



## S. Paul Pedoto Awards Dinner

On Friday, January 23, 2015, HFMA members and guests enjoyed cocktails, dinner, and music while celebrating the accomplishments of their friends and associates at the S. Paul Pedoto Awards/Volunteer Recognition Dinner at the Cincinnati Marriott North. **Renee George, Andrea Kovall, Danielle Kraatz and Dave McCullough** presented awards to some very deserving individuals, who have contributed their time and talents to the Chapter:

### Medal of Honor

**Shawn Kent**, Mercy Health

### Frederick T. Muncie Gold Award

**Renee George**, Premier Health  
**Paul Pezzenti**, TriHealth, Inc.

### Robert H. Reeves Silver Award

**Brian Blank**, TriHealth, Inc.  
**Yvonne Focke**, Advanced Patient Solutions  
**Andrea Kovall**, CHI National Home Care  
**John Mendez**, Mercy Health

### William G. Follmer Bronze Award

**Craig Ganger**, Premier Health  
**Robert Shoemaker**, The Christ Hospital  
**Kristen Sumpter**, Robert Half International

### Sponsor Appreciation Award

Robert Half

### Chapter Life Membership Award

**Diana Feldman-Smith**  
**Ruth Schwallie**

A special thanks to Joyce Lehmann and her committee for putting on such a great event celebrating all of our volunteers. See additional information on page 6.



## Winter Education Day

Join us at the Wingate by Wyndham in West Chester on February 13<sup>th</sup>. Sessions include:

- Charles Cataline from OHA updating us on Federal, State and other industry matters
- Mark Schabel & Randy Tempest from Receivables Management Partners on Leading Your Team to Success
- KPMG's Christine Sullivan and Kimberly Scaccia on Improving Revenue Cycle Outcomes
- Lori Judge from Dayton-Children's and Bill Ayres with Divurgent on "Do you know how your chargemaster REALLY works in your hospital?"

Register today at [www.hfma.org/Content.aspx?id=27297](http://www.hfma.org/Content.aspx?id=27297)

If you have questions, please contact Craig Ganger at [caganger@premierhealth.com](mailto:caganger@premierhealth.com)

## Save the Date



**2015 May Institute** - The 2015 Southwestern Ohio Chapter HFMA May Institute is being planned for May 14-15, 2015. Please mark your calendar and plan to join us for the 2-day educational and networking event. Watch your email for speakers, topics, and registration information.

**March Madness** - The 6th Annual March Madness Event is scheduled for Friday, March 20, 2015, in the upstairs party room at O'Bryon's Irish Pub. Come cheer your favorite teams and enjoy the food, drink, and camaraderie of fellow HFMA members.

## Inside This Issue

President's Message and Board Update .....	2
New Members and Milestones .....	3
Chapter News and Events .....	5
Education Events .....	7
Job Opportunities .....	7

## President's Message



**O**n behalf of the Board of your Southwestern Ohio HFMA Chapter, I would like to thank you for your membership and involvement with our chapter. Every year, National HFMA conducts a membership satisfaction survey on behalf of each Chapter. We recently received the results of this survey. Our Board of Directors will review these results and look to address any issues or concerns our members have expressed. Thank you for taking the time to respond to this survey.

Your input truly is valued.

We will continue to offer relevant, economical and convenient education sessions to our members, as our 2014-2015 year passes the midpoint. For those of you who need CPE's, this is a phenomenal way to aggregate those hours while connecting with other local members. Our Annual Meeting and upcoming educational day will be held on Friday, February 13, 2015. We hope you are able to join us for this education session, and encourage you to take the time to share your thoughts about your chapter with the chapter leadership in attendance.

Upcoming two day programs are in the planning process at this time. Please save the dates for our May Institute, held May 14-15, 2015 in West Chester, and our biannual TriState Conference to be held September 23-25 in downtown Cincinnati. This event will include members from the Kentucky, Indiana, Central Ohio and Southwestern Ohio Chapters. Now is the time to place a hold on your calendar!

As always, I encourage you to make the most of your HFMA membership. In addition to the great educational events, we always have plenty of networking opportunities. If you were unable to attend the Awards Dinner on January 23<sup>rd</sup>, the next networking social will be on Friday, March 20<sup>th</sup> from noon-4:30pm. This is a great environment to get to know new members, and enjoy some college hoops. More details can be found on page 1 of the newsletter. Let's Go XAVIER!!! I hope to see you there!

**Danielle Kraatz**  
Chapter President  
2014-2015

### December 12, 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. Two areas of focus are membership count and programming hours.
- The current membership count is 344 vs. a target of 422. The Membership Committee is contacting non-renewing members and making efforts to attract new members.
- The Education Committee discussed plans for upcoming programs including possible joint programs with other organizations and Road Shows.
- As of December 11, 2014, the Chapter has a \$2,731 operating deficit; the FY15 budget is an \$8,430 deficit. The cash balance was \$99,296.
- The ballot for the election of the 2015-16 Board of Directors was reviewed and approved.
- Other committee updates were given.

### 2014 – 15 Officers

President

**Danielle Kraatz**

Mercy Health

(513) 981-6588 dakraatz@mercy.com

Past-President

**David McCullough**

Professional Medical Services

(817) 451-0015 dmccullough@p-m-s.com

President-Elect

**Renee George**

Premier Health Partners

(937) 499-9887 rpgeorge@premierhealthpartners.org

Vice-President

**Andrea Kovall**

Consolidated Health Services/CHI National Home Care

(513) 576-0262 andrea.kovall@chs.trihealth.com

Secretary

**Yvonne Focke**

Advanced Patient Solutions, LLC

(513) 673-3995 yfocke@cinci.rr.com

Treasurer

**Karen Shadowens**

UC Health West Chester Hospital

(513) 298-7707 karen.shadowens@uhealth.com

### 2014 – 15 Directors

**Amy Becker**

Fifth Third Bank

(937) 227-3003 amy.becker@53.com

**Craig Ganger**

Premier Health

(937) 499-5517 caganger@premierhealth.com

**Brian Krause**

TriHealth, Inc.

(513) 569-5126 brian\_krause@trihealth.com

**Joyce Lehmann**

Medical Recovery Systems, Inc.

(513) 487-7316 jlehmann@medicalrecovery.net

**John Mendez**

Mercy Health

(513) 639-0143 johnpmendez@mercy.com

**Robert Shoemaker**

The Christ Hospital Health Network

(513) 263-1688 robert.shoemaker@thechristhospital.com

**Kristen Sumpter**

Robert Half International

(513) 621-4243 kristen.sumpter@rhi.com

**Carol Tenenholtz**

Carol Tenenholtz, Inc.

(513) 520-9879 cstenenholtz@fuse.net

## New and Transferred Members

**Larry D. Armstrong**, Practice Manager, Revenue Cycle, Simplar, NA  
**Jessica Cotter**, Corp. Program Manager, Revenue Cycle, Mercy Health  
**Jared Croxton**, Sr. Financial Analyst, UC Health  
**Michelle Cusick**, Director of Collections, Parallon  
**Bryan Fay**, Director of Payment Resolution, Parallon  
**Carmen Fells**, Regional Director Patient Access, Parallon  
**Philip Garber**, Manager, provider Relations, Buckeye Health Plan  
**Kelly Graham**, Director of Payment Compliance, Parallon Business Solutions  
**John P. Hart**, Senior Director, Healthcare Economics, St. Jude Medical  
**Denise Ling**, Director of Billing, Parallon  
**Brandon Odom**, Director of Compliance & Chargemaster, Parallon  
**Patty Olberding**, Client Services Manager, Controlled Credit Corp  
**Leon A. Oldham**, Director of Support Services, Parallon Business Performance Group  
**Nancy Robie**, Network Vice President, Kettering Health Network  
**Shawn Sullivan**, Director, Parallon  
**Bill Thorner**, Administrator, Greater Ohio Eye Surgeons Inc.  
**Richard Warman**, Business Development Manager, Plante Moran, PLLC  
**David R. Wirsing**, VP Client Services, Framework MI, Inc.

## HFMA Membership Milestones

**40 Years**  
**David Engelhardt**, Engelhardt & Associates, Inc.

**35 Years**  
**John Clements**, McCullough-Hyde Hospital

**25 Years**  
**David Meeds**, Mercy Health  
**Timothy Snider**, Upper Valley Medical Center

**20 Years**  
**Chris Lah**, Cincinnati Children's Hospital Medical Center

**10 Years**  
**Linda Carlson**, UC Health  
**Matthew Nealon**, University of Cincinnati Medical Center  
**Jeffery Niederhausen**, Catholic Health Initiatives

**5 Years**  
**Erin Baker**, TrustCommerce  
**Jodianne Broomall**, Cincinnati Children's Hospital Medical Center  
**David Gaffey**, Parallon Business Services  
**Gerald Maul**, Kettering Medical Center Network  
**Emily Seitz Pawlak**, Mercy Health

(Based on November, December, and January membership start dates)



## Board Member Spotlight – Craig Ganger

Craig Ganger is the Director of Managed Care and Decision Support for Premier Health in Dayton. Craig has been with Premier for 11 years with leadership roles in Managed Care, Decision Support and Revenue Cycle.

Craig has been a life-long resident of Ohio, growing up in the rural community of Arcanum, attending the University of Dayton for a B.S. in Finance, and attending The Ohio State University for a Masters in Business with a focus on Investment Management.

Craig joined the SWO-HFMA chapter in 2006, became a Board member of the chapter in 2014 and will move to the VP-officer role in 2015 pending approval from chapter membership. Craig has been involved in planning educational content for the chapter for the past 5 years, starting as a subcommittee member for Managed Care education and now is the Chair of the Programming Committee. "Volunteering for the programming committee has been very rewarding from a personal and professional standpoint. I've made a number of acquaintances with industry experts and local counterparts simply by asking someone to speak at an event, and it's great how willing folks are to speak for our chapter."

Craig is excited about what the future holds for HFMA and the SWO chapter. "HFMA-national and the SWO chapter is a great way to stay connected with industry peers and to be aware of regional and national changes. With the speed of change in our industry, it's important for us, both as individuals and for the organizations we serve, to think beyond our day-to-day work and to spend time networking and expanding our knowledge base."

Residing in Tipp City, Craig and wife Miranda have three children; Gracie 9, Eli 7 and Hudson 5. On the weekend you can find Craig doing home improvement projects, Craig and Miranda coaching their kids' basketball teams, and the family worshipping and serving at Christian Life Center in Davton.

## 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](mailto:David.Gaffey@parallon.com) - and **Danielle Kraatz** - [DAKraatz@mercy.com](mailto:DAKraatz@mercy.com).

Thank you **ClearBalance!**

## 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
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	Brian Blank	brian_blank@trihealth.com
Social Events	Amanda Fishman	afishman@theclarogroup.com	John Mendez	johnpmendez@mercy.com
Sponsorship	Kristen Sumpter	kristen.sumpter@rhi.com	John Mendez	johnpmendez@mercy.com
Yerger	Carol Tenenholtz	csteneholtz@fuse.net		

## Chapter Elections and Annual Meeting

The Chapter elections and annual meeting will be held on Friday, February 13, 2015 at the Wingate by Wyndham in West Chester at 12:00. We are asking for your voting approval of an amendment to our Chapter Bylaws as well as our 2015-16 leadership team.

The amendment to the Bylaws proposes to change Section 3.5 of the Bylaws. This amendment would allow the annual Chapter meeting to be held after January 1 of each year. This proposed change has been approved by National HFMA, and reflects similar verbiage to the National HFMA Bylaws.

The slate of officers and directors is as follows:

- President-Elect - **Andrea Kovall**, Director - Managed Care, Consolidated Health Services
- Vice-President - **Craig Ganger**, Director - Managed Care & Decision Support, Premier Health
- Treasurer - **Karen Shadowens**, Director of Finance/CFO, UC Health West Chester Hospital
- Secretary - **Yvonne Focke**, Principal, Advanced Patient Solutions
- Director - **Brian Blank**, Senior Contract Analyst, TriHealth, Inc.
- Director - **Brian Krause**, Vice President - Finance, TriHealth, Inc.
- Director - **Amy Becker**, Corporate Finance Healthcare and Professional Services, Fifth Third Bank
- Director - **Tashawna Thomas-Otabil**, Provider Contracting & Administration, UnitedHealth Group

You should have received an email ballot on January 6, 2015. If you cannot attend the annual meeting, please submit your vote via email attachment to [hfma@swohfma.org](mailto:hfma@swohfma.org) or via fax at 859-342-7507 by January 31, 2015. If you have any questions, please contact Renee George at [rpgorge@premierhealth.com](mailto:rpgorge@premierhealth.com).

## Member News

- **Craig Ganger**, Director, Managed Care & Decision Support at Premier Health has successfully passed the HFMA certification exam.

Congratulations!

## Stay Connected

The Chapter now has an email address: [hfma@swohfma.org](mailto:hfma@swohfma.org). You should be receiving a weekly email on Wednesdays from this address with all the latest Chapter news. If you are not receiving it, please contact Danielle Kraatz at [dakraatz@mercy.com](mailto:dakraatz@mercy.com). Please make sure this address is in your approved list so you don't miss out.

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

## Member Outreach Update

A canned food drive to benefit the Freestore Food Bank was held at the Winter Education Day on December 12, 2015. A total of 102 pounds of food was collected.

Chris Lah is working with the Ronald McDonald House to reserve a day for us to provide lunch for the residents, volunteers, and staff. Watch your email for further details.

## December Forum

The 2014 Winter Education Day was held on December 12, 2014 at the Wingate by Wyndham in West Chester.

- Michael Ceballos, Buckeye Community Health Plan, and Jan Marie Reed, Molina Healthcare of Ohio, began with a discussion of how the MyCare Ohio program will impact patients and provider organizations.
- Jane Peterson, Anthem, Brad Lacey, UnitedHealthcare, Dave VandenHeuvel, HumanaOne, and Rodney Napier, Advanced Patient Advocacy, then discussed their experiences with the 2014 rollout and what's next for the federal government's Health Benefits Exchanges.
- Shawn Kent, Chapter President for 2012-13, discussed the value of HFMA involvement over lunch.
- Dr. Glenn Loomis, Damien Cook, and Dr. Karl Schmitt discussed how the Clinical Transformation Division of St. Elizabeth Physicians is meeting the goals of the Triple Aim through projects like the Patient-Centered Medical Home, the Comprehensive Primary Care Initiative, and others.
- Dr. Richard Shonk, Greater Cincinnati health Collaborative, wrapped up the day with a discussion of Cincinnati's cost measurement and transparency efforts.



## **2015 S. Paul Pedoto Awards Dinner**

### *Many Thanks to Our Sponsors*

#### Platinum Sponsors

Avadyne Health  
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#### Dinner and Entertainment Sponsors

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 Robert Half  
 TriHealth, Inc.



### *Additional Thanks to the Committee*

#### Committee

**Chair**  
**Joyce Lehman**  
 Medical Recovery Systems, Inc.

Diana Feldman-Smith  
 Yvonne Focke, Advance Patient Solutions  
 Danielle Kraatz, Mercy Health  
 David McCullough, Professional Medical Services  
 John P. Mendez, Mercy Health  
 Kristen Sumpter, Robert Half  
 Carol Tenenholtz, Carol Tenenholtz, Inc.

**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:

February 3	Revisiting Lessons Learned from the ICD-10 Testing Front Lines
February 17	Navigating a Return on Investment to Transition to Value-based Care
February 18	Improving Revenue Cycle Performance Through Self-Service While Mitigating Staffing Requirements and Compliance Risks
March 4	Achieving Payment Clarity: How Gwinnett Medical Center's Collections Program Inspires Positive Financial Results and Patient Loyalty
March 19	Pre-Eligibility Screening of Your Supply Chain Data

HFMA provides webinars available one calendar year following the live webinar date and year. Most on-demand webinars are free for HFMA members and \$99 for non-members, unless otherwise noted.

Available until February 17, 2015	Beyond ICD-10: Are You Ready for What's Next?
Available until March 2, 2015	How to Apply for HFMA's 2015 MAP Award for High Performance in Revenue Cycle
Available until October 13, 2015	Six Strategies to Keep Your Hospital Out of the Pricing Headlines
Available until November 26, 2015	Understanding the 2014 U. S.Trust Study of High Net Worth Philanthropy

## Job Opportunities

**Manager Net Revenue – Mercy Health**  
**Manager, Senior Analyst and Analyst in Reimbursement – Mercy Health**  
 Contact Grace Fuson at [GEFuson@mercy.com](mailto:GEFuson@mercy.com)

**Accounting Coordinator - Cedar Village Retirement Community**  
 Apply online at <http://www.cedarvillage.org/>

**Vice President of Finance – St. Elizabeth Healthcare**  
 Apply online at <http://www.stelizabeth.com/>

**Revenue Enhancement Specialist – Cincinnati Children's Hospital Medical Center**  
 Apply online at <http://www.cincinnatichildrens.org/>

## 2014 Southwestern Ohio Chapter Profile

Total membership	485
Average Age	48
Average Years in Healthcare	22
Average Years in HFMA	11

New Members	Count	Percent
This Year	39	8.0%
Previous Year	44	9.1%
Two Years Ago	36	7.4%
Three Years Ago	37	0.076%

Gender	Count	Percent
F	227	46.80%
M	252	52.00%

Designation	Count	Percent
CHFP	7	1.40%
CPA	46	9.50%
HFMA	28	5.80%

Title	Count	Percent
Director/Manager/Supervisor	207	42.7%
Staff Specialist or Professional (Analyst/Accountant)	50	10.3%
CFO/Controller	48	9.9%
None	45	9.3%
Vice President	44	9.1%
President/CEO/Executive Director	27	5.6%
Other Professionals	27	5.6%
Partner, Principal or Owner	14	2.9%
Student	7	1.4%
Other Chief Officer Excluding CFO	5	1.0%
Assistant/Associate Vice President Excluding CFO	5	1.0%
Attorney	3	0.6%
Professor/Academic	2	0.4%
Clinical	1	0.2%

Organization Type	Count	Percent
Hospital or Medical Ctr	166	34.2%
Health System Headquarters/Corporate Office	98	20.2%
Other/Non Provider	55	11.3%
None	45	9.3%
Consulting Firm	35	7.2%
Accounting Firm	18	3.7%
HMO Health Plan or Insurance Company	14	2.9%
Medical Group or Specialty Practice	10	2.1%
Collection and A/R Recovery Service	8	1.6%
Educational Institution or Library	8	1.6%
Other Provider or Clinical Service (Lab, Imaging)	6	1.2%
Law Firm	6	1.2%
Physician Practice Management Firm	6	1.2%
Managed Services/Outsourcing/Temporary St	4	0.8%
Home Health Agency, VNA, or Hospice	3	0.6%
Skilled Nursing, Rehab, or Other Subacute	2	0.4%
Third Party Administration	1	0.2%

LEADING  
*the*  
CHANGE

Robert Shoemaker, Editor  
The Christ Hospital  
6Observatory Hill  
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**

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

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**Gold Level:**

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Medical Recovery Systems

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