

Welcome!
HFMA
Southwestern
Ohio Chapter



Agenda

- Welcome & Introductions
- Southwestern Ohio Overview & Chapter Leadership
- Committee Overviews
- 2020-2021 Goals & Chapter Calendar
- Closing

SW Ohio HFMA Leaders

President: Kristen Sumpter

President-Elect: Mike Haas

Vice President: Andrew Gentzkow

Treasurer: Arvind Joshi

Secretary: Dan Hosey

Past President: Brad Arthur

Board of Directors

Sommer Bockerstette

Amanda Goedde

Brian Blank

Amanda Ricci

Jodianne Broomall

Emily Seitz-Pawlak

Bryan Gordon

Alicia Henson

Matthew Nienaber

SW Ohio HFMA Committees

Committees

Programming

Membership

Communications

Sponsorship

Treasury

Chair and Co-Chairs

Amanda Ricci, Dan Hosey, Emily Seitz-Pawlak,
Jodianne Broomall

Amanda Goedde and Brian Blank

Alicia Henson and Dan Hosey

Sommer Bockerstette and Bryan Gordon

Arvind Joshi and Andrew Gentzkow

2020-2021 Chapter Goals

1. Increase certification
2. Focus on enterprise retention and growth
3. Prioritize succession building and planning
4. Increase member value & satisfaction by provide quality education in a virtual environment
5. Engage sponsors in virtual environment
6. Facilitate activities that foster both leadership & relationship development
7. Collaborate with Ohio chapters & Region 6

Getting Involved: First steps



Attend events



Stay and network



Micro-volunteer



Learn from volunteering



Join a Committee

Learn the available tools,
processes and make friends



Become a Committee Leader

See how quickly you can
enact change

Get Rewarded

- Travel
 - Go to great locations
 - Chapter and Association Sponsored
- Extended Learning Opportunities
- Win Awards for the Chapter
- Teach Others
- Put Your Stamp on the Chapter
- Opportunities go beyond your Chapter to stay involved and make change happen
- Make life-long friendships

Programming

SOUTHWESTERN OHIO HFMA

Programming:

The Programming Committee is responsible for planning and coordinating educational sessions including speakers, attendee registration, and site arrangements for programs.

The committee is comprised of the individual program Chairs, Co-Chairs, and Committee members who are charged with designing conferences, events, and webinars that offer education, development, and networking opportunities for our members.

Things you can do to help with Programming:

Before the event volunteer opportunities:

- Join in our planning calls. These can be weekly, bi-weekly or monthly depending on the time and needs of the programming committee
- Help research different speakers with presentations that will fit well with the theme of the conference
- Volunteer to assist with planning a speaker line-up – great learning experience!
- Assist with contacting speakers, obtaining their presentations, headshots, bios, and working with them during the planning of the event
- Help prepare questions for panel discussions

Things you can do to help with Programming:

Day of the event volunteer opportunities:

- Be a part of our registration team -Great Networking Opportunity!
- Help coordinate with speakers to ensure that their presentations are loaded on the laptop
- Introduce speakers
- Help prepare “Thank you” notes and gift cards, if applicable for our speakers

Upcoming Events

- Fall Education Session
- Annual Awards & Reception
- Winter/Spring Education Conference
- Women in Leadership
- Webinars throughout the year – We will be adding these throughout the year

You can help!

- Our programs help our members stay educated in the current healthcare world – we know how crazy it can be and changes are constant
- We also assist to help our members maintain their Certifications by providing the education that is required – more information regarding Certifications to follow!
- We collaborate with other committee members such as Communications to ensure the program details are shared with the members and social media
- Ensure our members are supplied with the relevant education to ensure their professional and personal enhancement

Programing Committee

Programing Committee - CONTACTS

Co-Chairs

Amanda Ricci, Dan Hosey:

AKRicci@PremierHealth.com and Dhosey@BlueLyte.com

Emily Seitz-Pawlak, Jodianne Broomall:

Emily_Seitz-pawlak@trihealth.com and
Jodianne.Broomall@cchmc.org

Certification

SOUTHWESTERN OHIO HFMA



About HFMA Certifications

Certifications Can Lead to Higher Salaries, Greater Job Fulfillment, and Improved Organizational Performance

What do you want to accomplish in your profession? HFMA certifications can help you reach your career goals by enhancing your industry knowledge and proving proficiency to your colleagues and organization's leaders.

- **Value for individuals:** Increase your earning potential and stand out among your peers. The job market is highly competitive. Maintain the skills, confidence, and proficiencies you need to give yourself an edge in healthcare finance.
- **Value for organizational leaders:** Build a culture of learning and position your organization for success. Increasing your team's knowledge of industry terminology helps them meet the demands of department leadership and provides the tools they need to exceed the expectations of your clients, patients, and partners.

A credential from HFMA authenticates your education. One of the many benefits of pursuing an HFMA certification is earning a digital badge. Your HFMA digital badge will contain metadata describing your qualifications and credentials, including how you earned this achievement. You can share your credential easily with your peers, boss, or prospective employers.

Certifications available to our members:

- **HFMA's Certified Healthcare Financial Professional (CHFP)**
 - Dive into the new financial realities of health care and come up with a better business skill set, new ideas on financial strategy, and insights into future trends.
- **Certified Specialist Managed Care (CSMC)**
 - Gain specialist-level knowledge to navigate payment models and rates, benefit coordination, reimbursement calculations, and cost-control incentives.
- **Certified Revenue Cycle Representative (CRCR)**
 - Increase your knowledge, competencies, and productivity with best-practices recommendations to positively impact the revenue cycle and enhance patient experience.
- **Certified Specialist Accounting and Finance (CSAF)**
 - Strengthen your skills and mastery of financial reports and statements, risk-sharing arrangements, managed care contracts, and profitability ratios.

- **Certified Specialist Physician Practice Management (CSPPM)**
 - Demonstrate your physician practice finance, cost accounting, revenue cycle, coding, reimbursement, and payer contracting acumen
- **Certified Specialist Business Intelligence (CSBI)**
 - Learn methods for looking at data and using tools to ensure the right information is illuminated and used to enable powerful actions and decisions.
- **Certified Specialist Managed Care (CSMC)**
 - Gain specialist-level knowledge to navigate payment models and rates, benefit coordination, reimbursement calculations, and cost-control incentives.
- **Fellow of the Healthcare Financial Management Association®**
 - Extend your expertise and leadership by sharing your personal financial knowledge and skills in voluntary professional development activities and services in the healthcare finance industry.

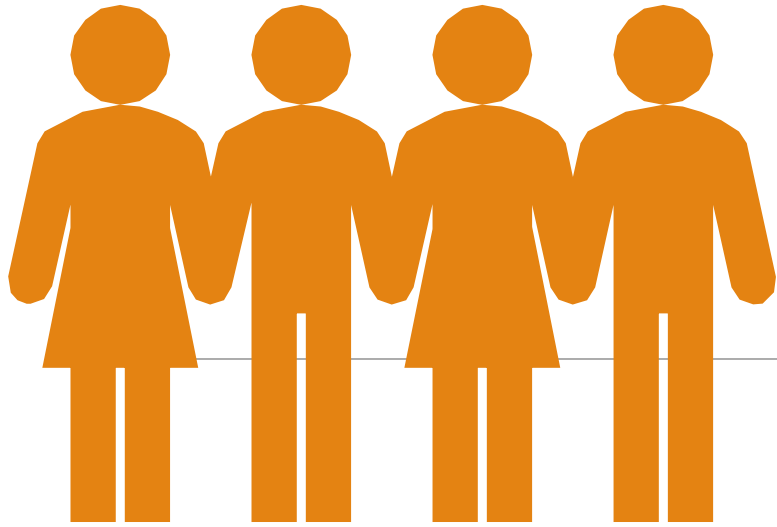
SWO HFMA -Achievement

SWO CERTIFICATION %

Metric Name	Metric
HFMA Online Education	6.59
HFMA Live Events	7.81
CHFP & FHFMA Certified Members	5.55
Other Certified Members	8.61
Chapter Networking Events	0.00
Chapter Online Education	6.44
Chapter Live Events	0.45
Online Access	0.00
Online Communities	0.00
Volunteerism/Founders	0.00

CELEBRATE YOUR ACHIEVEMENT





Membership

Membership Committee

- The Membership Committee is responsible for building and maintaining the chapter's membership
- The committee will coordinate the membership campaign to fulfill the chapter and/or Regional goal of new and retained members for the upcoming year
- Additional responsibilities include welcoming new members, customer service at on-site events, and communicating with lapsed/nonrenewal members

Membership Committee

Key Volunteer EFFORTS

What do we do?

- Welcome new members
- Think of ways to celebrate members
- Retention of lapsed members

Membership Committee

Key Volunteer EXPOSURE

How does it help you?

- Getting to know our Southwestern Ohio volunteers – making lasting connections and friends
- Learn about businesses and positions you may have never realized
- Growing your personal network – opportunities to meet people from all over
- Be part of making a difference!

Membership Committee

Membership Committee - CONTACTS

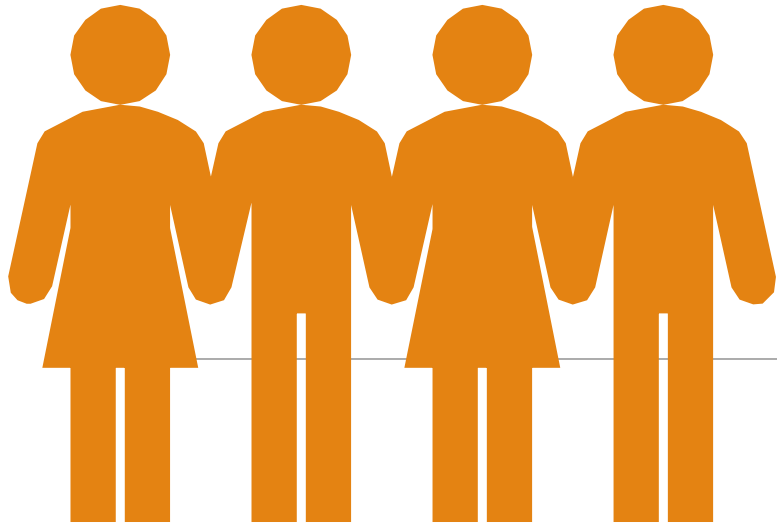
Co-Chairs

Amanda Goedde:

Amanda.Goedde@usbank.com

Brian Blank:

Bblank@Mercy.com



Sponsorship

Sponsorship Committee

The Sponsorship Committee is responsible for establishing relationships with chapter supporters. Primarily, the committee creates and executes a sponsorship program by defining levels of donations to raise funds to assist with Chapter operations. Key activities include developing, approaching and obtaining both sustaining and Special Event sponsors to support events and event related activities as defined by the Leadership Team and approved by the Board of Directors.

- Engaging business partner companies for participation, involvement, & financial support
 - Annually and event specific
- Ongoing communication of benefits
- Engaging for valuable education to chapter members

Sponsorship Committee

OPPORTUNITIES

- Communicating sponsorship opportunities & benefits
- Coordinating education between sponsors & programming
- Promoting sponsors to members at events & via digital channels

EXPOSURE

- All areas & committees of chapter
- Business Partners
- Membership
- Ohio chapters
- Region 6 as sponsorship expands & collaboration grows

Platinum Chapter Sponsors



Gold Chapter Sponsors



Silver Chapter Sponsors



Sponsorship Committee

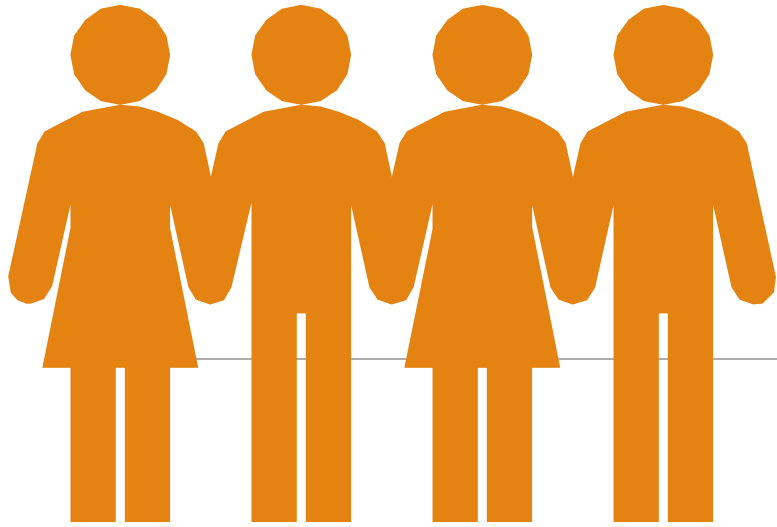
Sponsorship Committee - CONTACTS

Sommer Bockerstette (Chair)

Sommer.Bockerstette@stelizabeth.com

Bryan Gordon (Co-chair)

BGordon@cleverleyassociates.com



Communications

Communications Committee

Communication Committee

- The Communication Committee is responsible for engaging our members with event information and relevant contents regarding our chapter's activities
 - Email blast
 - Social media
 - Website
 - Newsletters
 - Event page & registration

Communications Committee

Past Year Accomplishments

- Complete rebuild of website
- New marketing partner: Tom Tally
- New LinkedIn company page to leverage engagement analytics w/ posting calendar for each committee
- Provider member survey in response to COVID
- Integrate all Social Media platforms into one tool (Buffer)

Communications Committee

Key Volunteer EFFORTS

What do we do?

- Create events page and registration
- Market our events
- Create content to share with members
- Analyze member engagements for our various contents and events

Communications Committee

Key Volunteer EXPOSURE

How does it help you?

Practice effective communication skill to create relationships and trust

- Exposure to other chapter members through communication
- Learn the art of Social Media Marketing

Communications Committee

Communication Committee - CONTACTS

Alicia Henson (Chair)

Alicia.Henson@revintsolutions.com

Dan Hosey (Co-chair)

DHosey@bluelyte.com

2020-2021 Chapter Calendar

Event	Dates	Location
Region 6 Webinar Series	TBD	GoToWebinar
Fall Education Event	October 21, 22, 23, 2020	GoToWebinar
Fundraiser Networking Event	October 23, 2020	GoToWebinar
Annual Awards Reception	December 11, 2020	TBD
Winter/Spring Education	February 26, 2021	TBD
March Madness Networking	March 19, 2021	O'Bryans
Women in Leadership	April 23, 2021	TBD
All Ohio Conference	May 20, 21, 2021	The Renaissance, Westerville Ohio
Education Road Show	TBD	TBD



2020
Southwestern
Ohio HFMA
Mini-LTC