



Publication Date: April 2010



President's Message

With my final president's message, I wanted to continue on the theme of The Two Wolves from my message in the previous newsletter. Whether or not the last statement is true as to who the student was... it is a wonderful argument he made.

'Let me explain the problem science has with religion.'

The atheist professor of philosophy pauses before his class and then asks one of his new students to stand.

'You're a Christian, aren't you, son?'

'Yes sir,' the student says.

'So you believe in God?'

'Absolutely.'

'Is God good?'

'Sure! God's good.'

'Is God all-powerful? Can God do anything?'

'Yes'

'Are you good or evil?'

'The Bible says I'm evil.'

The professor grins knowingly.. 'Aha! The Bible! He considers for a moment.

'Here's one for you. Let's say there's a sick person over here and you can cure him. You can do it. Would you help him? Would you try?'

'Yes sir, I would.'

'So you're good...!'

'I wouldn't say that.'

'But why not say that? You'd help a sick and maimed person if you could. Most of us would if we could. But God doesn't.'

The student does not answer, so the professor continues. 'He doesn't, does he? My brother was a Christian who died of cancer, even though he prayed to Jesus to heal him. How is this Jesus good? Can you answer that one?'

The student remains silent. 'No, you can't, can you?' the professor says. He takes a sip of water from a glass on his desk to give the student time to relax. 'Let's start again, young fella. Is God good?'

'Er...yes,' the student says.

'Is Satan good?'

The student doesn't hesitate on this one. 'No.'

'Then where does Satan come from?'

The student falters. 'From God'

'That's right. God made Satan, didn't he? Tell me, son. Is there evil in this world?'

'Yes, sir.'

'Evil's everywhere, isn't it? And God did make everything, correct?'

'Yes'

'So who created evil?' The professor continued, 'If God created everything, then God created evil, since evil exists, and according to the principle that our works define who we are, then God is evil.'

Again, the student has no answer. 'Is there sickness? Immorality? Hatred? Ugliness? All these terrible things, do they exist in this world?'

The student squirms on his feet. 'Yes.'

'So who created them?'

The student does not answer again, so the professor repeats his question. 'Who created them?' There is still no answer. Suddenly the lecturer breaks away to pace in front of the classroom. The class is mesmerized. 'Tell me,' he continues onto another student. 'Do you believe in Jesus Christ, son?'



MAKING IT
Count



Continued on Page 2

The student's voice betrays him and cracks. 'Yes, professor, I do.'

The old man stops pacing. 'Science says you have five senses you use to identify and observe the world around you. Have you ever seen Jesus?'

'No sir. I've never seen Him..'

'Then tell us if you've ever heard your Jesus?'

'No, sir, I have not..'

'Have you ever felt your Jesus, tasted your Jesus or smelt your Jesus? Have you ever had any sensory perception of Jesus Christ, or God for that matter?'

'No, sir, I'm afraid I haven't.'

'Yet you still believe in him?'

'Yes'
'According to the rules of empirical, testable, demonstrable protocol, science says your God doesn't exist... What do you say to that, son?'

'Nothing,' the student replies.. 'I only have my faith.'

'Yes, faith,' the professor repeats. 'And that is the problem science has with God.. There is no evidence, only faith.'

The student stands quietly for a moment, before asking a question of His own. 'Professor, is there such thing as heat?'

'Yes.'

'And is there such a thing as cold?'

'Yes, son, there's cold too.'

'No sir, there isn't.'

The professor turns to face the student, obviously interested. The room suddenly becomes very quiet. The student begins to explain. 'You can have lots of heat, even more heat, super-heat, mega-heat, unlimited heat, white heat, a little heat or no heat, but we don't have anything called 'cold'.

We can hit down to 458 degrees below zero, which is no heat, but we can't go any further after that. There is no such thing as cold; otherwise we would be able to go colder than the lowest -458 degrees. Every body or object is susceptible to study when it has or transmits energy, and heat is what makes a body or matter have or transmit energy. Absolute zero (-458 F) is the total absence of heat.. You see, sir, cold is only a word we use to describe the absence of heat. We cannot measure cold. Heat we can measure in thermal units because heat is energy. Cold is not the opposite of heat, sir, just the absence of it.'

Silence across the room. A pen drops somewhere in the classroom, sounding like a hammer.

'What about darkness, professor. Is there such a thing as darkness?'

'Yes,' the professor replies without hesitation.. 'What is night if it isn't darkness?'

'You're wrong again, sir. Darkness is not something; it is the absence of something. You can have low light, normal light, bright light, flashing light, but if you have no light constantly you have nothing and it's called darkness, isn't it? That's the meaning we use to define the word. In reality, darkness isn't. If it were, you would be able to make darkness darker, wouldn't you?'

The professor begins to smile at the student in front of him. This will be a good semester.. 'So what point are you making, young man?'

'Yes, professor. My point is, your philosophical premise is flawed to start with, and so your conclusion must also be flawed.'

The professor's face cannot hide his surprise this time. 'Flawed? Can you explain how?'

'You are working on the premise of duality,' the student explains.. 'You argue that there is life and then there's death; a good God and a bad God. You are viewing the concept of God as something finite, something we can measure. Sir, science can't even explain a thought.' 'It uses electricity and magnetism, but has never seen, much less fully understood either one. To view death as the opposite of life is to be ignorant of the fact that death cannot exist as a substantive thing. Death is not the opposite of life, just the absence of it.' 'Now tell me, professor.. Do you teach your students that they evolved from a monkey?'

'If you are referring to the natural evolutionary process, young man, yes, of course I do.'

'Have you ever observed evolution with your own eyes, sir?'

The professor begins to shake his head, still smiling, as he realizes where the argument is going. A very good semester, indeed..

'Since no one has ever observed the process of evolution at work and cannot even prove that this process is an on-going endeavor, are you not teaching your opinion, sir? Are you now not a scientist, but a preacher?'

The class is in uproar. The student remains silent until the commotion has subsided. 'To continue the point you were making earlier to the other student, let me give you an example of what I mean.' The student looks around the room. 'Is there anyone in the class who has ever seen the professor's brain?' The class breaks out into laughter. 'Is there anyone here who has ever heard the professor's brain, felt the professor's brain, touched or smelt the professor's brain? No one appears to have done so. So, according to the established rules of empirical, stable, demonstrable protocol, science says that you have no brain, with all due respect, sir.' 'So if science says you have no brain, how can we trust your lectures, sir?'

Now the room is silent. The professor just stares at the student, his face unreadable. Finally, after what seems an eternity, the old man answers. 'I Guess you'll have to take them on faith.'

'Now, you accept that there is faith, and, in fact, faith exists with life,' the student continues. 'Now, sir, is there such a thing as evil?' Now uncertain, the professor responds, 'Of course, there is. We see it Everyday. It is in the daily example of man's inhumanity to man. It is in The multitude of crime and violence everywhere in the world. These manifestations are nothing else but evil.'

To this the student replied, 'Evil does not exist sir, or at least it does not exist unto itself. Evil is simply the absence of God. It is just like darkness and cold, a word that man has created to describe the absence of God. God did not create evil. Evil is the result of what happens when man does not have God's love present in his heart. It's like the cold that comes when there is no heat or the darkness that comes when there is no light.'

The professor sat down.

PS: the student was Albert Einstein

Albert Einstein wrote a book titled God vs. Science in 1921...

It has been my honor to serve the chapter for the past 10 years. While my role next year will be diminished, you will still see me around the educational sessions, the Mud Hens game, March Madness, and most certainly the annual golf outing. I wish each and everyone of you happiness, joy, and success!

Todd Howell, President NW Ohio HFMA

HFMA CHAPTER LEADERSHIP

2009-2010

OFFICERS

Past President: Amy Gill, Mercy Health Partners
– Northern Region, 419-251-2032, AmyM_Gill@mhsnr.org

President: Todd Howell, Seneca Medical
Inc, Tiffin, 419-447-0222 ext 304, thowell@senecamedical.com

President-Elect: Dawn Balduf, United
Collection Bureau, Toledo, 419-866-6227, ext.
6426, debalduf@ucbinc.com

Secretary: Joe Williford, Wood County Hospital,
Bowling Green, 419-354-8911, willifordj@woodcountyhospital.org

Treasurer: Hayley Studer, ProMedica Health
System, Toledo, 419-824-7576, hayley.studer@promedica.org

BOARD MEMBERS

Rob Goshia, Paulding County Hospital , Paulding,
419-399-1106, rgoshia@saa.net

Diane Blake, ProMedica Health System, Toledo, 419-
291-3866, diane.blake@promedica.org

Lisa Bloomfield, Sakal / Cai, 419-782-3709,
lbloomfield@sakalcai.com

CHAIRPERSONS

Dave Wilson, Program, Fisher Titus Medical Center,
Norwalk, 419-660-2518, dwilson@ftmc.com

Todd Howell, Certification, Seneca Medical Inc,
Tiffin, 419-447-0222 ext 304 thowell@senecamedical.com

Diane Blake, Newsletter, ProMedica Health System,
Toledo, 419-291-3866, diane.blake@promedica.org

Char Masters, Sponsorship, Masters Associates,
Toledo, 419-534-2852, char@mastersassoc.com

Rob Goshia, Website, Paulding County Hospital ,
Paulding, 419-399-1106, rgoshia@saa.net

Kim McClure, Social, ProMedica Health System,
Toledo, 419-824-7225, kim.mcclure@promedica.org

Lisa Bloomfield, Membership, Sakal / Cai, 419-782-
3709, lbloomfield@sakalcai.com



MARCH MADNESS ANNUAL EVENT

Some people may think that an HFMA annual meeting where we vote in a new slate of officers and hand a few awards of recognition sounds kind of boring. BUT... if you throw in a movie theater screen, a NCAA tournament, lots of food and beverages and a room full of over 70 awesome HFMA members and friends, it suddenly becomes a GREAT AFTERNOON! Our annual meeting was held at the Maumee Indoor Theater on March 18th, the first day of the NCAA tournament.

We started the annual meeting by recognizing and celebrating our Chapters past presidents: Garth Beatty, William Waters, Joseph Zigray, Arlyn Bensch, Donald Phillips, Lori Johnson, Dennis Wagner, Rebecca Hawley, Timothy Eichenauer, Alan Ganci, Jane Friesner, Elizabeth Hickman, Charlotte Masters, Daniel Moncher, David Wilson, Darrell Topmiller, Kim McClure, Samantha Platzke and Amy Gill.

Next, awards were given to Lisa Bloomfield for Membership Excellence; Rachael Herman received the Hottum award for increased educational hours and Todd Howell for Certification. Founders awards went to Kim McClure, Muncie Gold and Diane Blake, Follmer Bronze.

Finally we voted in our new leadership team:

President	Dawn Balduf
President-elect	Hayley Studer
Secretary	Joe Williford
Treasurer	Rich Baum
Board member	Allison Duncan
Board member	Lisa Bloomfield
Board member	Diane Blake

Thanks to everyone from our past presidents, members, sponsors and current leadership for their dedication to making our chapter a huge success. After our meeting ended, we invited Charles Cataline, Senior Director, Health Policy at the Ohio Hospital Association to talk about the status of the State Budget and RAC Audits.

When our business was complete the basketball games came on. We continue the afternoon socializing and cheering on our favorite teams.



So, What Exactly Is LTC?

LTC stands for HFMA's annual Leadership Training Conference. This year it was held in sunny Phoenix, Arizona, on April 18 – 20. LTC provides the main source of training and leadership development for HFMA chapter officers and committee chairs. In addition to being held at a beautiful resort in a great location, LTC provides a time for chapter officers to plan for the upcoming chapter year, as well as share ideas with officers from over 60 chapters across the nation. What a great way to network from both a chapter and professional perspective!

The incoming chapter officers that attended were: Dawn Balduf – President, Hayley Studer – President-Elect, Joe Williford – Secretary, Rich Bame – Treasurer, Diane Blake – Newsletter Chair, and Rachel Herman – Program Chair. Most of LTC is spent at break-out sessions geared towards each specific office/duty. However, in the afternoon of the first day, all 500+ LTC registrants attended a general session.

Cathy Jacobson, the current HFMA National Chair, opened the meeting by individually recognizing the Regional Executives, including our very own Kim McClure. Debbie Kuchka-Craig, the 2010-2011 HFMA National Chair, spoke about the upcoming year's theme "Step Up". Both women were dynamic speakers and inspired everyone to go the extra mile both personally and professionally. To top off the opening session, Pat Williams of the Orlando Magic talked about the seven keys to leadership. A very entertaining speaker, Pat shared his view on the following mandatory key traits of great leaders:

1. Vision – the Heart & Soul of leadership
2. Communicate the Vision – Stress the Importance
3. People Skills – Be Visible and Available
4. Character Qualities – Honesty, Integrity & Humility
5. Competence – Be a life-long teacher & learner
6. Boldness
7. Have a Servant's Heart

In addition to the informative sessions, it was great to just hang-out with the other members of the chapter leadership team whether it was by the pool, at a relaxing dinner, or while driving around lost trying to get to the restaurant. LTC is a great way to bond with fellow chapter volunteers and provides excellent growth opportunities in the chapter as well as professionally. It's a very nice perk of chapter leadership too!

Beautiful view of the Arizona Grand Resort



Arizona mountains in the morning



President Elect Dawn Balduf and Richard Clarke, DHA, FHFMA



Needs no explanation



Our very own Kim McClure receives recognition from National for being our Regional Representative.



Work, Work, Work

Become Certified Healthcare Financial Professional (CHFP).

Enhance your career potential by becoming a Certified Healthcare Financial Professional (CHFP). HFMA's certification program provides you an opportunity to earn this designation when you meet the following requirements:

- Be an HFMA member for a total of two years and be an current active member;
- Have two years of professional experience in the healthcare finance industry;
- Successfully complete the HFMA Core certification exam and one of the specialty exams – Accounting and Finance, Patient Financial Services, Financial Management of Physician Practices, or Managed Care; and,
- Obtain a reference from an elected HFMA chapter officer and your CEO or supervisor.

All active members are eligible to take the certification exams. The proctored on-line exams are available 24/7. Schedule a time with me (the chapter proctor...don't laugh!) and then submit to HFMA National an exam application available on-line at: (http://www.hfma.org/login/index.cfm?script_name=/site/certification/exam_application.cfm) . The two requisite exams must be successfully completed within 24 months of passing the first exam. To prepare for the exam, you can use the corresponding self-study course available on the HFMA website or from our Chapter's resource library. You can also participate in an Instructor led coaching course offered by HFMA National at ANI!

Once you meet the requirements for becoming a CHFP, submit a CHFP application to HFMA National within 24 months of successfully completing the first exam, with a one-time fee. You will then receive a certificate through your chapter that you can proudly display and will be entitled to use the CHFP designation after your name.

As a CHFP, you are on your way to becoming a Fellow of HFMA (FHFMA). Fellowship is available upon meeting the following requirements: 5 years of total HFMA membership, a Bachelor's degree or 120 semester hours of college credit required references, and demonstrated volunteer activity in the healthcare finance field.

You will retain your CHFP or FHFMA designation as long as you remain an active member of HFMA and show proof of earning 90 professional education hours every three years. This maintenance requirement helps you remain current in your field and will also be an asset to your career. You can meet this requirement through participating in structured learning activities offered through HFMA National, our local HFMA chapter, your employer, or other professional organizations. More information about the maintenance requirement is available on the HFMA website.

The Northwest Ohio Chapter supports your efforts in becoming HFMA certified. For more information about the HFMA certification program or resources available locally, please contact me at (419) 455-2153 or drop me an email at thowell@senecamedical.com.

Sincerely,
Todd R. Howell, CPA, FHMFA
President and Certification Contact for the NW Ohio



HFMA *Education Corner*

The program committee has been diligently working on the sessions for the 2010/2011 Chapter year. We are currently still in the process of formulating our programs for the coming year, but we are sure to offer the most current topics as well as some new and interesting subjects.

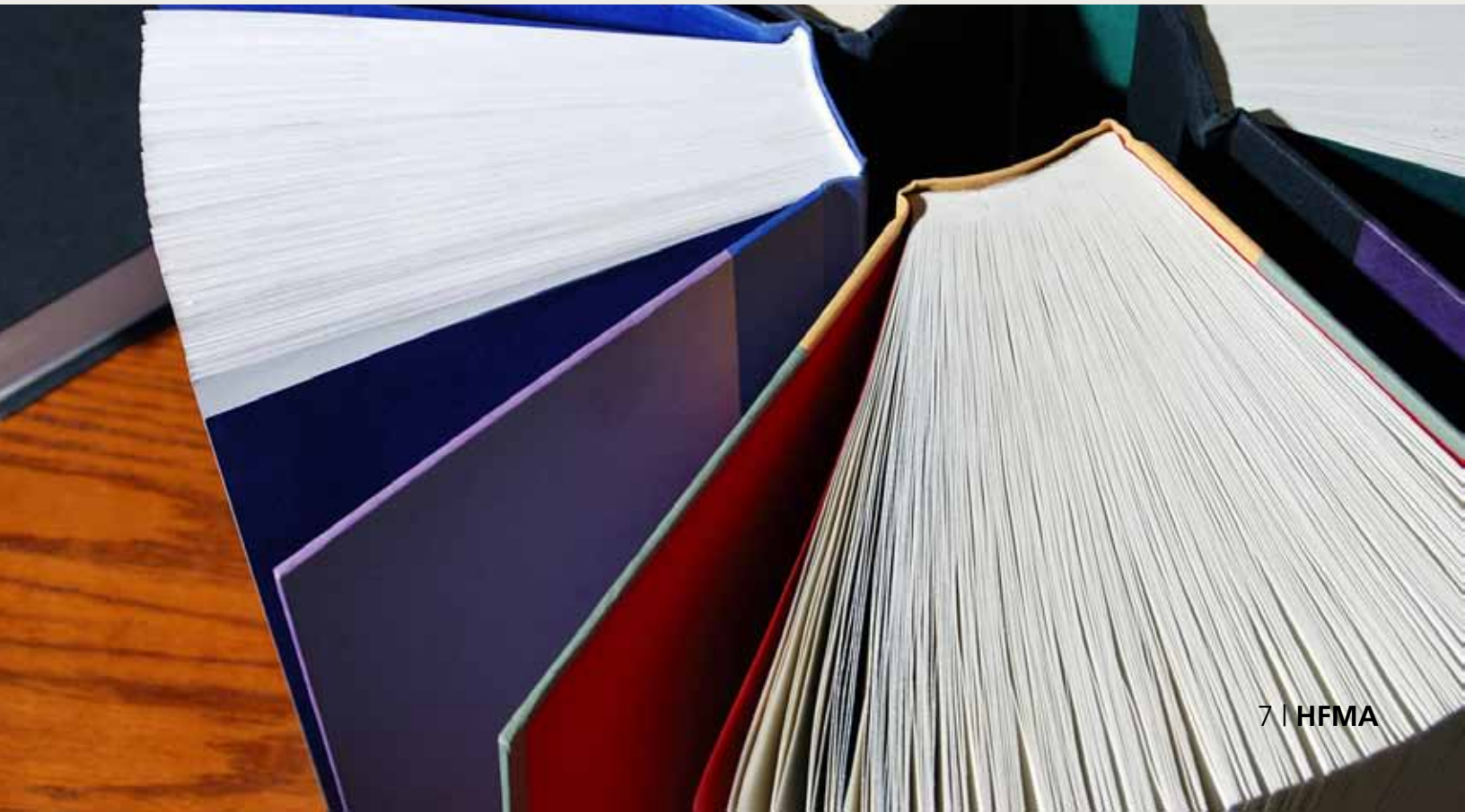
One of the new items that we are working on will be a Panel Session to be held at the end of October or early November. The Panel Session will surround current relevant topics in the area of Revenue Cycle Management with Charles Cataline as the moderator. It should prove to be a very interesting discussion. Watch for the exact date to come in your e-mails. Other new topics to be offered throughout the year will be on Healthcare Reform as well as a subject on ethics and a webinar on Crystal Reporting.

We will again offer the Cost Report Seminar in February as well as our annual March Madness meeting.

As in the past year, we will again be offering our half day sessions FREE to our chapter members. There will be a small fee for any full day sessions offered to cover additional chapter costs.

We are also e-mailing all brochures rather than mailing. Please make sure to watch your e-mail for any upcoming seminars and webinars. Also watch for a complete list of seminars and webinars with exact dates in the next newsletter.

Rachel Herman
Program Chair



Kelly's Commentary

Déjà Vu

Since this was first published, the state of New Jersey has enacted a law that legalizes medical marijuana use bringing the total number of states doing so to 14. In addition, 11 other states have either pending legislation or ballot measures, including the state of Ohio. I thought it might be fun to revisit this publication from January of 2009.

Days of Future Passed

The economy is in shambles. Jobless rates are the worst they have been in decades. The nation is spending billions of dollars on military operations with no victory in site while fine young soldiers are losing their lives. Millions of Americans do not have access to affordable healthcare. Everywhere you look there is more depressing news while the leaders upon which are depending to make things better are the leaders that are largely responsible for the very condition we are in. While they are offering many opinions on what needs to be done, I would like to offer my own.

It is time we embrace the findings of the many medical uses of marijuana and legalize its use for the endless ailments we are facing. Similar to the lifting of prohibition of alcohol toward the end of the great depression, the legalization of marijuana could generate billions of dollars in sin tax revenue for the federal and state governments.

Laughter would become the norm. Think of laughing in an uncontrollable manner when your boss tells you that you need to work the weekend after you have taken the position all week that “tomorrow is another day”. Account reconciliations would become much easier with the “close enough” approach. There would be no need to clean the office refrigerator of food that has been left to an unidentifiable state as there would be no food left beyond the end of each day. The Moody Blues would be piped throughout the office reducing stress levels and leaving everyone in a mellow state of mind. The office meeting room projector could be used for displaying your best hand shadow puppets on the whiteboard. After the work day would result in board game nights playing Risk and Monopoly that would last until the next day’s start. Shredding mounds of useless paper would be a fun activity to be shared by all.

This is just my idea of what could be done to reduce the tensions we are all facing. I would like to hear from all of you. I will share those ideas in some fashion in the next commentary. In the mean time, take time to step back and understand that all things are cyclical and tomorrow is truly another day.



July 22nd, 2010 – Annual HFMA
Golf Outing at Valleywood Golf Club,
Swanton

August 20th, 2010 – HFMA Mud Hens
Family Night

Chapter Education Update

The second half of the chapter education year saw a variety of programs with multiple webcasts and on-site education at the Holiday Inn French Quarter. With the support of our sponsors the chapter was also able to continue offering free education to members and expanded the free sessions to guests of member as well. The attendance at all the sessions continued to be strong with the Chapter being close to achieving the Henry Hottum Award for Educational Performance Improvement.

On January 28th and February 4th the Chapter offered a web cast titled "Excel Beyond the Basics" and because of that success continued the theme with additional session on April 15th and 22nd. In each ninety minute webcast Tami Norris, the Computer Training Coordinator at Northwest State Community College, explored a variety of topics specifically designed with hospital financial management staff participants in mind. The series covered conditional formatting, auto formatting, charting/diagramming, creating a graph with the wizard, formatting & enhancing a graph, data management, list basics, data validation, pivot tables, error checking, goal seeking protecting and sharing Workbooks and other topics.

The Chapter brought in new speakers for our annual Medicare and Medicaid cost report update from one of our Chapter sponsors BKD, LLP. The session was a big success with 42 in attendance. The Program titled "Hospital Cost Reports, What everyone should know" was presented by Scott R. Bezjak, Partner, and Glenn A. Grigsby, Managing Consultant, with BKD. The session provided a systematic review of the key reimbursement issues relevant to Medicare and Medicaid and was specifically developed for all members of the hospital finance department. The session reviewed the latest regulations and forms changes impacting Hospital Cost Reports with the goal of enhanced understanding of the Medicare Cost Report and Reporting Principles. During the session several reimbursement issues and concepts from the past were reviewed such as Medicare and Medicaid DSH, bad debt, and wage index data and the associated reporting principles. Numerous questions effecting Critical Access Hospitals were addressed with excellent discussions on solving critical issues and reporting problems.

The final education session at the Holiday Inn this chapter year was titled "Physician/Hospital Relationships & Dealing with the Government" on April 7, 2010. Thomas W. Hess partner with the Columbus, Ohio office of Dinsmore & Shohl LLP, and member of the law firm's Health Law Practice Group shared current information on the complex environment created by the anti-kickback statute, Stark and antitrust laws. He discussed the complex world of physician-hospital relationships surrounding joint ventures

agreements along with emerging trends in employment relationships with hospitals. The complex relationships of physicians and how they can have an impact on RAC audits and appeal Processes were also reviewed.

In March of this year the Chapter partnered with and participated in a regional event to offer three revenue cycle webcasts presented by Maria Todd, a consultant in the field of managed care contracting and reimbursement related matters.

The first webcast was on February 11th titled "Building a Contracted Reimbursement Strategy & Business Rules". This session discussed the importance of developing a written contracted reimbursement strategy and business rules, taking into account all sources of contracted and managed reimbursement sources. She reviewed contracting business rules successfully implemented and negotiated by hospitals around the nation and reviewed a 7-page pre-contracting due diligence worksheet as a tool to cover key contractual components.

The second session held on March 9 was titled "Avoiding Denial Tug o' War in Managed Care Agreements". This second session reviewed the challenges hospitals and healthcare providers worldwide face as health plans and employers attempt to rein in costs associated with the rising costs of healthcare expenses. As employers reduce their workforces, and separated employees are faced with rising unemployment for longer periods, health plans find themselves with fewer covered lives paying premiums. The combination of contract language ambiguity and a variety of benefit designs are leaving more claims denied. She reviewed the common causes of technical and clinical denials, and how to implement solutions to appeal medical necessity denials, ambiguous ERISA coverage denials, and step-by-step procedures to help increase success with denials.

The third webcast titled "Developing Payer Report Cards for Managed Care Revenue Integrity" was on Wednesday, March 31, 2010. This session reviewed the basic elements of developing a payer report card and how it can be utilized for contract re-negotiation and payer performance relationships and process improvement. She examined the key elements that are helpful in developing your own payer report card to use for tracking denials, good behavior and payment integrity. Several payer report cards from successful providers who have implemented these simple solutions were reviewed.

2009 – 2010 Chapter Sponsors

Gold

Savage & Associates
KeyBridge Medical Revenue Management

Silver

UCB, Inc.
KeyBank
Sakal/CAI
Masters Associates Receivables Management, Inc.
Seneca Medical
Fifth Third Bank
BKD, LLP

Bronze

Gilmore, Jasion & Mahler, LTD
Quadax, Inc
Human Arc
Huntington Insurance
Alliance One Receivable Management, Inc.

Editorial Policy for **THE EXAMINER**

THE EXAMINER is published four times per year.

Our objective is to provide members with information regarding chapter activities as well as ideas to help individuals in the performance of their job duties.

Your chapter leadership strongly encourages the submission of material for publication. Articles should be typewritten. Letters should be legible and must be signed. The editor reserves the right to edit material and accept or reject contributions whether solicited or not.

Send all correspondence or materials for publication to:

Diane Blake, Editor
The Toledo Hospital
2142 N. Cove Blvd
Toledo, OH 43606
diane.blake@promedica.org
Fax 419-479-6910

Opinions expressed in articles or features are those of the author and do not necessarily reflect the views of the Healthcare Financial Management Association, Northwest Ohio Chapter, or the editor.