



**hfma**™ northwest ohio chapter  
healthcare financial management association

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## President's Message

Another Hallelujah! This time I am sure you all are saying it's about time for a new attitude and perspective from the President's message. But before we get to that you will have to put up with one more from the "Old President". I will try to make it not too painful.

We as current members of the Healthcare Financial Management Association need to become more active in solving the main issues plaguing today's healthcare delivery system. I am going to toss out what I believe to be some of those issues and ask that you take some time, eliminate any self serving opinions and think objectively about how these issues will progress and what, if anything can be done to alter their course to the benefit of the system.

1. Uncontrollable utilization of services resulting from the ability for one party to control both the supply and demand sides of the equation for one's own economic advantage.
2. Colossal bureaucratic expense associated with a system that is founded on the basis of inconsistency and complexity and constant changing of the rules resulting in the creation of more bureaucracy.
3. Unequal access to specialty care and high tech services in a society that professes to be guided by the concept of equality among its people.
4. The upside down social welfare model that creates the economic incentive for an individual not to work.



I would once again like to thank all of the volunteers I have had a pleasure working with throughout my tenure. It truly is the people that made my time so enjoyable. I would also like to thank the rank and file members for affording me the opportunity to express myself and for supporting the things I tried to communicate. I received little criticism and even an occasional "I hear what you are saying" along the way.

I would like to thank all of our sponsors for their support. It is because of that support that we are able to be in a position to have an impact on our communities and the healthcare delivered to our friends, families and neighbors.

I consider my experience as President as a privilege. It enabled me to attend Leadership Training Conferences, Annual National Institutes, Fall Presidents' Meetings and other events where I met and became friends with all sorts of interesting people inside our own region and across the country. I plan on continuing to volunteer with the organization and hopefully make a positive impact. Thank You All!

Kim McClure  
Outgoing President





# Summertime...and the living is easy!!!

Ah, those summer nights! Remember the smell of hot dogs, beer, and cotton candy? That's right, our annual Mud Hens night is just around the corner. Alan Ganci has once again handled the arrangements for us, and the date is Sunday, August 19. We'll be in the Nest, down the right field line. Start time is 6:00 pm, with fireworks to end the night. If you haven't attended before, plan to go this year. And if you've gone before, you know what a great family event this is and will be there again this year, we're sure!!

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## 2006-2007 Chapter Sponsors

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### **Bronze**

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***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.***



# HFMA Chapter Leadership 2007-2008

## Officers

Past President: Kim McClure, ProMedica Health System, Toledo, 419-291-5750, [kim.mcclure@promedica.org](mailto:kim.mcclure@promedica.org)  
President: Samantha Platzke, Mercy Health Partners, Toledo, 419-251-2046, [samantha.platzke@mhsnr.org](mailto:samantha.platzke@mhsnr.org)  
President-Elect: Amy Gill, Fisher Titus Medical Center, Norwalk, 419-668-8101, ext. 6280, [agill@ftmc.com](mailto:agill@ftmc.com)  
Secretary: Robert Goshia, Paulding County Hospital, Paulding, 419-399-1106, [rgoshia@saa.net](mailto:rgoshia@saa.net)  
Treasurer: Todd Howell, Seneca Medical Inc, Tiffin, 419-447-0222 ext 304, [thowell@senecamedical.com](mailto:thowell@senecamedical.com)

## Board Members

Dawn Balduf, United Collection Bureau, Toledo, 419-866-6227, ext. 6426, [debalduf@ucbinc.com](mailto:debalduf@ucbinc.com)  
Hayley Studer, ProMedica Health System, Toledo, 419-291-0260, [hayley.studer@promedica.org](mailto:hayley.studer@promedica.org)  
Christina Rizzo, Membership, Mercy Hospital of Tiffin, Tiffin, 419-448-3644, [christina\\_rizzo@mhsnr.org](mailto:christina_rizzo@mhsnr.org)

## Chairpersons

John Jones, Program, ProMedica Health System, Toledo, 419-291-0252, [john.jones@promedica.org](mailto:john.jones@promedica.org)  
Christina Rizzo, Membership, Mercy Hospital of Tiffin, Tiffin, 419-448-3644, [christina\\_rizzo@mhsnr.org](mailto:christina_rizzo@mhsnr.org)  
Todd Howell, Certification, Seneca Medical Inc, Tiffin, 419-447-0222 ext 304 [thowell@senecamedical.com](mailto:thowell@senecamedical.com)  
Dawn Balduf, Newsletter/Public Relations, United Collection Bureau, Toledo, 419-866-6227, ext. 6426, [debalduf@ucbinc.com](mailto:debalduf@ucbinc.com)  
Char Masters, Sponsorship, Masters Associates, Toledo, 419-534-2852, [char@mastersassoc.com](mailto:char@mastersassoc.com)  
Rob Goshia, Website, Paulding County Hospital, Paulding, 419-399-1106, [rgoshia@saa.net](mailto:rgoshia@saa.net)  
Diane Blake, Social, ProMedica Health System, Toledo, 419-291-3866, [diane.blake@promedica.org](mailto:diane.blake@promedica.org)

## 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:

Dawn Balduf, Editor  
United Collection Bureau  
5620 Southwyck Blvd, Ste. 206  
Toledo, OH 43614  
[debalduf@ucbinc.com](mailto:debalduf@ucbinc.com)  
Fax 419-725-5392

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.



# Health Savings Accounts: Healthcare CFO's Look for the Positive

By Sheila Schweitzer

Health Savings Accounts (HSAs) are a boon to large corporations and consumers, but they also offer hospitals an opportunity to improve a patient's entire experience with a healthcare organization, from the first point of inquiry to the final billing.

Recent studies indicate hospitals should jump at the opportunity: A 2006 national healthcare satisfaction report<sup>1</sup> (**Footnotes**)

1

\*Based on surveys of more than two million patients at 1,576 hospitals nationwide.

from Press Ganey Associates concluded the healthcare industry in general "is not successfully responding to the opportunities for improvement presented by its customers."

Preparing for HSAs can help healthcare organizations alter negative consumer perception by:

- Encouraging the development of a more comprehensive pre-service financial clearance process.
- Pushing the adoption of on-line access to consolidated, consumer-focused billing
- Requiring customer service and pricing transparency in hospitals, as patients with HSAs are empowered to be the "first payer" following treatment;
- Forcing hospitals to put in place procedures and technology that facilitate information flow between the patient and the administrative staff;
- Ensuring the correct patient information is up front and disseminated to all relevant administrative departments.

We know that patients are happier when they can simply show up for treatment and be quickly checked in, without having to provide demographic information again and again. Patients appreciate thinking that every person they encounter is thinking only of how to best care for them—not how the organization will be paid in the end.

Of course, most patients aren't naïve enough to believe hospitals exist purely for altruistic reasons. But their "patient experience" could be vastly improved if they were required to provide relevant billing information just once, and to have all of their records—from treatment to billing—accurate the first time, and accessible to all departments on demand.

HSA patients are savvy consumers, too, and want transparency in pricing and the opportunity to ask billing-related questions before turning their complete attention to their medical situation. For the healthcare organization, this means not only developing new policies for communicating pricing information, but creating new systems that facilitate upfront dissemination of pricing information, the review of the patients financial obligations and their ability to pay and completed the necessary follow up with the patient including approval for access to the HSA funds, and verification that funds are available for payment.

These systems must connect the front-end processes with the back end, procuring payment in a timely, accurate manner and with minimal impact to the hospital's workflow—and minimal additional contact with the patient on billing matters.

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But how? Hospitals must deploy end-to-end solutions that streamline cash flow and speed up reimbursement process. They must use an electronic system that allows direct access to federal health insurance program and be able to link all patient information to ensure true and complete financial picture.

In other words, the right technology and systems will help hospitals embrace the HSA patient, and improve patient satisfaction.

Each day, consumers are gaining power. Hospitals must find new methods of satisfying patient demands in unprecedented ways. Technology holds the key to meeting those demands.

*Sheila Schweitzer is chairperson and CEO of CareMedic Systems Inc., a leader in proactive financial management. Schweitzer was elected to her current position in September 2004, after serving as the company's president and chief operating officer since March 2003. She has an extensive background in the health IT realm and is a recognized industry visionary with almost 30 years in the healthcare field.*

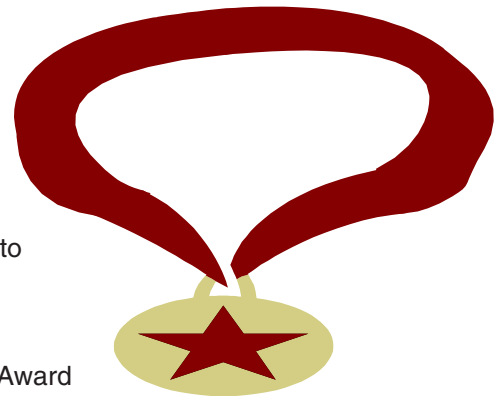


## 2006-07 Founders Medal of Honor Award

***The Board of Directors of the Northwest Ohio Chapter of HFMA recommended to our National Board that David V. Wilson be awarded the Founders Medal of Honor for continued chapter involvement.***

The Founders Medal of Honor is conferred on the recommendation of the chapter to eligible members who:

- ❖ Are currently members of good standing
- ❖ Have a minimum of three years of service since earning the Muncie Gold Award
- ❖ Provided significant service at the Chapter and/or National level in at least two of those years



Since earning the Muncie Gold in 2001, Dave has served as Secretary, President-Elect, Program Chair, President, Board Chair, and member of both the Membership Committee and Program Committee. During his time as the Program Chair, Dave created a program committee, which then received the C. Henry Hottum Award for increased educational hours for the Chapter. He took his responsibilities as a President very serious and the Chapter received the Yerger award along with another C. Henry Hottum. During his term as President he also encouraged others to get involved and his year as Chairman of the Board the Chapter received the C. Henry Hottum (3 years straight), Award of Excellence for Certification, New Member Retention and Membership Growth. I wouldn't be surprised if at some time he decides to go through the rotation of being a national board member and officer.

As you will recall, this award is not based on accumulation of points, but is based on the evaluation and judgment of the Board. Alan joins a small but elite group of past honorees: Bill Waters, Don Phillips, Beth Hickman, and Alan Ganci.

Thank you, Dave, for your commitment to the improvement of our chapter and your overall contribution to healthcare financial management.



## Upcoming Events of Interest

### **Annual HFMA Gerry Hagerty Regional Conference - May 20 -23, 2007**

The pre-conference begins on Sunday afternoon, May 20, with a Golf Outing and then reception following. The actual conference sessions begin on Monday morning and continue through noon on Wednesday. Some great topics on current healthcare issues and interesting speakers are planned for this year's event. In addition to the educational benefits, social events such as golfing, wine tasting, shopping, dinners, and a casino night are all planned to provide extra time for networking and relaxing. The conference will be held in Brookside, Ohio, this year (just outside of Cleveland). Our NW Ohio Chapter of HFMA is a co-sponsor of this conference, so we would like to see all of you attend.

### **NW Ohio Chapter of HFMA Annual Golf Outing – Thursday July 19, 2007**

CHANGE IS GOOD! Three major changes to look for this year...

1. New Location – Heather Downs Country Club
  2. New Time – 9:30 am shot gun start (continental breakfast and grilled lunch provided)
  3. New Price – HFMA has lowered the price to \$75.00 per golfer (a \$15.00 savings)J
- So dust off your clubs and hold the date July 19th, 2007, for our annual HFMA golf outing.

## CHAPTER LEADERSHIP FOR 2007-08

Chapter elections were held on March 15, 2007, at our March Madness event. The following is the list of officers and board members for the 2007-08 chapter year:

President:	Samantha Platzke
President-elect:	Amy Gill
Secretary:	Rob Goshia
Treasurer:	Todd Howell
Board members:	Dawn Balduf
	Hayley Studer
	Christina Rizzo

A group of our leadership will be attending the Leadership Training Conference in San Diego April 21-24.



# CERTIFICATION HONORS!

At the March Madness event, three individuals were recognized for their certification/fellowship efforts. Hayley Studer (Promedica) received her certification certificate for having passed the Core and Specialty exams. Christina Rizzo (Mercy) and Todd Howell (Seneca) received their fellowship certificates for taking the next step above certification. Congrats to all!

## STUDY MANUALS ALREADY RESERVED (FOR NOW)!

The Core and Accounting/Finance self study manuals are already out and about with an HFMA member who has indicated interest in taking the exam. There is plenty of time to use these study manuals as they are good for the 2007 and 2008 HFMA exams. So just let me know, and I will set them aside for YOU when they are returned.

Did you know that you can earn CPE credits for using these manuals? Give me a call and I will fill you in on the details!

## SURPRISE YOUR CFO/CONTROLLER!

Imagine earning your HFMA certification in your area of specialty (i.e. accounting/finance, or patient financial services). Your CFO/controller boss would certainly take notice of such a commitment on your part. Give them a good reason to make your next raise that much larger!

If you have any further questions, please feel free to contact me at (419) 447-0222, ext. 304 or send me an email at [thowell@senecamedical.com](mailto:thowell@senecamedical.com).

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

# OUTSTANDING VOLUNTEER EFFORTS

The chapter would like to thank the following volunteers who have been dedicated leaders of our chapter over the past several years. They have earned awards through the Founders program, which is designed to recognize the time and efforts extended by our members for the advancement of the chapter.

<b>Bronze:</b>	Amy Gill Rob Goshia
<b>Silver:</b>	Dawn Balduf Todd Howell Kim McClure Chris Rizzo
<b>Gold:</b>	Samantha Platzke



# Announcing a new HFMA resource for those who work in a small/rural provider setting

HFMA is proud to announce the official launch of the Small/Rural Provider Community of Practice. Similar to HFMA's four specialty forums, communities of practice (CoP) emphasize peerbased knowledge and sharing best practices on topics and challenges that are unique to different segments of the healthcare finance industry. The Small/Rural Provider CoP is focused on providing business expertise to its members through shared knowledge, resources, and experience.

“This community is important because it adds depth to staff capabilities through resources and best practices shared by community members around the country to strengthen the organizations we serve and ensure that small/rural facilities have quality financial leadership.”—The Small/Rural Provider Community of Practice Design Team

HFMA's CoPs provide online interactive tools designed to facilitate discussion and information sharing among members. Here members are able to contribute to discussions, add resources, create new learning, and build community to better the healthcare finance industry. Recent CoP interactions included shared resources and peer-to-peer discussions on space planning processes, demonstrating community benefit, and IRS compliance. The Small/Rural Provider CoP was designed by individuals currently in leadership roles in the small/rural setting who started off strong by defining a vision and mission.

## Vision and Mission

The vision of the community is to transform small and rural healthcare organizations by providing business expertise through shared knowledge, resources, and experiences. The mission of the community is to be a vital resource of knowledge and expertise for small and rural healthcare providers.

## Key content areas

The community has outlined the following 11 key content areas on which to focus.

- Leadership challenges
- Revenue cycle
- Healthcare IT
- Compliance issues for community hospitals
- Meeting community healthcare needs
- Physician issues
- “Jack-of-all-trades” role
- Benchmarking
- Core finance
- New product service lines
- Quality

Upcoming and recent members-only events include presentations and peer sharing on establishing pricing transparency measures, healthcare IT, staff retention and recruitment, and financial benchmarking.

To join the Small/Rural Provider Community of Practice, and to participate in these members-only events, please visit [www.hfma.org/forums/communities/sr/](http://www.hfma.org/forums/communities/sr/). Get in touch with a community member by emailing to [communities@hfma.org](mailto:communities@hfma.org).

## Join today

([www.hfma.org/site/forums/join\\_cop.cfm](http://www.hfma.org/site/forums/join_cop.cfm)) and get \$125 in discounts off HFMA education.



# MEMBERSHIP NEWS

## We would like to welcome the following new members to our chapter:

Gregory Woods  
Blanchard Valley Health System

Lynn Marie Hutt  
The University of Toledo

Look for our new members at chapter programs and events and say hello!

Now that spring has officially arrived, we are reminded that our program year will soon be drawing to a close. This means that it is time once again to renew your membership. Dues notices have already been sent out by HFMA, so make sure yours doesn't get buried on your desk. Take care of it before it slips your mind. Dues must be paid by May 31 for your membership to continue.

This is also a great time to think about other colleagues who may benefit from membership in HFMA. Most of us originally became members because someone else suggested it to us, or invited us to join. Current members are the best source of new members, because you can personally speak to the many benefits of being a member. In addition to the educational programs and social networking opportunities we enjoy with our local chapter, there are many benefits that come your way by being a member in the national organization. A quick trip to the HFMA website reminded me of the following:

- ✓ hfm Magazine
- ✓ Daily and Weekly news
- ✓ Resource Library
- ✓ Professional Development
- ✓ Career Development Resources
- ✓ HFMA Special Interest Forums
- ✓ *HFMA Wants You to Know* e-newsletter
- ✓ Professional Designations
- ✓ Membership Discounts
- ✓ Public Policy Initiatives
- ✓ Premium Web Content

Surely we all know someone who could benefit from these resources. If we all found just one person to join, our membership would double! We all benefit from having a strong and diverse membership in our local chapter.

### Help Wanted

If any members are interested in opportunities to volunteer, the Sponsorship Committee is in need of additional members. This is a fun committee, and does not involve a lot of meetings or extra work. If you can help out, please contact Char Masters, committee chair, at [char@mastersassoc.com](mailto:char@mastersassoc.com).

Happy Spring from the Membership Committee!

Chris Rizzo, Chair:	<a href="mailto:Christina_Rizzo@mhsnr.org">Christina_Rizzo@mhsnr.org</a>
Scott Fought	<a href="mailto:Scott.Fought@promedica.org">Scott.Fought@promedica.org</a>
Aimee Thoreson	<a href="mailto:Aimee.Thoreson@promedica.org">Aimee.Thoreson@promedica.org</a>
Dave Wilson	<a href="mailto:dwilson@ftmc.com">dwilson@ftmc.com</a>

# Conferences

## [Accounting and Finance Conference: Managing Change in an Era of Medicare and Public Policy Reforms](#)

### **April 18-20, Nashville** Newly updated session!

Hear from senior officials at the IRS on the Exempt Organizations Office FY2007 work plan and the strategic plan for FY2007-2009. You'll get insight on issues such as:

- Form 990 reporting changes, both recent and future
- Hospitals' community benefit standards
- Compensation issues
- Governance practices (a discussion draft of Good Governance Practices for 501(c)(3) organizations has just been released)

### **ANI: The Healthcare Finance Conference** [HFMA's 2007 Annual National Institute \(ANI\)](#)

#### **June 24-27, San Diego**

81 tool-driven sessions cover issues such as Medicare, consumerism, pricing, revenue strategies, business benchmarks, physician relationships and more. Keynote speakers are



#### **Monday**

Leadership:  
Taking Charge

General Colin  
Powell, USA (Ret.)



#### **Tuesday**

The Experience  
Economy:  
Maximizing the  
Value of Health Care

James H. Gilmore

# Seminars

Find tools and strategies you can use in your organization at these focused learning sessions. Upcoming seminars and locations include:

### [April 16-19, San Francisco](#)

- [Business Planning for Clinical Service Line Managers](#) **NEW!**
- [The Pricing Imperative: Understanding the Present Conditions for Transparent Pricing](#)
- [Turning Data Into Useful Information: How to Effectively Collect, Analyze and Report Financial and Clinical Data to Enhance Decision-Making in Health Care](#)
- [Chargemaster Strategies to Enhance and Maintain Your Billing Process](#)
- [High Performance Revenue Cycle](#)
- [Put the Power Behind Your Payment Data to Strengthen Compliance and Improve the Bottom Line](#)
- [Understanding and Evaluating Managed Care Contracts](#)

### [May 7-10, Hilton Head](#)

- [Creating New Growth Revenue in Health Care](#) **NEW!**
- [Fundamentals of Healthcare Financial Management](#)
- [Superior Productivity in Healthcare Organizations: How to Get It, How to Keep It](#)
- [Key Performance Indicators: Creating Strategic Scorecards](#)
- [Training the Trainers: Developing a Revenue Cycle and Reimbursement Toolkit \(A Four-Part Program in a Two-Day Seminar\)](#)
- [Non-Contract Claims: Managing Black Space](#)

**Registration** For complete details and to register for any of these events, visit the links above or call (800) 252-4362, extension 2.