the
CHANGE

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hfma 2014 - 2015

FIRST CLASS MAIL

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Southwest Winds***

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Julie Burks	Jeff Ladenburger
Craig Ganger	John Mendez
Pete King	Jan Wooles

Editorial Policy

The statements and opinions appearing in articles are those of the authors and not necessarily those of the Southwestern Ohio HFMA Chapter, or the editor. The editor reserves the right to edit material and accept or reject contributions whether solicited or not. All correspondence is assumed to be a release for publication unless otherwise indicated.

Article Submission

Southwest Winds encourages submission of material for publication. Articles should be typewritten and submitted electronically to the editor by the deadlines listed below. The editor reserves the right to edit, accept, or reject materials whether solicited or not. HFMA Founder Points are granted for any articles published in *Southwest Winds*.

Submission Deadlines

December 5, 2014
March 20, 2015

Chapter Corporate Sponsors

The Southwestern Ohio Chapter of HFMA would like to acknowledge and thank the following corporate sponsors. Your financial support and technical assistance is very important and is greatly appreciated by our membership!!

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