



Examiner



hfma™ northwest ohio chapter
healthcare financial management association

Publication Date: October 30, 2007



Staying Informed

The Program Committee presented its first workshop of the 2007-2008 Educational Series on August 30, 2007 at the Maumee Indoor Theater. Tery Kennedy and Diane Bean of Ernst & Young, LLP spoke to a group of approximately 20 participants about the Form 990. The Form 990, which is filed with the IRS in November of every year, has undergone some changes and is expected to see more change for the 2008 filing. Tery and Diane shared insightful information that should make the filing easier for those that attended. Also with the detailed explanation of the proposed rule or the 2008 filing, a clearer understanding was attained.

In addition to the discussion the Form 990, Charles Cataline, who is the Director of Health Policy at Ohio Hospital Association, talked to the attendees about the Uncompensated Care data reporting. As always the information provided by Charles was succinct and detailed, providing excellent value to each participant. Each participant was afforded with a greater understanding of how the Medicaid Cost Report and the Uncompensated Care data reporting fit in with the proposed IRS 990 changes. Many thanks to our speakers for making this first session of the year both excellent and informative.

If you missed this session, don't worry because we have several more planned over the coming months. You can check out the website for information on the coming events, but in the meantime, I have provided a quick "snapshot" of what we have in the works:

- November 15, 2007 – Focus will be on health savings accounts, investment advisory options and other healthcare trends
- January 24-25, 2008 – Focus will be on cost reporting, with a detailed look at several key areas (i.e. – wage index, physician time, others)
- March 20, 2008 – March Madness event

If you have topic ideas for future sessions or if you want to join our committee, please contact me at 419-291-0252 or john.jones@promedica.org.

MAKE A
DIFFERENCE

Become a Certified Healthcare Financial Professional

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
- 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 can be scheduled with me, then please 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 (Core and one specialty exam) 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 from our Northwest Ohio Chapter's resource library. You can also participate in an Instructor-led coaching course offered by HFMA National at ANI. PLEASE NOTE: If there is enough interest from the members of the Northwest Ohio Chapter that want to become certified, our chapter will order and schedule in 2008 an Instructor-led coaching course locally to make it more convenient. But the interest has to be there first!!

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 though HFMA National, our local Northwest Ohio chapter, your employer, or other professional organizations. More information about the maintenance requirement is available on the HFMA website.

Sincerely,

Todd R. Howell, CPA, FHFMA
Chief Financial Officer, Seneca Medical, Inc.

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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.

Send all correspondence or materials for publication to:

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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.

MEMBERSHIP NEWS

Welcome to Wendy Langlois of Mercy Health Partners, who recently became a member of the Northwest Ohio Chapter. Also, many thanks to the 3 members who have reinstated their memberships, after having missed the May 31 renewal deadline.

Our current membership totals 133, which is still 14 members shy of where we were prior to the start of this HFMA year in May. The HFMA National office continues to follow up with lapsed members to remind them to renew their memberships. This effort will continue throughout October. Also, several members of our chapter Board have followed up with non-renewing members to encourage them to keep their membership active. To help recruit new members, the National office has sent membership brochures to over 70,000 prospective members. Chapter members have received member-get-a-member mailers with incentives for recruiting new members. Current members recruiting colleagues are one of the most successful ways to find new members who will benefit from joining our chapter, and participate in volunteer and leadership opportunities.

Membership Directory Updates

It is important that all members keep their contact information up to date. Fellow members may access the directory to obtain contact information, and it is helpful to have accurate information listed regarding employer, title, phone number and the like. To review and, if necessary, update your information:

- Login at hfma.org
- Click on your name under “personal profile” in the upper left of the screen
- Review your information; if you need to make changes:
- Click the “edit” box on the screen toolbar
- Make necessary changes
- Click the “submit” box at the bottom of the screen

Please review your personal profile to ensure it’s accurate, and make any necessary changes.

Chapter Directory

Our chapter directory is available online by clicking the “search” box on the personal profile page at hfma.org. Or, you can link to it from our chapter website (nwohiohfma.org); click on “membership” on the left side of the screen, then click on “click here for membership directory” which will link you to the login screen at hfma.org. Also, you can obtain a paper copy of our chapter’s membership directory information by contacting Chris Rizzo, membership chair.

Happy Autumn from the Membership Committee!

Chris Rizzo, Chair:	Christina_Rizzo@mhsnr.org
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Aimee Thoreson	Aimee.Thoreson@promedica.org
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HFMA CHAPTER LEADERSHIP 2007-08

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

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Four Simple Rules for Writing Subject Lines That Boost Productivity

Everyone has a personal cause or crusade: end world hunger, get red-light runners off the road, or outlaw flip-flops. Our crusade: Stamp out poor e-mail subject lines.

Shared with permission from authors Leslie O’Flahavan and Marilynne Rudick

Why have we made subject lines our personal crusade? Because bad subject lines are productivity sinks. How much time do you waste opening e-mails that could have been deleted, filed, or archived if the subject line had done a good job of previewing the content? How much time do you fritter away searching your e-mail archives for specific information hidden behind a vague or misleading subject line like For your review?

Surely, you’d have time to end world hunger if only everyone followed these four simple rules for writing subject lines!

1. Write Specific Subject Lines

A subject line should preview the message, be specific, and give enough information for the recipient to take one of these actions:

- Open immediately
- Open later
- Archive/file
- Delete

Here’s a subject line that does the job: Notes on July 24 call re ORS Editorial Style Guide. The subject line tells when (July 24), what (call), and what about (re ORS Editorial Style Guide). Depending on the project time frame, you’d open the e-mail immediately, read it later, or file it in a project file.

But many of the subject lines we receive aren’t as helpful. Here’s a subject line we see often: Yesterday’s phone call.

It might take a while to conjure up which phone call this e-mail refers to. And this subject line is too vague to help us make an action decision. What about yesterday’s phone call?

Does the e-mail contain notes, a follow-up, a question about the call, or an answer to a question raised during the call?

In fact, the e-mail with the Yesterday’s phone call subject line contained biographical information on the company founder, Tim Parker, that we needed for an “About Us” web page we’re writing. This was a “back burner” project, so it got filed in the appropriate project file.

2. Write Retrievable Subject Lines

By the time we were ready to work on Tim Parker’s bio--a week later--the project file contained a dozen or so e-mails with subject lines that included:

- Today’s meeting
- Yesterday’s phone call
- For your review
- Progress report
- Contact information
- Got your message

We had no idea which e-mail included the bio. Like smart rats, we clicked and skimmed several e-mails until hitting on the right one. The subject line Bio for Tim Parker would have easily led us to the right message.

3. Change the Subject Line When the Topic Changes

Sometimes an e-mail has a great subject line, but the subject line has nothing to do with the topic of the e-mail. This happens frequently when the sender takes an old e-mail and clicks reply without rewriting the subject line to reflect the current topic of the exchange.

For example, an e-mail with the subject line Request for info on training options was reused by the sender for e-mails about his vacation schedule, a personnel change, and a case study for an entirely different project. Talk about retrieval nightmares!

Not every e-mail exchange warrants rewriting the subject line as the topic changes. If the exchange will end after two or three e-mails over a few hours, don't change the subject line even if the topic changes. But if the exchange is going to last a few days, go to several recipients, and be archived for later retrieval, change the subject line to reflect the e-mail's current topic.

4. Rewrite Inadequate Subject Lines Before Replying, Forwarding, or Archiving

The loss of productivity caused by a poor or misleading subject line is magnified by forwarding or replying to an e-mail without rewriting the subject line. Multiply your annoyance and time wasted by the number of people the e-mail is sent to, and/or the number of times the poor subject line is reused. You don't need higher math skills to see the implications of poor subject lines! So, do your colleagues a favor: take a few seconds to rewrite the subject line so it previews and reflects the e-mail's content.

You can do yourself a favor, too, by rewriting a poor subject line before you file or archive the e-mail. Think about how much easier it will be to retrieve biographical information when the subject line is Tom Parker's bio instead of Yesterday's phone call.

In some instances, you might want to preserve the old subject line by putting it in brackets after the new subject line: Tom Parker's bio [Yesterday's phone call], just in case a colleague calls and says, "I sent you that information on July 24th; the subject line was Yesterday's phone call."

Like any worthy crusade, our effort to stamp out worthless subject lines is ongoing. Today, the inbox. Tomorrow, the world!

Article reprinted from The E-Writing Bulletin: The Web Newsletter On Writing In The Electronic Age. E-WRITE teaches people the new rules for writing in the electronic age. They develop and teach writing courses, write web content, and translate print to online writing. You're welcome to reprint this issue of the E-Writing Bulletin as long as you do not change the copy, you credit the authors, and you notify E-WRITE at info@ewriteonline.com. E-WRITE retains copyright of this material. © E-WRITE, 2007. You can subscribe to the E-Writing Bulletin at www.ewriteonline.com.

The Eastern MI Chapter is proud to present

Fred Lee

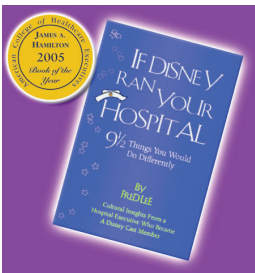
President, Fred Lee & Associates

If Disney Ran Your Hospital: 9 ½ Things You Would Do Differently

Tuesday, November 13, 2007

Location: Hotel Baronette, Novi, MI

7:30 a.m. to 12:30 p.m.



The 9 1/2 principles in a highly personal and refreshingly written book that will help any hospital team gain the extraordinary competitive advantage that comes from being seen as “the best” by their own employees, consumers and community. Lee addresses the vexing reality that most of our approaches to patient satisfaction will not lead to patient loyalty. He takes aim at service excellence initiatives, quality and performance improvement efforts and patient satisfaction surveys, dispelling some of our most cherished beliefs about loyalty and leadership.

When was the last time you heard?...

Employees say, “I love to work here.”

Managers say, “I love the people I work with.”

Caregivers say, “I love our patients.”

Patients and families say, “We love this hospital.”

Loyalty is an organization’s best source of long-term strategic advantage, and in this dynamic seminar Fred Lee will reveal the principles and techniques that will help any hospital team gain the extraordinary competitive advantage that comes from being seen as “the best” by their own employees, consumers and community. Would you regard patient satisfaction as fool’s gold or ever think to change the concept of work from service to theater? These are just two examples of the innovative creativity that has made Fred Lee one of the most sought after speaker in healthcare today.

Learn How To... Take The MYSTERY Out Of The MAGIC.

Fred Lee, Author

If Disney Ran Your Hospital: 9 ½ Things You Would Do Differently



Fred Lee has the enviable distinction of having been both a senior vice president of a major medical center and a cast member at Disney University. Disney recruited him because of his expertise in helping hospitals achieve a culture that inspires patient and employee loyalty. At Disney he helped develop and facilitate Disney's healthcare version of its 3-day seminar, Disney's Approach to Quality Service, and its newest seminar on Customer Loyalty. Using an insider's experience and a keen eye for cultural comparisons, he authored the healthcare best seller, *If Disney Ran Your Hospital: 9 ½ Things You Would Do Differently*, which was awarded the 2005 Book of the Year form the American College of Healthcare Executives. He now shares his insights with healthcare groups all over the country.

Fred Lee is a nationally recognized expert and consultant in patient relations and service excellence. His seminars are dynamic, inspiring, and immensely practical. He motivates healthcare managers as well as front line staff by talking their language and having walked in their shoes. He can also lead an organization through a comprehensive cultural change based on the Baldrige Award criteria that builds patient loyalty through dedication to exceptional service, continuous improvement, and effective feedback systems.

Lee began his healthcare career at Shawnee Mission Medical Center in Shawnee Mission, Kansas, a suburb of Kansas City. During his five years there as vice president for marketing and development, he won several national awards for innovative approaches to patient satisfaction and loyalty. He was then recruited to be senior vice president at Florida Hospital (now over 1500 beds) where he developed a nationally acclaimed guest relations program for hospitals.

As Lee's reputation in the industry grew, and other hospitals sought out his expertise in developing their own strategies, he left Florida Hospital and formed his own healthcare marketing and service excellence company which has provided consulting or training services to nearly 100 hospitals. Highlights of his subsequent career include:

- Joined Dick Ireland in the Snowmass Institute to teach a 40-hour course in Healthcare Communications that was the leading source of education for healthcare communicators in the 1980's.
- Authored a handbook for healthcare service line management which was purchased and used in over 300 hospitals.
- Asked by the American Management Association's Healthcare Division to develop and teach their first certificate course for healthcare managers in service line marketing.
- Invited by Disney University to help develop and facilitate a health-care version of the 4-day seminar, Disney's Approach to Quality Service, and their most recent seminar, Customer Loyalty.
- Became a trained facilitator for the Baldrige Award self-assessment process.
- Selected by Pfizer as part of a special faculty to teach Older Adult Sensitivity Workshops for healthcare organizations.