



hfma™ northwest ohio chapter
healthcare financial management association

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Make a Difference



Our theme for this chapter year is MAKE A DIFFERENCE. A measurable way that the Northwest Ohio Chapter has strived to make a difference is through the new Chapter Balanced Scorecard. (CBSC) Our chapter began this past 2007/2008 year by setting chapter goals that included well defined metrics to monitor our progress. The leadership team has continued to monitor our metrics and as we close in on the end of our chapter year, we are progressing nicely towards meeting the goals of the CBSC as follows:

| CBSC ELEMENTS | 2007-2008 Target | Status as of March 1, 2008 |
|---|-------------------------|----------------------------|
| Increase in Registrant Hours per Member | 3% | 0% |
| Member Retention | 87% | 87.3% |
| Financial Executive Metric | 34 Members | 33 Members |
| Member Overall Satisfaction | 49% Extremely Satisfied | 55.3% Extremely Satisfied |
| Provider % Officers & Board | 75% | 73.3% |
| Seamless Systems of Service | Quickbooks & LTC | Quickbooks & LTC |
| Days Cash on Hand | 463 | 498 |
| DCMS Compliance | 100% On Time | 100% On Time |

This new process has helped the board to focus on the activities for our chapter's members that will MAKE A DIFFERENCE! One way that YOU can help to MAKE A DIFFERENCE is to register and attend our chapter educational programs. As you can see in the table above this is one area, that we have the ability to achieve if YOU make the commitment to attend our events. Not only have the programs been educational and worthwhile to our members, they are a way to get to know other members! We have some good educational programs scheduled for the remainder of the chapter year and we hope to make some gains on this metric. Through the efforts of Kim McClure and Diane Blake the chapter is committing significant volunteer time and also financial assistance for the Regional HFMA Haggerty conference scheduled this coming May. Please look for the opportunity to attend this local educational conference that will be held at Kalahari Resort in Sandusky Ohio!

The March Madness Annual meeting was well attended and the chapter is blessed with outstanding members who were elected as the slate of officers for the 2008/2009 chapter year as follows:

President: Amy Gill
 President Elect: Todd Howell
 Secretary: Dawn Balduf
 Treasurer: Hayley Studer

Several of the new officers will be attending the National HFMA Leadership Training Conference this spring. They will be working hard to plan the upcoming chapter year and to MAKE A DIFFERENCE!

MEMBERSHIP NEWS

Please welcome the following new members who have joined or transferred into the Northwest Ohio Chapter since January:

Bernard Dowdell, Sr.

Theresa J. Bowen, Lima Memorial Health System

Ken Campbell, Hayes Management Consulting

We also had one member reinstate their membership, bringing our total membership to 149. Our membership continues to be a little bit less this year than last, about 5% as of this writing. However, a quick review of the HFMA chapters throughout the nation shows that this is more typical than not. Sadly, 72% of the national chapters lost members since last year. Of those who did, 80% lost less than 5% and 20% lost more than 5%.

On the bright side of the membership picture, we are currently meeting our Chapter Balanced Score Card Member Retention target of 87%. As of February 29, our retention rate was 87.3%. Please do consider whether you know colleagues who would benefit from being a member in HFMA.

I don't know about you, but my membership renewal reminders have already started to show up in both my e-mail and snail mail. Please do not let this get stuck in the piles of incoming on your desk (I confess, I am guilty of the same at this moment). Make sure you get your membership renewal in well ahead of the May 31 deadline.

If you have any questions or concerns about membership, please contact one of the Membership Committee members listed below. Thanks for all you do for the Northwest Ohio Chapter of HFMA!

| | |
|----------------------------|--|
| Chris Rizzo, Chair: | Christina_Rizzo@mhsnr.org |
| Scott Fought | Scott.Fought@promedica.org |
| Aimee Thoreson | Aimee.Thoreson@promedica.org |
| Dave Wilson | dwilson@ftmc.com |

Mark Your Calendars!

Gerry Hagerty Annual Leadership Institute (GHALI) May 21-23 at the Kalahari Resort in Sandusky

HFMA Annual Golf Outing, July 24, Heather Downs Country Club



HFMA Education Corner

The Program Committee of Northwest Ohio HFMA has been extremely busy over the past couple of months. We have attempted to present programs that are relevant to our members and that are enjoyable. In keeping with that, we hosted a Revenue Cycle Series that consisted of two sessions. The first was “The Revenue Cycle and You” and the second was “Registration’s Link to the UB-04”. Our guest presenter for this series was Lorraine Schnelle, Executive VP of BridgeFront, and she did a fantastic job.

Participants from across our region were actively engaged in the sessions that took place the mornings of February 19th and March 18th. Lorraine took us on a journey that explored the “ins and outs” of the Revenue Cycle. Beginning at the admission point and traveling through to the collection process, she clearly articulated and detailed how we can impact the bottom line in a positive way. We reviewed the charging and coding areas, as well as the billing and follow-up processes. She wrapped things up by discussing the all important Accounts Receivable Days calculation. She showed the components of the calculation and tied that to how what is done “day-to-day” directly impacts this number. She also detailed the “life of a bill” and connected the dots for many persons in the room that work with the new UB-04 and other areas.

One attendee stated, “The topic was great...I wished I had invited others who would have benefited”.

Another said, “The walk thru of the revenue cycle will be a very informative learning for my revenue cycle team and staff”.

We greatly appreciated the time and attention to detail contributed by our speaker. The wealth of knowledge she brought to the table was “second to none”. One of our attendees summed it up best by saying, “Lorraine did a great job! She had a challenge with the different levels of knowledge...One of the best workshop presenters I’ve heard.”

Well we certainly agree! Please “stay tuned” for more exciting and informative sessions to come your way.

HFMA’s 2008 ANI Provides Ideas, Tools, and Results

This year’s Annual National Institute will be held June 23-26 in Las Vegas, at the Mandalay Bay Resort and Casino.

In addition to more than 80 education sessions, attendees have the opportunity to participate in a number of exciting events, including networking and certification opportunities. Some of the topic areas of interest are:

- Compliance/legal/legislative – what’s happening on the political scene
- CFO Financial Strategy and Operations
- Managed Care/Reimbursement
- Networking
- Run, Golf, and the House of Blues!

The new Peer-Reviewed Tools and Technology track session will provide a case study of a particular peer-reviewed service or technology. HFMA’s Peer Review Process is designed to provide healthcare financial managers with an objective, third-party evaluation of products and services used in the healthcare financial workplace.

Save your spot today...call 800-252-4362, extension 2, or visit hfma.org/tools to register. May 19 is the early registration deadline that will save you money and your name will be entered into a drawing to win a free ANI 2008 experience.

HFMA Certification

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/Finance, Patient Financial Services, Financial Management - 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 are available 24/7. Schedule a time with your proctor (me!) and then submit to HFMA National an exam application available 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, you can use the corresponding self-study course available from our Chapter's resources.

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

Our Chapter supports you efforts in becoming HFMA certified. For more information about the HFMA certification program or resources available locally, please feel free to contact me at (419) 447-0222, ext. 304 or send me an email at thowell@senecamical.com.

Todd R. Howell, CPA, FHFMA, Outgoing Chapter Treasurer, Incoming Chapter President-Elect
Chief Financial Officer
Seneca Medical, Inc.

Awards and Recognition

The recipients of this year's Founder Awards are as follows:

Muncie Gold Merit Award

Christina M. Rizzo, FHFMA

Todd R. Howell, FHFMA, CPA

Dawn E. Balduf

Reeves Silver Merit Award

Amy M. Gill

These awards are a small token of recognition for the time and effort given by our officers, committee chairs, and committee members. The chapter could not serve its members without these volunteers. Please take time and send them a note of thanks!

HFMA CHAPTER LEADERSHIP 2007-08

Officers

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

President: Samantha Platzke, Mercy Health Partners, Toledo, 419-251-2046, samantha.platzke@mhsnr.org

President-Elect: Amy Gill, Fisher Titus Medical Center, Norwalk, 419-668-8101, ext. 6280, agill@ftmc.com

Secretary: Robert Goshia, Paulding County Hospital, Paulding, 419-399-1106, rgoshia@saa.net

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

Board Members

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

Hayley Studer, ProMedica Health System, Toledo, 419-291-0260, hayley.studer@promedica.org

Christina Rizzo, Membership, Mercy Hospital of Tiffin, Tiffin, 419-448-3644, christina_rizzo@mhsnr.org

Chairpersons

John Jones, Program, ProMedica Health System, Toledo, 419-291-0252, john.jones@promedica.org

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

Send all correspondence or materials for publication to:

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