



**hfma** southwestern ohio chapter  
healthcare financial management association

# Southwest Winds



<http://www.swohfma.org>

Summer 2014 Volume 32/Number 1

## May Institute Focuses on What's Now and What's Next

This year's keynote speaker was John M. Harris, a Principal at DGA Partners. Mr. Harris's presentation concentrated on strategic planning with a focus on financial analysis of hospital and health system initiatives. This included the assessing of the impact of health reform and developing strategic responses. Developing Clinically Integrated Networks and physician-hospital alignment and engagement was another focus of Mr. Harris's discussion.

In the general presentation the latest trends in payer/provider relations, and what hospitals and health systems are doing to improve their positioning was reviewed by Brandon Edward, CEO of ReviveHealth. Narrow networks, tiering, and new risk-based strategies were discussed. Additional discussion included how to tell your story to the employer community and how do we make sure you brand is preferred by consumers.

The first breakout session revolved around managed care and reimbursement. Value-based payments and bundled payments were discussed by Christopher Kalkhof and Amol Navathe. Diane M. Signoracci, of Bricker and Eckler reviewed the new Medicare inpatient admission standards, including the two midnight rule and other physician certification rules.

In the second breakout session Lorrie Wood, Vice President & Principal, RSource, provided a revenue cycle update and Andrew Adams, EY, provided an accounting update. Led by Matt Weekley, National Healthcare Practice Leader for Plante Moran, Friday's panel discussion discussed the Medicaid expansion occurring in Ohio. Representative Denise Driehaus, Greg Moody, Director Office of Health Transformation, and Bryan Bucklew, President & CEO, Greater Dayton Area Hospital Association led the discussion.

Friday's OHA update was led by Ryan Biles, Senior Vice President, Health Economics & Policy for the Ohio Hospital Association, and focused on the changes in health care coverage and reimbursement that will begin to force hospitals into different roles.

### Golf Results:

#### 1<sup>st</sup> Place Team

Tim Egloff  
Mike Fitz  
Joe Hricovsky  
Rob Shoemaker

#### 2<sup>nd</sup> Place Team

Ken Stoll  
Brad Hall  
Frederick Graessle  
Bryan Gordon

#### 3<sup>rd</sup> Place Team (tie)

Ben Gleason  
Brad Willkie  
Karen Shadowens  
Brian Reppeto

#### 3<sup>rd</sup> Place Team (tie)

David McCullough  
Tony Helton  
Paul Fenstermaker  
Greg Shook

**Men's Long Drive** – Tim Egloff

**Womens Long Drive** – Karen Shadowens

**Closest to the Pin** – Rob Shoemaker



Shawn Kent, Danielle Kraatz, David McCullough, Tony Helton

## Chapter Wins National Awards at ANI

2013-14 Chapter President, Dave McCullough, was on hand at the HFMA Annual National Institute on June 23, 2014 in Las Vegas, Nevada to receive the following awards on behalf of the Chapter:

- Gold Award of Excellence for Membership Growth and Retention
- Helen M. Yerger Special Recognition Award for "Increase Level of Certified Members" Chapter Initiative
- Helen M. Yerger Special Recognition Award for the Region 6 Webinar Series 2013/2014

In addition, the Chapter earned the overall score of 100 on the 2013-14 HFMA Chapter Balanced Scorecard for the third year in a row. This is the National HFMA system of measuring Chapter service to its members in the areas of education, membership, certification, cash management, and reporting. Some of the highlights were as follows:

- Education hours – 5,710 vs. goal of 5,423
- Membership – 422 vs. goal of 408
- Certification – 8.6% certified members vs. goal of 8.3%

Congratulations to Dave and his team for their achievements and thanks for all they have done to benefit our Chapter.

## Inside This Issue

President's Message.....	2
New Members and Milestones.....	3
Chapter News.....	3-5
Job Opportunities.....	4
Education Events.....	6-8

## President's Message



**C**hange surrounds us everywhere; at work, at home, in our communities, and in healthcare. We are all part of Leading the Change in our industry, and I could not have hoped for a better team to continue taking the Southwestern Ohio HFMA Chapter in the right direction! I am excited and grateful to have been selected to serve as your 2014-2015 Chapter President.

As I look ahead to the 2014-2015 year, I see many opportunities to continue in our growth and lead the change within our industry. Our Chapter has a history of proven success in offering our members the education, networking, collaboration and growth opportunities we all strive to find within our careers. Your team of Officers and Directors has committed to focusing on four major areas:

**Road Shows** – Enhancing provider outreach by offering to bring in a speaker on any topic the provider requests, free of charge

**Certification** – Offering education and study materials to enable our members to become Certified Healthcare Financial Professionals and Certified Revenue Cycle Representatives, both of which can be career enhancing moves

**Volunteer Tracking** – Our Past President's Council will explain and provide you with any volunteer opportunities you would like to learn about with our Chapter

**Succession Planning** – Creating a line of leadership to identify future leaders and help prepare them for serving among different roles within our Chapter

I encourage all of you to take ownership over the benefits of your HFMA membership. If you are interested in learning more, please reach out to me at any time. Your HFMA Chapter is volunteer led. If you want the opportunity to help Lead the Change, 2014 is a great time to start!

**Danielle Kraatz**  
Chapter President  
2014-2015

### June 13, 2014 Board Meeting Highlights

- The 2013-14 Chapter Balance Scorecard and DCMS Reports were reviewed; goals and deadlines for 2014-15 were discussed; focus will be on succession planning, volunteer coordination, certification, and road shows.
- The 2014-15 Chapter budget was reviewed.
- Various committee plans were reviewed.

### Future Board Meeting Dates

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

August 15, 2014 – 8:30am-10:30am  
October 17, 2014 - 8:00am-10:00am  
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](mailto:dakraatz@mercy.com) to confirm time and place.

## 2014 – 15 Officers

President

**Danielle Kraatz**

Mercy Health

(513) 981-6588 [dakraatz@mercy.com](mailto:dakraatz@mercy.com)

Past-President

**David McCullough**

Professional Medical Services

(817) 451-0015 [dmccullough@p-m-s.com](mailto:dmccullough@p-m-s.com)

President-Elect

**Renee George**

Premier Health Partners

(937) 499-9887 [rpgeorge@premierhealthpartners.org](mailto:rpgeorge@premierhealthpartners.org)

Vice-President

**Andrea Kovall**

Consolidated Health Services/CHI National Home Care

(513) 576-0262 [andrea.kovall@chs.trihealth.com](mailto:andrea.kovall@chs.trihealth.com)

Secretary

**Yvonne Focke**

Advanced Patient Solutions, LLC

(513) 673-3995 [yfocke@cinci.rr.com](mailto:yfocke@cinci.rr.com)

Treasurer

**Karen Shadowens**

UC Health West Chester Hospital

(513) 298-7707 [karen.shadowens@uchealth.com](mailto:karen.shadowens@uchealth.com)

## 2014 – 15 Directors

**Amy Becker**

Fifth Third Bank

(937) 227-3003 [amy.becker@53.com](mailto:amy.becker@53.com)

**Craig Ganger**

Premier Health

(937) 499-5517 [caganger@premierhealth.com](mailto:caganger@premierhealth.com)

**Brian Krause**

TriHealth, Inc.

(513) 569-5126 [brian\\_krause@trihealth.com](mailto:brian_krause@trihealth.com)

**Joyce Lehmann**

Medical Recovery Systems, Inc.

(513) 487-7316 [jlehmann@medicalrecovery.net](mailto:jlehmann@medicalrecovery.net)

**John Mendez**

Mercy Health

(513) 639-0143 [johnpmendez@mercy.com](mailto:johnpmendez@mercy.com)

**Robert Shoemaker**

The Christ Hospital Health Network

(513) 263-1688 [robert.shoemaker@thechristhospital.com](mailto:robert.shoemaker@thechristhospital.com)

**Kristen Sumpter**

Robert Half International

(513) 621-4243 [kristen.sumpter@rhi.com](mailto:kristen.sumpter@rhi.com)

**Carol Tenenholtz**

Carol Tenenholtz, Inc.

(513) 520-9879 [cstenenholtz@fuse.net](mailto:cstenenholtz@fuse.net)

## New and Transferred Members

- **Casey Anderson**, HMS Holdings
- **Joetta B. Bartels**, Manager Ins Collections & Denial Mgmt, Mercy Health
- **Ashley Bechtold**, Senior Business Analyst, TriHealth, Inc.
- **Sara Caples**, Manager, Financial Planning, St. Elizabeth Medical Center
- **Jackie Cook**, Regional Manager, Parallon
- **Nicholas S. Demko**, Director Payer Relations, The Christ Hospital Health Network
- **Cherie Eplion**, Regional Sales Director, Experiam Healthcare
- **Terry Gadd**, program Manager, Rev Cycle, Mercy Health
- **William E. Gibson**, Manager Accounts Receivable, Cincinnati Children's Hospital Medical Center
- **Steven M. Ivy**, Controller, Clinton Memorial Hospital
- **Bryan Kleirscheidel**, Budget Manager, St. Elizabeth Med Center – South
- **Jessica Lemoine**, Corporate Supervisor, Mercy Health
- **Wally J. Lester**, Manager, UC Health
- **Marty D. Lewis**, Financial Analyst, CareSource
- **Kendelle Lydon**, FrameworkMi, Inc.
- **Cynthia Murray**, Manager, Managed Care Operations, TriHealth, Inc.
- **Julie Roberts**, Manager Chargemaster Services, UC Health
- **Joseph L. Ruark**, Director, Home Health/Hospice Revenue Cycle, Consolidated Health Services
- **Jonathan Scheidler**, Navigant Consulting
- **Ted Scherpenberg**, The Christ Hospital Health Network
- **Walt Stamper**, Corporate Program Manager Revenue Cycle, Mercy Health
- **Sherry Stoll**, Sr. Revenue Systems Analyst, Mercy Health
- **Jennifer Sublett**, Manager Accounts Receivable, Cincinnati Children's Hospital Medical Center
- **Mark Wasserman**, Director Payer Relations, UC Health
- **Karen Wittenberg**, Business Solutions Director, Verisma Systems
- **Jane Zalla**, Treasury Management Officer, Fifth Third Bank
- **Trish Zapanta**, Director, Patient Accounting, TriHealth, Inc.

## HFMA Membership Milestones

### 35 Years

**David Meckstroth**, Meck Consulting

### 30 Years

**Nicholas Demko**, The Christ Hospital Health Network

**Leo Kessler**, Deloitte Consulting Llp

### 25 Years

**John Sunde**, Trihealth, Inc.

**Jerome Judd**, Mercy Health

### 20 Years

**Tony Helton**, St. Elizabeth Healthcare

**Carla Brooks**, Premier Care Consulting, Inc.

### 10 Years

**James Eldred**, Humana

**Greg Elsner**, Solutions for Revenue

**Mary Ann Gadbois**, Shriners

Hospitals For Children-Cincinnati

**Robyn Suhlman**, University General Health System

**Daphne Fleming**, Impact Advisors

**Danielle Kraatz**, Mercy Health

**Jennifer Lewis**, CareSource

### 5 Years

**Emily Brophy**, Bottom Line Systems, Inc.

**Thomas Maloney**, Atrium Medical Center

**Mark Fryer**, PricewaterhouseCoopers, LLP

**Arvind Joshi**, UC Health

**Adam Momper**, Anderson Hospital

(Based on May, June, and July membership start dates)

## New Member Spotlight – Deborah Maskey – Chapter Administrative Secretary



Debbie started serving the Southwestern Ohio HFMA Chapter as our administrative secretary in 2012, and handles our email communications with our members.

Debbie is President of Administrative Edge, Inc. which she began in 1980 to offer support services to businesses that are too small to afford full time administrative help. She handles everything from data base management to bookkeeping services for the companies she serves.

She and her husband, Bob, have been married for 31 years, and share their home with their 3 dogs. They have 6 grown children and 8 grandchildren living from Texas, and Florida up to Michigan. She enjoys her church work, music, yard work, and crafts.

Welcome to the Chapter, Debbie. We look forward to your weekly emails with the Chapter news.

## Board Member Spotlight – Karen Shadowens - Treasurer



Karen Shadowens is the CFO at West Chester Hospital which is part of the UC Health system, where she has been employed since July of 2012. Karen returns to Southwestern Ohio after three years in Indiana where she was Director of Financial Transactions responsible for Payroll, Accounts Payable, Capital Accounting and A/R Reserve Accounting at Indiana University Health. Prior to that she was with Clinton Memorial Hospital in Wilmington, Ohio as the Vice President and Chief Financial Officer where she was responsible for Accounting, Finance, Revenue Cycle, Employed Physicians, Family Practice Residency, Facilities and Security. Karen received her BSB in Accounting and Finance as well as an MBA in Finance from Wright State University in Dayton, Ohio. She is a Certified Public Accountant as well as a Fellow in HFMA. She is also a member of ACHE and serves as Secretary on the board of the Historic Murphy Theatre in Wilmington, Ohio. She is thrilled to be back in the area and a part of the

Southwestern Ohio Chapter of HFMA again. She feels strongly about the value of HFMA especially in this time of rapid change in the Industry. The ability to access high quality education and network with peers are especially important components of HFMA membership.

Karen resides in Wilmington with her husband Robin, their dogs, Shelby and Bennie, and lots of wildlife. She enjoys golf, reading and shares a love of the outdoors with her husband. They enjoy gardening, hiking and spending time with their three grandsons, Beckley, 30 months and twins, Colten and Cohen, 2 months.

## 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	mnapiere@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
Newsletter	Robert Shoemaker	robert.shoemaker@thechristhospital.com	Ruth Schwallie	ruth_schwallie@fuse.net
Past President's Council	Shawn Kent	sakent@mercy.com		
Program	Craig Ganger	caganger@premierhealth.com		
Social Events	Amanda Fishman	afishman@theclarogroup.com		
Sponsorship	Kristen Sumpter	kristen.sumpter@rhi.com	John Mendez	johnpmendez@mercy.com
Yerger	Carol Tenenholtz	csteneholtz@fuse.net		

## Job Opportunity

**Title:** Network Account Manager, Aetna

**Duties:** Oversee/manage accounts; execute strategic components of the business plan for each market; coordinate with segment constituents on medical cost and membership growth and network fortification initiatives; communicate with external constituents to effectively engage the provider community and demonstrate the Aetna value proposition; negotiate contracts and other understandings on behalf of the company

**Education/Experience:** Bachelor's degree or equivalent experience; 2-5 years industry experience (Medical Cost Drivers and Managed Care Industry); working knowledge of provider business operations (PRL); must live in the Cincinnati area

**Contact:** Apply at [Aetna.com](http://Aetna.com) Network Account Manager 17817BR

**Title:** Senior Financial Analyst, The Christ Hospital Health Network

**Duties:** The position will support the Director of Finance, Physician Division in the preparation, review, and analysis of monthly financial statements as well as the capital and operational budget process. In addition, the position will assist in the completion of data requests from TCHHN, and work with operations and providers to help answer questions and provide data to the physician practices. This regarding financial reports and other financial information as well as special projects as assigned.

**Education/Experience:** Bachelor's degree required; undergraduate coursework in business, finance, or accounting fields strongly recommended. 3-5 years of finance and healthcare experience required. Knowledge of personal computer and spreadsheet, graphics and flowcharting software applications (Word, Excel, PowerPoint presentations). Excellent communication skills, both verbal and written. Ability to work well with people of diverse backgrounds (education, training, cultures).

**Contact:** Apply online at [www.thechristhospital.com](http://www.thechristhospital.com)

## Member News

- **Todd Cole** has been named Vice President, Sales & Marketing for Medical Recovery Systems, Inc.
- St. Elizabeth Healthcare promoted **Tony Helton** Vice President of Revenue Cycle.
- **Robert Hodgkins**, Vice President and Chief Financial Officer of Dental Care Plus, is a 2014 finalist for the Cincinnati Business Courier 8<sup>th</sup> Annual CFO of the Year Award.
- **Shawn Kent** has been promoted to Vice President, Revenue Cycle Financial Performance. Shawn has been with Mercy Health since 2008 as the Divisional Director of Patient Financial Services overseeing the billing, cash posting, insurance follow-up, customer service, and collections. Shawn has been integral in achieving and maintaining exceptional results in cash and revenue cycle metrics, reducing the Cost to Collect, and providing insight to the networks by scorecards and “Deep Dive” analysis. Shawn is responsible for all vendor management, financial performance of the markets, statistical analysis and reporting.
- **John Mendez** has been promoted to Corporate Director, Pricing and Strategy at Mercy Health. John has been integral in achieving revenue cycle initiatives in charge capture. He has led the strategic pricing initiative for the Southern Market for the last several years.
- **Michele Napier** has been promoted to System Vice President, Revenue Cycle. Michele has been with Mercy Health since 2010 as the Divisional Vice President of Revenue Cycle for the Southern networks: Cincinnati, Springfield, Kentucky, and Lima. She has been integral in bringing in \$58 Million dollars in Revenue Cycle initiatives since 2010. She assumes responsibility for Hospital and Physician revenue cycle for Mercy Health.
- **Paul Pezzenti**, Director, Managed Care Contracting for TriHealth, Inc, is retiring as of August 1, 2014. **Ed Baga** has been hired to replace him.
- **Craig Rucker** has announced his retirement from the position of Senior Vice President and Chief Financial Officer of TriHealth, Inc. **Mike Crofton**, currently Vice President of Finance, has been promoted to Craig’s position. **Brian Krause**, currently Controller, has been promoted to the Vice President of Finance position. All changes are effective September 1, 2014.
- **Emily Seitz-Pawlak** has been promoted to Vice President, Revenue Cycle – Cincinnati, Springfield, and Kentucky networks. Emily has been with Mercy Health since 2008 and most recently in the capacity as the Divisional Director of Access for the Southern network overseeing Pre-Access, Financial Counseling, and Registration functions for Cincinnati, Springfield, and Kentucky. She has lent her expertise in the transitions of the Jewish Hospital, the Springfield and Kentucky networks and the newly built Westside Hospital. Emily assumes responsibility for the Cincinnati, Springfield, and Kentucky markets.
- **Carl Swart**, Vice President, Revenue Cycle will add the Lima Network and Revenue Cycle strategy to his current responsibilities. Carl has been with Mercy Health since 2009 as the Vice President, Physician Revenue Cycle. He was instrumental in building the Corporate Physician Business Center (CPBC) consolidating back-office billing services resulting in annual cost to collect savings of approximately \$1.5 million. In 2013 the CPBC collected record cash with more than \$250 Million associated with physician claims.

Congratulations and best wishes to all!

## Member Outreach Update

The Member Outreach Committee is planning another outing with students from St. Boniface, an inner-city school in Northside on Thursday, August 28, 2014. Thanks to the generosity of Cincinnati Bell Technology Services, the students and their chaperones will be hosted in the Cincinnati Bell Pavilion at Great American Ball Park as the Cincinnati Reds take on the Chicago Cubs. If you would like to join the fun, contact Chris Lah at [chris.lah@cchmc.org](mailto:chris.lah@cchmc.org).

## Don't Let This Be Your Last Newsletter

May 31st was the deadline for renewing your HFMA dues. If you have not done so, please renew as soon as possible to prevent the loss of benefits. If you have questions, please contact Membership Committee chair David Gaffey ([david.gaffey@parallon.com](mailto:david.gaffey@parallon.com)) or co-chair Amy Becker ([amy.becker@53.com](mailto:amy.becker@53.com)). Don't be left out!

## New Offering - SWO-HFMA Road Show

On March 7, 2014, Southwestern Ohio HFMA launched its first Road Show series at Premier Health Center in Dayton, Ohio. This 1.5 hour seminar featuring Anthony Colarossi, Partner, Healthcare Consulting, Plante Moran focused on the impact of Health Insurance Exchanges on providers. Almost 100 managers and staff were in attendance. Additional road shows were held in April for Mercy Health and St. Elizabeth Healthcare.

Our member surveys have told us that education continues to be the most valuable aspect of HFMA membership. Members have shared that the top reasons keeping them from attending sessions are topics and locations. In an effort to address these challenges, the Chapter is bringing speakers that can address a variety of topics chosen by the provider directly to the provider.

Are you looking for a way to offer quality HFMA educational programming to your staff? Want the Road Show to visit your facility? Just let us know the date, place, and topic and we will provide the speaker. Contact Craig Ganger at 937-499-5517 or [caganger@premierhealth.com](mailto:caganger@premierhealth.com) to learn more.

## 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](http://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](mailto:caganger@premierhealth.com)) if you would like more information or have questions about the Season Pass.

### Forum Dates

October 17, 2014 - Fall Forum                      December 12, 2014 - Winter Forum  
February 13, 2015 - Spring Forum

## Installation of Officers and Directors



# A Look at the May Institute



Vendor Fair



Speakers



Networking



Education



Prizes



Networking



Wine Tasting

***Many Thanks to Our Sponsors***

Allied Business Services, Inc.  
 Aevctus Healthcare Solutions  
 CBCS  
 Cleverley+ Associates  
 Controlled Credit Corporation  
 Credit Management Company  
 Fifth Third Bank  
 FRAMEWORKMI, INC  
 Frost-Arnett  
 GLA Company  
 Human Arc  
 JP Recovery Services  
 McGladrey  
 Med A/Rx  
 Medical Reimbursements of America  
 Net Revenue Associates, LLC  
 PartsSource  
 Plante & Moran  
 PNC  
 Professional Medical Servcies  
 Robert Half  
 Rycan  
 Sunstone Consulting  
 UCB



Installation of Offices



Speakers



Golf



Golf

## Region 6 Webinars

Title: **Ensuring Clinical Revenue Integrity in ICD-10: A Multidisciplinary Collaborative Effort**

Date: Thursday, August 14, 2014

Time: 10:00 AM - 11:00 AM EDT

Link: <https://www2.gotomeeting.com/register/159033050>



**hfma** region 6  
healthcare financial management association

### Managing Clinical Documentation & Information in the setting and its impact on:

1. Forces impacting the healthcare industry
2. Managing clinical documentation & information
3. Hospital VBP development objectives; ICD-10 impact on outcome quality metrics
4. Clinical/coding applications in CDI for ICD-10-CM/PCS
5. Strategies for successful ICD-10 transition
6. Goals for transitioning to ICD-10
7. Clinical documentation improvement (CDI) success in ICD-10 transition

### Takeaways:

The objective of the presentation will be to ensure providing Clinical Documentation Improvement. Health Information Management collaborative practices within an analytical infrastructure impacting the ICD-10 documentation improvement process that are driven from new ICD-10 coding rules, tabular inclusion/exclusion annotations and clinical parameter required. This will be demonstrated with applicable case scenarios, to mitigate risk within a clinical revenue infrastructure.

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](mailto:rpgeorge@mvh.org)

FREE for Members  
Earn 1.5 CPEs per Webinar!

Other webinars available

Check registration and cost information at [www.hfma.org](http://www.hfma.org)

### Upcoming Live Webinars:

August 12	Using New Business Models to Reduce Hip and Knee Implant Expenses
August 14	Linking Payment with Quality: Reducing Rehospitalizations
August 21	Understanding How Predictive Tools Help Expedite Value Analysis
August 26	Get to the Point with Data Visualization
August 27	Responding to the Delayed ICD-10 Implementation
August 28	Innovations in Cost Accounting Drive Value-Based Healthcare
September 4	Solving the Payments Puzzle: What You Need to Know About the Mandated EFT and ERA Operating Rules
September 10	eCommerce Reshapes Patient Financial Services
September 17	Adapting to the Affordable Care Act with Proven Financial Planning Technologies
October 16	Controlling Costly Physician Preference Items

## Save the Date

### The Autumn Institute

Join your fellow HFMA members from Southwestern and Central Ohio for this outstanding conference and networking event on September 24-26, 2014 at the Dayton Marriott. Watch your email for more details.



## Message from HFMA Region 6: Regional Executive Mary Whitbread

Hello fellow HFMA members from Michigan and Ohio! My name is Mary Whitbread and I have the distinct pleasure of filling the role of the Regional Executive for our chapter during the 2014 – 2015 year. As a Regional Executive, I serve as the liaison to National HFMA for our seven HFMA chapters in Michigan and Ohio.

First, I would like to thank our outgoing Regional Executive, Chris Milligan from the Northeast Ohio chapter, for his work over the past several years. Chris was instrumental in improving the collaboration amongst the chapters in the region.

I would also like to introduce our incoming Regional Executive Elect, Barb Shelley from the Western Michigan chapter. Barb is currently leading the regional webinar program and she will be the Regional Executive during the 2015 – 2016 HFMA year.

Barb, Chris and I all had the pleasure of attending the recent chapter awards dinner at ANI and we are proud to say that the region was very successful this year with over 20 individual chapter awards and three multi-chapter awards, which included the Regional Yerger Award for our Regional Webinar Series. This past year the region provided sixteen webinars at no cost to our members, providing more the 1800 hours of education.

Once again, ANI provided an excellent opportunity to learn from industry experts and it also provided the opportunity to network, meeting new people and connecting with friends. The days flew too quickly, but the experience was very rich. I encourage everyone to consider attending ANI in the future.

The HFMA theme presented at ANI by chair Kari Cornicelli is “Leading the Change”. She encourages healthcare finance professionals at all levels to take a lead role in making a difference, to keep their organizations strong by leading the strategic initiatives that will position their organization to deal with the rapid changes taking place in the healthcare industry today.

This theme correlates with a recent book I read by Roger Connors and Tom Smith called Change the Culture, Change the Game. Culture is the way people think and act to achieve results. Culture can make the difference between the success and failure of an organization. The book instills the concepts that leaders must create the needed culture of an organization and that an effective culture is a culture of accountability. We as finance leaders can demonstrate a culture of accountability by acknowledging and working with others in the organization to own an issue, find solutions to the issue and drive the strategic initiatives to deal with the changes occurring in healthcare today.

Knowledge is a key element to enable us as finance leaders to lead the needed change in healthcare today. HFMA is committed to providing the needed resources to expand our knowledge through educational opportunities available through chapter, regional and national venues. Take advantage of these opportunities as often as possible.

Enjoy your summer!

LEADING  
*the*  
CHANGE

Robert Shoemaker, Editor  
The Christ Hospital  
3600 Edwards Road  
Cincinnati, Ohio 45208

hfma 2014 - 2015

**FIRST CLASS MAIL**

**HFMA Southwestern Ohio Chapter  
Southwest Winds**

**Newsletter Committee**

Chair – Robert Shoemaker  
robert.shoemaker@thechristhospital.com

Co-Chair – Ruth Schwallie  
ruth\_schwallie@fuse.net

Brian Blank	Danielle Kraatz
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**

September 5, 2014  
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!!

**Platinum Level:**

Avadyne

Avectus

Fifth Third Bank

PNC Bank

RHI

**Gold Level:**

GLA

Med A/Rx

Medical Recovery Systems

**Bronze Level:**

AppRev

BKD

CBE

Cleverley + Associates

Harris & Harris

HCBS

Healthcare Receivables Group

JP Recovery Services, Inc

Plante Moran

Professional Medical Services

RevPoint

UCB