

# SOUTHWEST WINDS

[swohfma.org](http://swohfma.org)

## 3 Presidents Message & Board Update

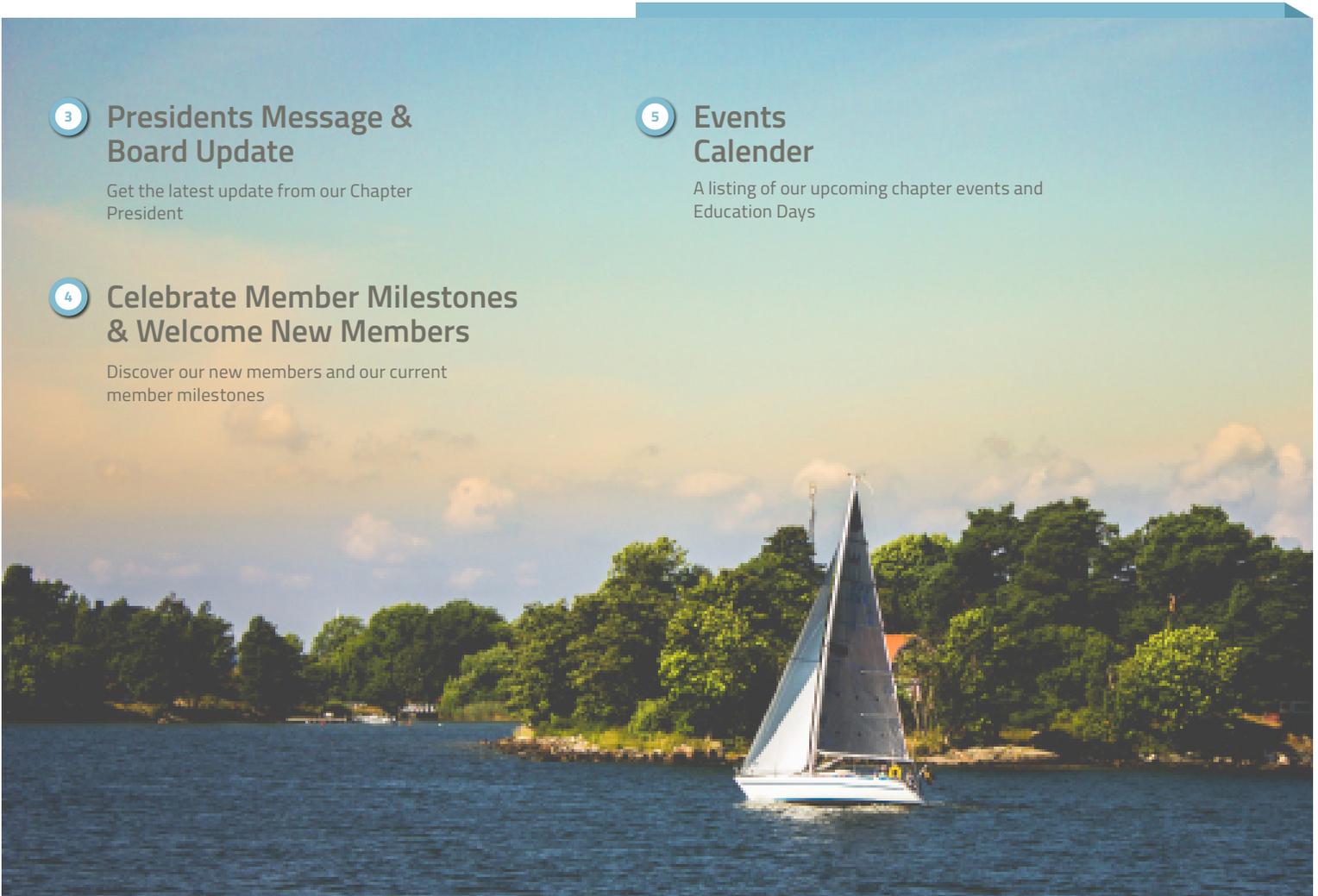
Get the latest update from our Chapter President

## 5 Events Calender

A listing of our upcoming chapter events and Education Days

## 4 Celebrate Member Milestones & Welcome New Members

Discover our new members and our current member milestones



## 2016 FALL EDUCATION DAY

Learn about this years successful Fall Education Day - Leadership in Healthcare

Learn more on Page 2!

## CAREER OPPORTUNITIES

View the latest job opportunity in our industry!  
Learn more on Page 6!

## HFMA SCHOLARSHIP

Brought to you by ClearBalance!  
Learn more on Page 7!

# FALL EDUCATION DAY - LEADERSHIP IN HEALTHCARE

The morning session of education, led by Dan Hiltz of Leadership Square, focused on leadership in healthcare through a comprehensive case study addressing various leadership techniques. It was a fun and different format than a standard presentation and got everyone involved. After lunch, attendees were treated to a discussion with past HFMA presidents and current president Andrea Kovall, on how HFMA has helped their career and what opportunities HFMA can provide to its members. Overall, it was a successful day of events followed by an opportunity to network.



## WIN A PASS TO ATTEND SOUTHWESTERN OHIO HFMA'S FULL-DAY EDUCATION PROGRAMS!

Our industry is rapidly evolving and we have resources to keep you abreast of the changes! Southwestern Ohio HFMA is pleased to offer a new program designed to encourage education via webinars.

Beginning June 1, 2016, members registering for regional or national HFMA sponsored webinars will earn the chance to win passes for full day education sessions. Many of the sessions are FREE and are frequently scheduled over the lunch hour. 3 Registered attendances will generate 1 "ticket" for a raffle for a FREE coupon to one of the Chapter's full day education events. Each registered attendance above 3 will generate an additional ticket for the drawing. The more webinars you attend, the greater your chance to win!

All you need to do is sign up, attend the webinar and email Arvind Joshi when you complete the webinar. Drawings will be held 3 weeks prior to the Chapter Full Day Education session; winners will be notified via email.

Please email attendance and questions to Arvind Joshi at [arvind.joshi@uhealth.com](mailto:arvind.joshi@uhealth.com).



# PRESIDENT'S MESSAGE *thrive*

## Simple Definition of thrive

: to grow or develop successfully: to flourish or succeed  
~Merriam-Webster's Learners Dictionary

Fall is a busy time for my family – back to school, sports, holiday preparation and all the other things that make this season my favorite – especially a break from the Southwest Ohio humidity! Much like our personal lives, autumn is a busy time in the HFMA chapter year. I am grateful to have the opportunity to work with an awesome group of chapter leaders as we have planned for this year. Southwestern Ohio HFMA's Board of Directors and Officers are hands-down some of the finest volunteers in the association.

Here's what our newest volunteers have been doing behind the scenes ...

**Brad Arthur** stepped into a new role as Program Chair this year; Brad, **Mike Haas** and the Program Committee are hard at work developing terrific education opportunities this year! The Program Committee kicked off the Season with a "Leadership in Healthcare" focus at the Fall Education Day and designed a phenomenal education program for The 2016 Autumn Institute. **Elise Fritz** has taken over as the Chair of Event Planning for the chapter and has a lot happening to revamp our Annual Awards Celebration in December, as well as starting to plan our First Annual Women in Leadership Conference in March 2017. **Andrew Gentzkow** (aka The Wiz Kid) is the Chair of the chapter's newest committee, Marketing & Analytics. **Arvind Joshi** is our Website Chair and coordinates our regional webinars for the chapter.



**John P. Mendez** is transitioning his responsibilities as Sponsorship Chair to **Susan McDonald** as he prepares for his President-elect year.

Our committee chairs and chapter leadership are committed to bringing the highest quality education and networking opportunities to meet the needs of our members .... to that end, I am asking you to reach out to one of the committee chairs, officers or board members if you have an interest in becoming more active. There are numerous ways to volunteer – large and small, at one event or on a committee. We want and need involvement from all members to ensure Southwestern Ohio HFMA continues to THRIVE!

**Andrea Kovall**  
-President

## June 26-29 2016 ANI Highlights

I wanted to share some great news with you. Recently, the chapter received several awards in the mail from HFMA National. Drum roll please...

Platinum Award of Excellence for Membership Growth and Retention  
Bronze Award of Excellence for Certification  
Award of Excellence for Improved Chapter Performance  
Yerger Award for Outstanding performance improvement – Tri-State Event  
Yerger Award for outstanding performance in education- Tri-State Event

Congratulations to each of you for your role in this recognition! This group worked very hard last year and it is wonderful to see results recognized. Of course, this would not have been possible if not for the challenging decisions made the previous year under Danielle's courageous leadership. Thank you one and all!

## 2016-2017 OFFICERS

**President**  
Andrea Kovall  
CHI Health at Home  
(513) 576-0262  
andrea.kovall@chihealthathome.com

**President-Elect**  
Craig Ganger  
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**Vice-President**  
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**Secretary**  
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**Treasurer**  
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**Past-President**  
Renee George  
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## 2016-2017 DIRECTORS

**Brad Arthur**  
St. Elizabeth Healthcare  
(859) 655-4272  
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**Amy Becker**  
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amy.becker@53.com

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**Elise Fritz**  
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kristen.sumpter@roberthalf.com

**Tashawna Thomas-Otabil**  
UnitedHealth Group  
(513) 603-6830  
tashawna\_otabil@uhc.com

# NEW MEMBER SPOTLIGHT! JENNIFER RANLY



Jennifer Ranly is the System Manager of Revenue for Premier Health in Dayton. Jennifer has been with Premier for 6 years with various roles in HIM, Government Audits, Epic Chart Correction, Pre-certification Services, and recently transitioned to the Chargemaster/Reimbursement Department. Prior to working for Premier Health, she was employed as a Data Analyst for Thomson Reuters in their Healthcare & Science Division.

Jennifer graduated from The Ohio State University with a B.S. in Health Information Management and Systems and received her Masters of Science in Health Informatics from University of Illinois at Chicago. She maintains her RHIA credentials and has been an active member of the Miami Valley Health Information Management Association (MVHIMA). Her past roles on the MVHIMA Board include President in

2015 – 2016, President – Elect in 2014- 2015, Spring Seminar Director in 2014, and she is currently the Director of Professional Development for the 2016 – 2017 term. She has also served as a Project Leader for Legislative & e-HIM at the state level for OHIMA.

Jennifer recently transitioned to a role in the Reimbursement Department and is new to HFMA in 2016. “As our nation’s healthcare industry continues to rapidly involve and expand, it is important that I continue to evolve and network at both the regional and national level. I have loved my involvement in our regional HIM chapter and thoroughly enjoy networking and expanding my knowledge-base. I look forward to continuing to grow both personally and professionally through my future involvement with HFMA and am excited about the many learning and networking opportunities the SWO chapter provides their members.”

Jennifer is a life-long Ohio resident and resides in the rural community of Minster, Ohio with her husband, Scott and three children; Mason 5, Evelyn 2, and Kai 1. On the evenings and weekends, you can find Jennifer spending time outdoors, boating with her family and friends, traveling, and most importantly, focusing on her three young children and life as a dedicated & working mom/wife.

## WELCOME TO OUR NEW AND TRANSFERRING MEMBERS!

**Kristine Wood**, Key Bank

**Karen Matthews**

**Caleb Enderle**, Ohio Valley Medical Center

**Tammy Hoke**, Wayne Healthcare

**Kelly Ahlrichs**, St. Elizabeth Healthcare

**Teresa Heckenmueller**, Cincinnati Children’s Hospital Medical Center

**Gabe Hospelhorn**, BioMed Specialty Pharmacy

**Lisa McGinnis**, Medical Center at Elizabeth Place

**Tricia Roebuck**, CHI National Home Care

**Crystal Hardacre**, United Healthcare

**Robert Atnip**, MDSave

**Andrew Taylor**, ProLink Healthcare

**Jennifer Ranly**, Premier Health

### MEMBER MILESTONES

30 Years

**Bob Roettker**, MediSync

20 Years

**Bill Kusnierz**, Catholic Health Partners

**Karen Shadowens**, UC Health West Chester Hospital

5 Years

**Amanda Fishman**, Mercy Health

**Jessica Godbey**, Mercy Health

**Karla Gumm**, Catholic Health Partners

**Marie Hinds**, Paralon Business Services

**Chris Meredith**, TriHealth, Inc.

**Jay Saleh**, The Christ Hospital

# 2016-2017 COMMITTEE LISTING

## Certification

Dave McAdams  
dmcadams@southcommunity.com

## Community Benefit

Diana Feldman-Smith  
dfeldmansmith@cinti.rr.com

## Events

Elise Fritz  
elise.fritz@medkoder.com

## Founders Merit

Yvonne Focke  
yfocke@cinci.rr.com

## May Institute

John Mendez  
john@thefamilymendez.com

## Marketing Committee

Andrew Gentzkow  
andrew.gentzkow@plantemorran.com

## Membership

TBD

## Newsletter

Brian Blank  
brian\_blank@trihealth.com

## Co-Chair

Tashawna Thomas-Otabil  
tashawna\_otabil@uhc.com

## Program

Brad Arthur  
brad.arthur@stelizabeth.com

## Co-Chair

Mike Haas  
michael.haas@53.com

## Social Events

Amanda Fishman  
fishmanm@gmail.com

## Sponsorship

Kristen Sumpter  
kristen.sumpter@roberthalf.com

## Co-Chair

John Mendez  
john@thefamilymendez.com

## Website

Arvind Joshi  
arvind.joshi@uhealth.com

## Yerger

TBD

## Past President's Council

TBD

# CALENDAR OF CHAPTER EVENTS

Dual Chapter Event	Wednesday, Oct 26-Friday, Oct 28, 2016
Board Meeting	Friday, December 2, 2016, 8:30-9:30 (call)
Education Half Day	Friday, December 2, 2016
Awards Celebration	Friday, December 2, 2016
Board Meeting	Friday, February 10, 2017, 8:30-10:00
Education Day	Friday, February 10, 2017
Education Day	March, 2017 TBD
Board Meeting	Friday, April 7, 2017, 8:30-9:30 (call)
Education Day	Friday, April 7, 2017
May Institute	TBD

## UPCOMING WEBINARS

**FREE for Members - Upcoming Live Webinars offered by HFMA National. Contact for these events is Brad Arthur. His email address is [brad.arthur@stelizabeth.com](mailto:brad.arthur@stelizabeth.com).**

Learn about timely healthcare finance topics and earn CPEs. Most live webinars are free for HFMA members and \$99 for non-members, unless otherwise noted. [Become a member today](#) and find registration and cost information at [www.hfma.org](http://www.hfma.org).

[Oct 19 Physician Network Life Cycle: Managing the Financial Challenges of an Evolving Physician Network](#)

[Oct 26 Patient Access Strategies That Improve the Patient Experience: Transforming People, Processes and Technology](#)

## STAY CONNECTED



Don't forget that the Chapter has a new, improved website. For all the latest news, contacts to HFMA members, and upcoming educational offerings, check our website – [www.swohfma.org](http://www.swohfma.org).

You should also be receiving a weekly email on Wednesdays from Debbie Maskey ([dmaskey@administrativeedge.net](mailto:dmaskey@administrativeedge.net)) with all the latest Chapter news. Please make sure this address is in your approved list so you don't miss out. If you are not receiving it, please contact Andrea Kovall at [andrea.kovall@chihealthathome.com](mailto:andrea.kovall@chihealthathome.com).

## REDS OUTING

July 20th vs the Atlanta Braves @ The Handlebar



## MEMBER NEWS

**Joe Moran**, System Director Mercy Health, a member since 1983, passed away August 18th.

Joseph P., age 60, of Anderson Township, passed away August 18, 2016. Loving husband of Diana M. Moran (Cortell), loving father of Joseph W. Moran, and Michael P. Moran, dear brother of William J. Moran, Jr. (Kathryn), Kathleen M. Trainer (Thomas B.), son in law of Philip M. and Theresa M. Cortell, brother in law of Philip M. Cortell. Joe always put his family first and loved spending time with them. Joe was an avid Ohio sports fan and especially loved the game of golf. A memorial mass to celebrate Joe's life was held at Guardian Angels Church, Cincinnati, on Monday August 22, 10:30 AM.

## JOB OPPORTUNITIES

### Financial Analyst, TriHealth, Cincinnati, OH:

Description: This position will report directly to the Director of Physician finance. Job duties will entail the following:

Monthly variance analysis of physician service lines

Development and presentation of operational performance reports to TriHealth Physician Partners Management and Physicians

Facilitating physicians compensation discussions, draw adjustments and contracting

Assisting in planning and modeling for new physician acquisitions

Assisting in the annual Budget development process for the various physician service lines

Ad Hoc reporting including trending of various physician specific metrics.

Monitoring Revenue Cycle metrics

Assisting in coordination of incentive payment receipts with managed care group

### MINIMUM REQUIREMENTS:

EDUCATION: Bachelor's Degree

EXPERIENCE: 3-4 years financial analysis

SPECIALIZED KNOWLEDGE: Proficient in Microsoft Excel, including advance functionalities. Excellent computer application skills. Excellent written, verbal and interpersonal communication skills. Understanding of EPIC or other similar EMR system a plus. Understanding of physician compensation calculations & agreements a plus.

### Director of Coding, Cincinnati Children's Hospital, Cincinnati

#### DUTIES & RESPONSIBILITIES

Develop coding centralization plans and outpatient billing and coding integration, including professional and hospital services

Serve as a coding and APR-DRG and APC/EAPG resource to

## UNDERSTANDING FOUNDERS POINTS & "RECOGNIZING THE VOLUNTEER IN YOU"

HFMA recognizes that its strength is generated from the many volunteers who contribute their time and ideas to assist the healthcare industry and their profession. When serving the national and local chapters of HFMA, a merit-rating plan with a range of point values is assigned to award those participating in various activities. For example, for volunteering or presenting at an educational event, you may be awarded 2 points.

Also points are awarded for serving as a committee member and chairing a committee. These points, called Founders Points, are accumulated every year you serve. Once you receive a specific number of points, awards are presented at our Chapter's annual awards and volunteer recognition event.

The Founders Awards program features four different and sequential levels of awards: the Follmer Bronze Award, the Reeves Silver Award, the Muncie Gold Award, and the Founders Medal of Honor.

Please review your current Founders Points through the HFMA website [www.hfma.org](http://www.hfma.org). From the home page, members can login with their username and password, then click on Founder's Points located under My Account, Members Only. If you find missing points or discrepancies, please contact our Founder's chair, Yvonne Focke at [yfocke@cinci.rr.com](mailto:yfocke@cinci.rr.com). Southwestern Ohio HFMA appreciates your volunteer contributions!!!

(Submitted by Yvonne Focke)

## JOB OPPORTUNITIES CONT..

medical staff, other hospital personnel, clinical departments and Revenue Cycle Management

Monitor and audit coding quality and abstracting for both diagnostic and procedural coding assignments to ensure compliance with all applicable governmental policies, laws and regulations; train and evaluate the activities of coding personnel

Participate in budget development by providing detailed justification for proposals or initiatives

Work closely with physicians and the Business Director/Manager to ensure appropriate clinical documentation that supports coding; and analyze availability and use of technology/automated tools that support coding initiatives

Participate in the revenue cycle process, working closely with Revenue Cycle Management and other services to assist in resolving account, coding and charge capture issues

### EDUCATION & EXPERIENCE REQUIREMENTS

The Director of Coding requires thorough medical records coding

knowledge and experience in hospital inpatient and outpatient settings, as well as physician professional services, relating to ICD-10-CMS/PCS, CPT®, HCPCS, APR-DRG and APC/EAPG assignments, Charge Description Master, coding software, including groupers, compliance tools, editors and encoders and third party billing guidelines and regulations.

Ideal candidates will have a Bachelor's Degree in a health care related field, be either as a Registered Health Information Administrator (RHIA) or a Registered Health Information Technician (RHIT), and have seven (7) years of related management experience with at least 3-5 years of coding management experience. Operational and supervisory experience and experience in a complex medical center required and pediatric academic medical center environment preferred.

Resume and cover letter may be sent to [nancy.leyritz@cchmc.org](mailto:nancy.leyritz@cchmc.org) or you may apply on our career center at: <http://jobs.cincinnatichildrens.org/us/en-us/Job-Details/Director-Coding-Services-Job/Winslow-Office-Building/XjdP-jf864-ct104601-jid58937563>.



### HFMA Membership Scholarships Available Sponsored by: ClearBalance

As environments in our hospitals, physician offices, skilled nursing facilities, vendor relationships and so much more go through the winds of change, we must all adapt our approach to situations to result in successful outcomes. We are all being asked to do more with fewer resources, and professional development is no exception to the rule. As providers cut back on their coverage of HFMA memberships for their employees, our chapter is tackling the issue head on by presenting provider employees with an opportunity to earn a membership scholarship for our Chapter.

Please complete the form below if you, or a member of your provider organization is interested in applying. I encourage you to share this with your coworkers who could benefit from what HFMA has to offer. Please note, there are qualifying items, listed at the bottom of this application. Once completed, please submit the application to Andrea Kovall [andrea.kovall@chihealthathome.com](mailto:andrea.kovall@chihealthathome.com)

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Provider Organization: \_\_\_\_\_

HFMA Member Sponsor: \_\_\_\_\_

*Please check the appropriate boxes below:*

YES      NO

I hereby certify my provider organization does not offer to pay for HFMA membership at my employment level within the organization.

I agree to obtain 20 hours of education via webinars or local education sessions for the Southwestern Ohio HFMA chapter by March 15, 2017.

**Qualifications to Apply for Scholarship:** Applicant must work for a provider. Provider must not offer to pay for HFMA membership at your employment level within the organization. Scholarship recipient must commit to obtaining 20 hours of education via webinars or attendance of local education sessions by March 15, 2017. 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.

Applicants Signature: \_\_\_\_\_

Date: \_\_\_\_\_

HFMA Member Sponsor Signature: \_\_\_\_\_

Date: \_\_\_\_\_

*Thank you again to ClearBalance for providing the scholarship funds to make this possible!*

## BOARD MEMBER SPOTLIGHT! DAN HOSEY



Dan is the Executive Vice President, Client Experience for Bolder Healthcare Solutions a national Revenue Cycle Support Organization. Dan's responsibilities include identifying needed revenue cycle and HIM solutions for hospitals and physician organizations. Dan also is responsible to insure that the solutions provided by Bolder are fully implemented and are meeting the provider's expectations on-going.

Prior to joining Bolder at its inception in 2012 he worked for Firstsource Solutions as National Divisional President of Business Development. Dan has been in the healthcare revenue cycle management industry for over 27 years.

Dan is currently a board member of the Southwest Ohio HFMA Chapter and is the current Treasurer for the chapter. Dan has been a member of HFMA for 25 years and has been a member of the Southwest Ohio chapter for the past 12 years. Dan graduated from the Ohio State University with a Bachelor's degree in Business Administration in Columbus, Ohio.

Dan is married and has three daughters. He is a volunteer with the Ronald McDonald House in Cincinnati, is a past board member and on-going supporter of the Council on Child Abuse (COCA). He also is an instructor for the children's ministries at Rivers Crossing Community Church in Deerfield Township. Dan enjoys playing golf and spending time with his family and friends.

## WHAT IS SO SPECIAL ABOUT CHFP?

As member of HFMA, did you know that you can become a Certified Healthcare Financial Professional (CHFP)? Did you know that the Southwestern Ohio Chapter (the Chapter) reimburses a majority of the fees? If you answered no, to either or both questions, make sure you read the information below.

The new CHFP program is made up of two modules. It is geared towards financial professionals, clinical and nonclinical leaders, payers, and anyone whose job requires an understanding of health care financials. The first module is a finance overview, risk mitigation, evolving payment models, healthcare accounting and cost analysis, strategic finance, and managing financial resources. The second module consists of exercises and case studies on the application of business acumen in health care. The cost of the Module I and II are \$400 and \$300, respectively.

The Chapter will reimburse the member for 50% of the Module I fee upon verification of successful completion from National HFMA, if the member is not reimbursed by their employer. The Chapter will also reimburse the member for 100% of the Module II fee upon verification of successful completion from National HFMA, if the member is not reimbursed by their employer. The Chapter will only reimburse a maximum of 5 members per fiscal year (June – May) for completion of the exam, unless additional reimbursements are approved by the President or Board.

Why do health care professionals obtain a CHFP? We asked that questions to others who have obtained such certification and here are few of their comments:

- Recognizes the individuals committed to achieve a high level of expertise and personal knowledge of the industry.
- Demonstrates an individual's comprehension of and understanding of the key financial aspects of health care finance.
- Acknowledges discipline and investment of personal time to elevate the health care financial management professional
- Dedication to your craft and a commitment to a career in healthcare.
- Provides an opportunity for members to enhance their skill set, where said opportunity may not be present within their current organization.
- Allows someone who works in core finance to understand contract management and how billing works (and vice versa).
- Indicates that a person is dedicated, eager to learn, and willing to be flexible within the organization as it pertains to assigned duties.

(continued on page 9...)

The Chapter has reason to celebrate this year as we currently have 38 certified members? As a reminder, to maintain your certification you must:

- Remain an active HFMA member in good standings.
- Complete 60 contact hours
- A contract hour is 50 minutes of continuous programming, excluding meals, breaks or social activities
- Self-report your education activities using the HFMA online reporting tool
- HFMA National sponsored events do not need to be self-reported
- All others, including those sponsored by the Chapter will need to be self-reported

For more information about the HFMA Certification Programs, contact the National Career Services Department or (800) 252-4362. You can access the HFMA online self reporting tool at

[http://www.hfma.org/Site/certification/education\\_activity.cfm](http://www.hfma.org/Site/certification/education_activity.cfm)

(submitted by Jillene Hay)

## SOUTHWEST WINDS

### Newsletter Committee

Chair – Brian Blank  
brian\_blank@trihealth.com

Co-Chair – Tashawna Thomas-Otabil  
tashawna\_otabil@uhc.com

#### 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

January 1, 2017

April 1, 2017

## CHAPTER CORPORATE SPONSORS

### PLATINUM

**Avectus Healthcare Solutions**  
**Fifth Third Bank**  
**Med A/Rx**  
**PNC**  
**Robert Half**

### Gold Level

**Cleverley + Associates**  
**Medical Recovery Systems**  
**Parallon**  
**Plante Moran**

### Silver

**American Express**  
**Avadyne**  
**BKD**  
**Bluemark**  
**Capio Partners**  
**Commerce Bank**  
**Professional Medical Services**  
**RevSpring**  
**Sherloq**  
**UCB**