

SOUTHWEST WINDS

swohfma.org

3 Presidents Message & Board Update

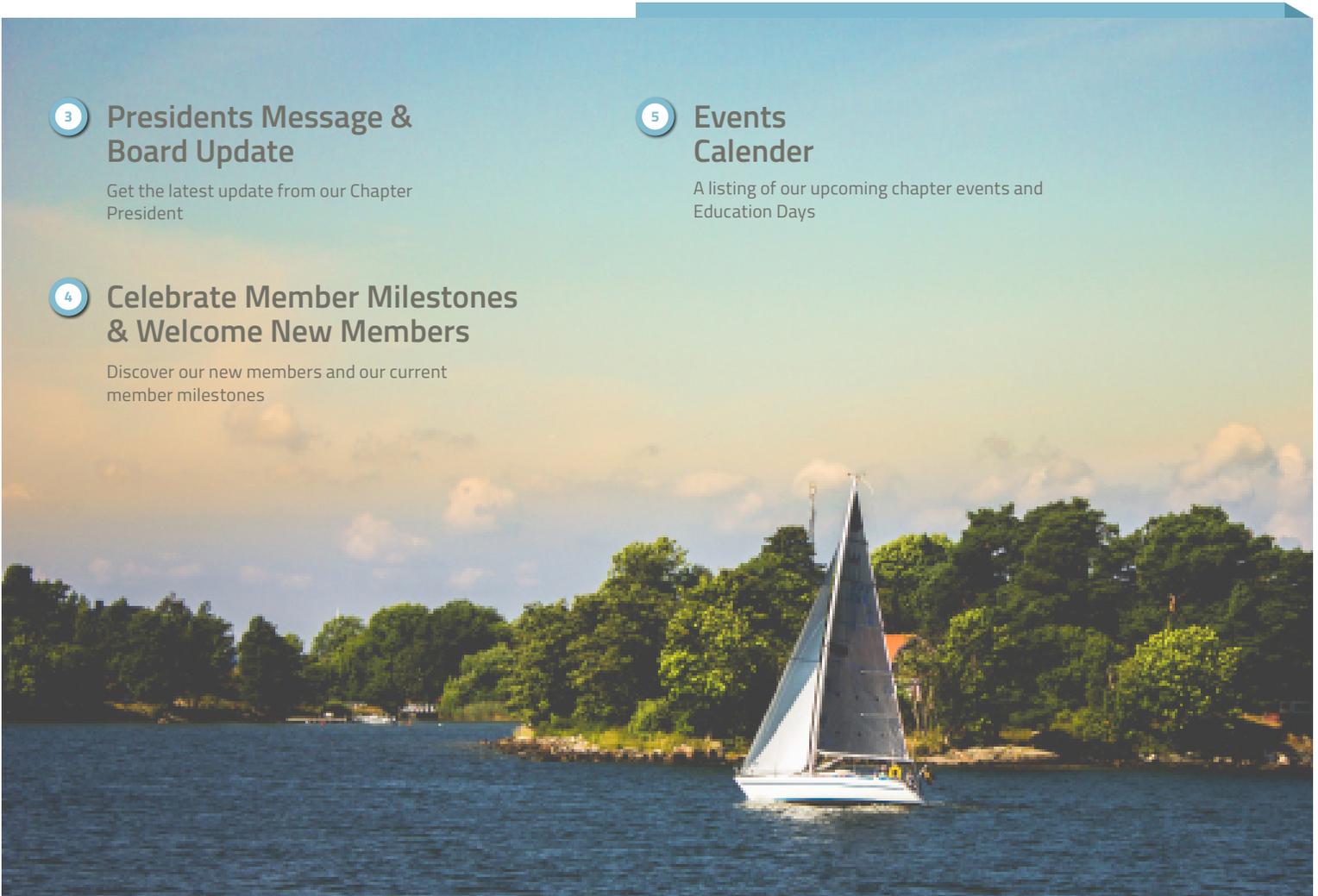
Get the latest update from our Chapter President

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 MAY INSTITUTE RECAP

Learn about this years successful May Institute, this year's speakers and event information

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!

2016 MAY INSTITUTE

Congratulations to the May Institute planning committee for another successful event on May 19th and 20th! The keynote speaker, former Kentucky Governor Steve Beshear, highlighted Kentucky's success of Medicaid expansion under the Affordable Care Act, as well as its challenges. Additional sessions throughout the event highlighted exchanges, bundled payments, supply chain and clinical integration.

Friday's events kicked off with an executive panel discussing trending topics in health-care by local healthcare executives. The installation of the 2016-2017 Chapter directors and officers followed the executive session, concluding with a discussion around National Correct Coding Initiatives (NCCI). Following the educational events, Art of Entertaining provided additional "education" on Understanding Etiquette and Best Practice for Hosting Social-Dining Events.



Thank you to the many speakers who took part in the May Institute and those volunteers who made the event a success, as well as the many vendor sponsors who made the event possible.

Even if you missed the May Institute, you can review some of the presentations on our Chapter website.

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 change! 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. Webinar attendance is captured by the Chapter and winners will be notified via email. Drawings will be held 3 weeks prior to the Chapter Full Day Education session. The first drawing will be on August 26, 2016 for a free pass to the September 9, 2016 Education Day.

SAVE THE DATE

2016 Dual Chapter Conference

Presented by Southwestern Ohio & Central Ohio HFMA

October 26-28, 2016

The Grand Event Center
Columbus, OH

<http://thegrandeventcenter.com/>

Stay tuned for conference & travel information!

Email questions to: andrea.kovall@chihealthathome.com



PRESIDENT'S MESSAGE *thrive*

Simple Definition of thrive

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

With the many changes in the healthcare industry, we are confronted daily with decisions and challenges that impact the health and wellness of our communities. As finance leaders, our clinical partners look to us for guidance in this ever-changing landscape we call health reform. Regardless of your provider setting - whether it be a physician practice, rural hospital, academic medical center, skilled nursing facility, behavioral health center, or a health plan - we are all striving in our unique way to accomplish the same objectives: to improve the health of individuals and populations while preserving the bottom line. This year HFMA has selected "thrive" as its guiding theme. I am honored to have the opportunity to serve as President of the Southwestern Ohio HFMA Chapter during an exciting time of change, not only in our industry, but in an association that is evolving to meet the needs of its membership. I feel this is a pivotal year in the transition of HFMA, both locally and nationally - a time when we can thrive. Our dedicated volunteer chapter leaders are focused on the following areas for 2016-2017:

- Technology! I am pleased to announce that our Chapter will have access to mobile technology this year that will simplify our communication to members and streamline education materials, among other benefits.

- New Faces! Our Officers and Board of Directors are actively engaged in



growing our membership to reflect the current environment - early careerists, post-acute providers, physician leaders, payers and health plans.

- Volunteerism! Our Chapter is volunteer-led. We need support and input from all members to remain relevant. There are a variety of ways to get involved - large and small. We will be reaching out to you this year - I encourage you to say yes!

Thank you for the opportunity to serve as your President. With support from a fantastic leadership team and all Southwestern Ohio HFMA members, we are on course to thrive in 2016-2017

Andrea Kovall
 -President

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June 3, 2016 Board Meeting/Mini-LTC Highlights

- The 2015-16 Chapter Balance Scorecard and DCMS results were reviewed. Highlights included membership exceeding goal and a significant increase in the satisfaction survey. Metrics for the 2016-17 year will be released in July. Changes include the addition of a quality component to education and a quarterly networking event requirement.
- The Board approved the change to a post-education session afternoon/evening awards event.
- The Board elected Arvind Joshi to fill the unexpired term of director David Gaffey.
- The Board approved the payment for board members, committee chairs, and past presidents to attend Chapter forum sessions with an expectation of attendance.
- The Board approved a new certification reimbursement policy.
- The President's 2016-17 goals of continued succession planning and increasing volunteer engagement were discussed.
- A budget for 2016-17 is being developed and will be approved by July 1, 2016.
- Breakout sessions were held for the various committees and reports given.

NEW MEMBER SPOTLIGHT! JOHN PENOTE



One of the new faces of the Southwestern Ohio Chapter of HFMA is John Penote, Chief Financial Officer of Health Carousel. John has over 20 years of experience in industries including asset management and assurance/business advisory.

Prior to joining Health Carousel, John was the CFO at FSI Group, where he supervised all aspects of the finance, operations and administrative functions, including the modeling, structuring and settlement of various securities transactions. Earlier in his career, John worked in the audit practice at Arthur Andersen, serving a diversified client base including financial services, staffing, manufacturing, retail and marketing companies. He earned his bachelor's degree in accounting from Xavier University, and is a member of the Ohio Society of CPAs.

In John's role as the Chief Financial Officer, he is responsible for overseeing the company's Finance, Accounting, Operational and Reporting functions, and is an advocate for identifying process improvement opportunities. John works with the CEO and the owners of the company to evaluate and consummate mergers, acquisitions and strategic alliances.

John enjoys traveling and spending time with his wife and children, reading and playing soccer and tennis.

On behalf of all of the members of the Southwestern Ohio HFMA Chapter, we would like to welcome John to the organization.

WELCOME TO OUR NEW AND TRANSFERRING MEMBERS!

Talia Barga, Practice Administrator, Wayne HealthCare

Michael Barnhart, Account Executive, Nikao Bartoe Group

Julie A. Billington, Vice President, Internal Audit, Premier Health

Paula Faubel, Network Contract Manager, United Healthcare

Edward Harris

Aaron B. Jackson, Supervisor

Michael F. Krone, Financial & Population Health Analyst, Providence Medical Group

Autumn Little, Regional Sales Director, Experian Passport Health

Edward Mann, Treasurer, Kettering Health Network

Jackqueline D. May, Manager, Cincinnati Children's Hospital Medical Center

Robert K. Mays, President, The First National Bank of Waverly

Dan McGowan, Corporate Controller, Health Alliance

Michael D. Mewhirter, Chief Finance Officer, Fort Hamilton Hospital

Adam Niemann, Director Revenue Cycle, UC Health

Bradley C. Peters, System Director of Financial Planning, Mercy Health

Daniel J. Plavsic, III, System Director, Insurance Verification, Mercy Health

Mark Rhyne, Corporate Director of Physician Finance, Mercy Health

Jennifer Yates, Manager, Patient Financial Services, Reid Health

MEMBER MILESTONES

30 Years

Paul Evers

25 Years

Daniel Heisel, Controlled Credit Corporation
Mark Howe, Family Resource Center of Northwest Ohio, Inc.

20 Years

Ray Brown

15 Years

Julie Billington, Premier Health Partners
Andrea Kovall, CHI at Home

5 Years

Lynell Babienco, Kettering Health Network
Erin Brown, Bottom Line Systems
Elizabeth Grub, Ram Us Up
Jilleen Hays, Hillandale Communities
Valerie Hoadley, Cedar Village
Edward Pryor, Mercy Health
Brian Reppeto, Mercy Health
Thomas Ryan, Mercy Health
Jim Valentine
RaNae Wright, Studer Group

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

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

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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

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fishmanm@gmail.com

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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

Board Meeting	Friday, September 16, 2016, 8:30-10:00
Education Day	Friday, September 16, 2016
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
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.

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.

[Aug 10 Digital Payments and Consumerism – The New Normal!](#)

[Aug 16 2017 Proposed Rule Changes to Outpatient Payment Systems and Ambulatory Service Centers](#)

[Aug 23 5 Signs It's Time to Outsource Your Revenue Cycle: Key Focus Areas to Improve Your Organization's Financial Health](#)

[Aug 24 Work-From-Home Strategies: Creating Effective Programs to Increase Productivity and Improve Employee Satisfaction](#)

[Aug 30 Moving Patient Access to the Front Lines: How the MetroHealth System is Embracing Consumerism](#)

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.

You should also be receiving a weekly email on Wednesdays from Debbie Maskey (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.

COMMUNITY BENEFIT UPDATE

Again, through the generosity of Cincinnati Bell Technology Services, our Chapter was able to host children from an inner city school at the Reds' game on May 4th.

We had a GREAT bunch of 4th and 5th graders from St. Francis Seraph School (OTR/Findlay Market area). Cary Powell from CISE (Catholic Inner City Schools Education) also joined us for the event. The Reds won and we think our group can take partial credit for this. Halsey Mabry, the school principal, helped coordinate the event from that end of things. The future is bright with this set of kids!!!!

Special thanks to Scott Seger from Cincinnati Bell Technology Systems and his wonderful side-kick Michelle Asalon. Without them this would not have been possible.



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. 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. South-western Ohio HFMA appreciates your volunteer contributions!!!

(Submitted by Yvonne Focke)

MEMBER NEWS

Carla Brooks has been named CFO/Vice President for Talbert House.

Mike Crofton has stepped into the new role of Vice President of Operational Finance for TriHealth, Inc.

David Hook, Mercy Health, and **Arvind Joshi**, UC Health, have earned HFMA's Certified Healthcare Financial Professional (CHFP) credential.

Arvind Joshi has been promoted to Manager, Payer Relations.

Don Peak is the new Director of Operations at Bloc Ministries, Inc.

John Poe has accepted the position of Manager, National Parts Procurement, Clinical Engineering for Catholic Health Initiatives.

Many of our members have the good fortune to work for organizations named as finalists for the Cincinnati Business Courier's 2016 Healthiest Employers of Greater Cincinnati awards: **Cincinnati Children's Hospital Medical Center, Cincinnati Eye Institute, Mercy Health, and TriHealth, Inc.**

Congratulations and best wishes to all!

JOB OPPORTUNITIES

Vice President of Network Management, UnitedHealthcare - Cincinnati, OH

Description -The Vice President of Network Management develops the provider network (physicians, hospitals, pharmacies, ancillary groups & facilities, etc.) yielding a geographically competitive, broad access, stable network that achieves objectives for unit cost performance and trend management, and produces an affordable and predictable product for customers and business partners. Vice Presidents of Network Management evaluate and negotiate contracts in compliance with company contract templates, reimbursement structure standards, and other key process controls. Responsibilities also include establishing and maintaining strong business relationships with Hospital, Physician, Pharmacy, or Ancillary providers, and ensuring the network composition includes an appropriate distribution of provider specialties.

Primary Responsibilities:

- Develop and execute strategies for a function or discipline that span a large business unit or multiple markets/sites
- Apply network configuration and incentive-based payment models as appropriate to improve quality and efficiency
- Direct others to resolve business problems that affect multiple functions or disciplines
- Product, service or process decisions are most likely to impact multiple functions and/or customer accounts (cont...)

JOB OPPORTUNITIES CONT..

(internal or external)

Qualifications /Required Qualifications:

- Undergraduate degree or equivalent experience
- 8+ years of experience in a network management-related role handling complex network providers with accountability for business results
- 8+ years of experience in the health care industry
- 5+ years of experience in developing of product pricing and utilizing financial modeling in making rate decisions
- 3+ years of experience developing and managing a medical cost and administrative budget
- Advanced level of knowledge of Medicare reimbursement methodologies such as Resource Based Relative Value System (RBRVS), DRGs, Ambulatory Surgery Center Groupers, etc.

- Strong leadership and communication skills
- 5+ years of experience with provider contracting
- 5+ years of management experience
- Excellent verbal and written communication skills; ability to speak clearly and concisely, conveying complex or technical information in a manner that others can understand, as well as ability to understand and interpret complex information from others, including but not limited to reimbursement policy standards
- Strong interpersonal skills, establishing rapport and working well with others

Preferred Qualifications:

- Experience with value based contracting initiatives

Contact: Tashawna Otabil at tashawna_otabil@uhc.com



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 Koval andrea.koval@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: _____

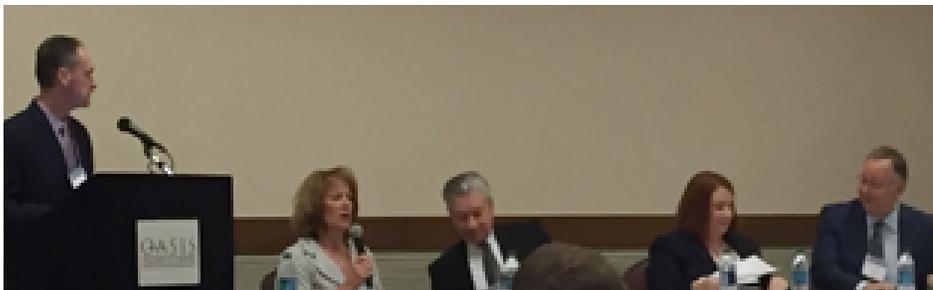
Date: _____

HFMA Member Sponsor Signature: _____

Date: _____

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

A LOOK AT THE MAY INSTITUTE



MANY THANKS TO OUR VENDORS

Cleverley + Associates	GLA
Helvey & Associates	MRA
PNC ery	Receivables Recov-
Robert Half	RSM
Rycan	Sherloq
Professional Medical Services	

& SPONSORS

MedA/Rx	Lunch
Cleverley + Associates	Bourbon Tasting
Controlled Credit	Snacks
United Collection Bureau	Snacks

BOARD MEMBER SPOTLIGHT! TASHAWNA THOMAS-OTABIL

As UnitedHealthcare's Director, Network Management Tashawna negotiates managed care contracts for physicians valued at approximately half a billion dollars in professional fees. Her responsibilities include developing and maintaining strategic networks, implementing performance base compensation methodologies and establishing strong long-term relationships to closely align business strategies.

Before joining UnitedHealthcare in 2014, Tashawna was UC Health's Physician Contractor Manager. She managed contract negotiations and performance, and provided decision support analysis. She also developed pay for performance and chronic disease management programs that helped to enhance the medical group financial performance, resulting in increased physician compensation.

Tashawna graduated Magna Cum Laude, receiving a Bachelor's of Business Administration from DeVry University in Columbus Ohio. She currently serves as a director for the HFMA Southwestern Ohio Chapter and has been a member since 2010. In addition she serves as a board member for the Greater Southwest Ohio Urban League.

Tashawna is happily married with two children and attends People's Church (Cincinnati Ohio) where she helps lead the worship and children ministries.



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.

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

(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

October 1, 2016

January 1, 2017

April 1, 2017

CHAPTER CORPORATE SPONSORS

PLATINUM

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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
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Professional Medical Services
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Sherloq
UCB