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Ideas. Tools. Results.

HFMA ANI 2006 by Dawn Balduf

ANI this year was held at the Gaylord Palms Resort in Orlando. What a beautiful facility in the land of the Mouse. Great food, great shopping, and of course, great entertainment of all types. Oh, and the meeting was great as well, from workshops to networking to innovative solutions in the vendor exhibits.

Joe Fifer, FHFMA, CPA, is our new national chairman. He is vice president of hospital finance for Spectrum Health in Grand Rapids, Michigan, and he is an inspiring speaker. He's also a soccer coach, and at the opening session on Sunday, a video played showing children running up and down the field at practice as Fifer looks on. "These kids show a lot of courage," Fifer says. "Some of them start out very tentative. They're thinking, 'I can't do this.' But they find out they can." Thus he introduced his theme for the year....Courage in Leadership.

"You must do the thing you think you cannot do." It is a quote by Eleanor Roosevelt that Fifer keeps stuck to his PC. To Fifer, that quote is the definition of courage. It means going beyond what is expected, taking a risk for the right reason, doing something that seems unpleasant or impossible, and doing all of this simply because it's the right thing to do.

Joe told of a CFO from Mississippi who performed extraordinary tasks after Hurricane Katrina. As he said, most of us will never face a catastrophe like that, but we face many equally important opportunities to demonstrate courage and do the right thing every day. Unfortunately, he notes that courage is too often the exception and not the rule for leaders. We are afraid to speak up; we are unwilling to champion change; we procrastinate, hoping the problems will magically disappear.

Fifer acknowledged that it is difficult for healthcare leaders to make the right decisions. "Main Street demands we provide higher quality and safer patient care. Wall Street demands better financial performance."

He summed up the situation like this: "Today, I say to you: Don't back down. Don't get out-hustled. Have courage in your leadership. Do the thing you think you cannot do. It's the right thing for your community, your organizations, and for you."



Caption: Dawn Balduf, Doug Headman, and Gary Cesa (wife Diana is HFMA member, WV chapter) enjoying the opening reception on Sunday evening





Chapter Award accepted at ANI President's Dinner. Richard Rodriguez, outgoing Chairman of HFMA National; Kim McClure, Our Chapter's President; Joe Fifer, Incoming Chairman

Fifer wasn't the only great speaker. Leslie Stahl from 60 Minutes was very entertaining with some great observations regarding politics. The portion of her presentation, though, that attracted the most attention was her Q&A session at the end. Cynthia Dukette, HFMA member from Pittsburgh asked Stahl what Stahl could do to tell the story of how hospitals are helping their communities through initiatives such as community benefit and care for the uninsured. "I would love to. I'm open." Stahl told Dukette. She encouraged Dukette to send her a letter with Dukette's best idea for a story. That exchanged ended with a resounding round of applause.

Lunch with Fred Lee, author of If Disney Ran your Hospital: 9 Things you Would Do Differently was quite a different look at loyalty and patient satisfaction and leadership in healthcare organizations. He gave some concrete practices to make sure your patients and employees are treated to the "experience" they deserve.

I attended the Revenue Cycle track, so that's the perspective this article has as far as the workshops are concerned. Almost of them dealt with the uninsured and charity care strategies or consumer driven health plans. In the past, self-pay balances could be on the back burner and not dealt with aggressively or promptly. Hospitals can no longer afford business as usual with self-pay balances. Standard credit and collection practices no longer are acceptable. Patients are becoming consumers and are asking more questions up front about tests, pricing, expectations, etc. Education and communication are more key than ever, both with staff and patients. High deductible plans and health savings accounts change the verification process as well as the collections process and refund process. If you begin asking for dollars up front and the patient doesn't end up owing as much as collected, refunds must be processed efficiently and timely.

All of the sessions encouraged eligibility programs, point-of-service collections, and financial counseling along with heightened availability of charity programs. While none of these topics are new and have been the subject of many HFMA educational events over the past few years, they are now critical to the success of an organization. Whether the decision is to insource these activities or partner with vendors who understand and promote your mission and values, providers must proactively respond now to stay viable.

One of the sessions ended with this quote from Alvin Toffler: "In the 21st century, the illiterate will not be those who cannot read or write, but those who cannot learn, unlearn, and relearn." That is certainly the case for healthcare financial professionals.



Our Chapter receives National Award

The Healthcare Financial Management Association's Award of Excellence for New Member Retention was presented to the Northwest Ohio Chapter in June 2006 during the 53rd Annual Chapter Presidents Dinner and Meeting at HFMA's Annual National Institute in Orlando, Florida.

The Awards of Excellence for New Member Retention recognizes chapters achieve outstanding performance in retaining HFMA members who have been with the association for less than four years. The award is based on the percent of net new member retention achieved at the end of the chapter year. We achieved a retention rate of 82.5%

This is the fourth consecutive year that our Chapter has earned recognition at the national level. This is the result of the time, hard work, and commitment given by the leadership and volunteers of our outstanding organization.

HFMA President and CEO, Richard L. Clarke, says, "The Northwest Ohio Chapter provides a great example for HFMA's 2006-07 Chairman's theme —Courage in Leadership. So many of their members are actively involved...contributing, sharing, and making a difference. Everyone applauds their family spirit, which shines through their many accomplishments. "



HFMA Chapter Leadership 2006-2007

Officers

President: Kim McClure, Promedica Health System, Toledo, 419-291-5750, kim.mcclure@promedica.org

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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.

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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.



2006 LTC: Ocean View Forom the Governor's Suite

This year's Leadership Training Conference was held in early May at a Hyatt facility along the Pacific Highway. It was a wonderful location, just minutes from Disneyland.

Leaders from our chapter who were able to take advantage of the training and networking opportunities are: Kim McClure, Todd Howell, Char Masters, Amy Gill, Chris Rizzo, and Dawn Balduf.

Joe Fifer, who is our new National Chairman, introduced his theme for the 2006-07 year—"HFMA: Courage in Leadership." His opening address was very well received,

and the keynote speaker, Erin Gruwell, was awesome. She talked about her experiences as a new teacher with a classroom full of kids who had been written off by the system. The label "at risk" was an understatement. She had nothing in common with these kids, having grown up in wealthy area with no concerns for daily survival, but she found a way connect with them. She simply believed in them and gave them reasons to believe they had futures beyond prison, early parenthood, and early graves. They began reading and journaling as an escape from their daily surroundings and in doing so, found themselves. Not only did her first class all graduate from high school, but they funded college by writing a book, "The Freedom Writers."



Chris Rizzo, Amy Gill, Todd Howell, Dawn Balduf, and Char Masters: The Strategic Planmeisters



Our Inspiring View

The resources offered to our volunteer leaders at LTC are practical and quite helpful throughout the chapter year. Time is also scheduled for chapter planning. This year was quite a treat for our chapter, as Char was given The Governor's Suite due to a long wait upon check in. So we had beautiful ocean views and felt the balmy breezes while finalizing our 06-07 Strategic Plan. See, there are benefits to volunteering!! Next year, you could join the team at the LTC planned for San Diego.



Executive Summary

The Board of Directors for the Northwest Ohio Chapter is proud of the accomplishments of the past year as outlined below.

- The Chapter was successful in meeting the goal for 2005-2006 by providing six educational events along with 9.0 educational hours per member. The Educational Hours per member slightly decreased from 9.77 per member to 8.99 per member. The quality of programs remains strong as evidenced by the program evaluations received from the attendees.
- Membership growth was 2.25% for the period.
- New membership retention was 82.5%.
- All DCMS requirements were met.

The focus for the chapter over the next three years will remain on establishment and maintaining membership involvement. The goals will focus on increased committee membership, succession planning and membership recognition. The director's strategic plan will retain quality educational programming, networking opportunities, membership communications and promote membership growth, satisfaction and retention. We look forward to the upcoming year and the challenges presented.



Fall Education Programs

Find the tools to advance your career and lead with high impact at HFMA's Fall Education Programs

HFMA's fall education programs are led by nationally recognized speakers and providers who "have been there," giving you the opportunity to get proven ideas and best practices that can be used immediately in your organization. Don't miss out on these upcoming programs:

HFMA's Healthcare Accounting and Financial Reporting Conference

To be held Oct. 8-10 in Atlanta, HFMA's Healthcare Accounting and Financial Reporting Conference allows you to earn 14 CPEs and get insight from leading accounting and financial professionals, including John Workman, executive vice president and CFO, HealthSouth. You'll walk away from this conference with case studies, tips and templates, the latest interpretations of new accounting standards, and tools for communicating community benefits.

HFMA's Fall Seminars in Costa Mesa

HFMA will hold 14 seminars Oct. 16-19 in Costa Mesa, Calif. Seminars address the most pressing issues in the areas of financial management, the revenue cycle, managed care operations and reimbursement, and long-term care/home healthcare. Find the ideas and strategies you can use to achieve success at HFMA's Fall Seminars.

HFMA's Revenue Cycle Strategies Conference

Get the information you need to manage the impact that consumerism and the changing reimbursement environment have on your revenue cycle at HFMA's Revenue Cycle Strategies Conference, to be held Oct. 25-27 in Las Vegas. You'll learn to use the latest technology, leadership skills, and tools to tackle payment estimation, pricing transparency, pricing communication, quality reporting, and the use of clinical data in reporting.

For more information or to register for any of these events, visit www.hfma.org/falleducation, or call (800) 252-4362, ext. 2.

2006-2007 Chapter Sponsors

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Key Bank
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Bronze

Huntington Bank
Quadax Incorporated
Spyglass Technology Advisors, Inc.

We appreciate the continued sponsorship by UCB, Saka/CAI, Masters Associates, Key Bank, and Huntington Bank. We welcome three new sponsors: Quadax, Chamberlain Edmonds, and Spyglass Technology. We are grateful to these organizations for their support. Having a sponsorship revenue stream has allowed the chapter to pursue educational programs we otherwise couldn't afford to offer. That in turn drives our membership retention and value.

If you have any questions or suggestions for the Corporate Sponsorship program or would like to sit on the committee, please contact one of the following committee members. Char Masters, Chris Rizzo, Larry Kuk, Vince Sheahan, Doug Headman or Sandy Annesser.



Certification News

Congratulations, Hayley!

The Northwest Ohio Chapter of HFMA wishes to congratulate Hayley Studer from the Promedica Health System for passing the Core exam and the Patient Financial Services specialty exam in the past few months. As a result, she becomes the latest certified member of our Chapter! What an achievement!

Requests Continue!

While I was at our Chapter golf outing this year at Valleywood, I received yet another inquiry about the certification manuals. As you may all remember, the Northwest Ohio Chapter of HFMA purchased a complete set of study manuals to assist those members seeking to become a certified member. Those study manuals are good for tests taken in calendar year 2005 and 2006. So less than five full months remain in 2006...reserve your study guide today. Psst...we are planning on buying the 2007-2008 certification manuals, so if it doesn't fit in this year, there is always next year!

A Fellow in HFMA!

Once you become certified, you are not too far away from becoming a Fellow within HFMA. Not many of our Northwest Ohio Chapter of HFMA members can say that they are Fellows within HFMA...Why? It takes a desire to become a key volunteer of HFMA, a time commitment to your local HFMA chapter, becoming certified, and an application. It is not for the faint of heart. It is for those exceptional people who have the dedication to their field, want to better themselves, and to show their CFO that they have what it takes to get to the next level.

Please review the website for the previous newsletters with my articles (walkthrough of my exam day, detail of questions covered by the exams, maintaining certification, as well as a link to the certification application) on the certification and fellowship process.

Sincerely,

Todd R. Howell, CPA, FHFMA, Chapter Treasurer, Certification Chair
Chief Financial Officer of Seneca Medical, Inc.



President's Message

Hallelujah! The time has finally arrived for me to take a step down from my soapbox and say something that is long overdue. Hopefully this does not come as a “too little, too late” message but rather as “I knew it by his actions” message.

I have the privilege of being both the past president and current president at the same time. I would not be able to say that if not for the quality of the individuals that I get to work and associate with as president of our HFMA chapter. I say privilege because each and every volunteer Board Member, Committee Chair, Committee Member and event volunteer has given something to the organization that is very special and unselfish. They have given their time. Some have given a little. Some have given a lot. Either way, they have earned my respect as individuals who are willing to give a piece of them selves without the expectation of return, for the good of a larger audience.



I would like to say “Thank You!” to all those individuals who volunteered during the past year and encourage them to continue. Most of them have already committed for another year. I would like to also encourage members who have not been actively volunteering to consider it in the near future. The future of the organization rests on the shoulders of future volunteers. I would like to give special thanks to the following individuals:

To Samantha Platzke for all her hard work, support, and delightful sense of humor.

To Todd Howell for his endless hours of volunteerism, commitment to detail and ability to read very small print.

To Dawn Balduf for bringing this newsletter to life.

To Amy Gill for always being pleasant and eager to move ahead.

To Hayley Studer for being willing to help a person in need.

To Govenor Char Masters and her success with revamping the Sponsorship Program.

To Diane Walther and her Program Committee for this is the meat of what we do.

To Diane Blake for organizing some much needed social relief.

To Rob Goshia for maintaining the website.

To Chris Rizzo and her great track record with the membership.

To Alan Ganci for always thinking of us and our favorite summer pastime.

To Darrell Topmiller for always providing valuable input.

These are some great people. If you do not know any of these individuals, you need to. This year's theme is “Courage in Leadership”. This year, show some courage! Be a leader! Get involved with your chapter, meet some incredible people and have some fun along the way.

Sincerely,

Kim McClure



Valleywood provides more challenges than usual

It was an exciting day at the 2006 annual Chapter golf outing held on July 27th at Valley Golf Club. Over 65 dedicated golfers and volunteers were willing to fare the hot, humid, rainy (did I mention hot) conditions in support of HFMA. As the saying goes, "a bad day on the golf course beats any day at work." New this year was a putting contest, a betting hole and a few burned out fairways to keep the golfers challenged during play. The putting and betting contests were



a big success as each one tested the skill and sometimes patience of the players. Look for more next year.

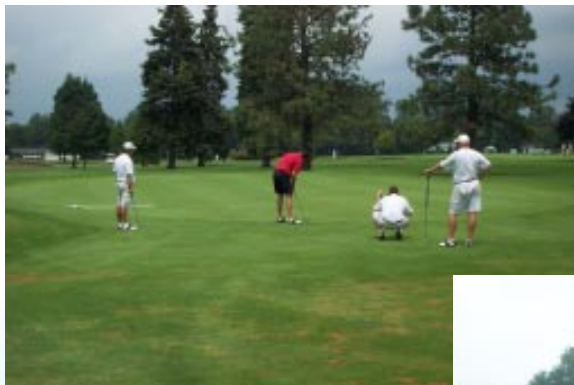


And the winners are...With a score of 15 under it was back-to-back wins for the team of Scott Walsh and Mike Wong, Savage and Associates, Bill O'Loughlin, Ernst & Young and Todd Howell, Seneca Medical. Rumor has it that Todd stopped planning the outing so he could practice his golf swing and it seems to be working. They each took home a free round of golf at Valleywood. Great job guys! No one went home empty handed as the prize hole winners all received gift

certificates to Dick's. Everyone else received one of many great door prizes ranging from golf balls to gift certificates for Speedway, Paneras or Tim Horton's, golf hats, vests, lap top bags or Mud Hen tickets and much more.

Thank you to all our sponsors especially UCB who was our title sponsor, all the players and volunteers who made the 2006 HFMA outing a huge success. A special thank you to Valleywood for doing their best to prepare the course for our outing after the detrimental rains put them under water for days.

Diane Blake,
Social Chair





Membership News

The Northwest Ohio Chapter of HFMA Members are Good As – **SILVER?** Yes, it's true. Our Chapter has been awarded HFMA National's Davis Chapter Management System's SILVER Award for Excellence for New Member Retention for the 2005-2006 Chapter year. We earned this award by retaining 82.5% of our members who have been with the chapter for four years or less. Out of the 70 Chapters in HFMA National, there were 10 Gold award winners, 14 Silver, and 6 Bronze for this particular award. This is an outstanding achievement, and is a tribute to all of the members that dedicate their time and resources to create a chapter that provides value to its members.

As you are probably aware, HFMA dues for the 2006-2007 membership year were due by May 31, 2006. As of July 31, we had 48 members who were not on record with National HFMA as renewing their memberships. In most cases, this is just a matter of timing or oversight, and eventually the membership is brought current again. National HFMA has been and will be making some follow up contacts via mail and phone to non-renewing members to remind them that their membership has lapsed. Please verify that your membership renewal has been completed and that your membership is current through May 31, 2007. This can be viewed on the HFMA website.

Please welcome the following new members to the Northwest Ohio Chapter of HFMA:

Lynn Detterman (eff. 6/20/06)

Chief Financial Officer

Mercy Hospital of Tiffin

(419) 448-3119

lynn_detterman@mhsnr.org

Thanks to Chris Rizzo who sponsored Lynn's membership!

Janelle Haire (eff. 7/20/06)

Patient Accounts Manager

Community Memorial Hospital

(419) 542-5591

jhaire@cmhosp.com

The following members have reinstated their membership:

Kenneth Payne, CPA

Chief Finance Officer

Institute for Orthopaedic Surgery

(419) 222-6622

kpayne@orthoohio.org

Thanks, Kenneth!

Michael Delas

Promedica Health System

(419) 291-0369

michael.delas@promedica.org

Thanks, Michael!

Please note for your membership directory that Kent M. Holdcroft has transferred his membership to another chapter.

If you have any questions, or need membership application or member-get-a-member forms, you may find them at the registration table during chapter programs, or contact one of the membership committee members:

Chris Rizzo, Chair:

Christina_Rizzo@mhsnr.org

Scott Fought

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Aimee Thoreson

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