



President's Message



Greetings to All:

I hope all of you and your families had a joyful and safe holiday season. Let us remember the thousands of people affected by the tsunami in Indonesia, as well as the families affected around the world. Hearing of such devastation from this catastrophe should remind us of the fragility of life. It should, also, assist us in the clarification of our priorities in life.

One such priority should be to participate in the "March Madness" social event of the Northwest Ohio Chapter of HFMA. It is scheduled for March 18, 2005, so please mark your calendars. One can only guess as to the agenda for this event. In 2004, the Social Committee prepared a fiftieth anniversary celebration for our chapter as a part of the "March Madness". Elvis" "Todd" Presley made a guest appearance, delicious food was offered and a cake was presented in the celebration. Numerous other activities were planned and Kim McClure presented some stand-up comedy on the accounting profession. Since the event was "March Madness", a wide-screen television was available to enjoy a couple of NCAA basketball games. It was a fun-filled event for all attendees. So join us on March 18th, 2005, for another enjoyable event.

Speaking of fun, have you considered joining some of the committees of the Northwest Ohio Chapter of HFMA. Take that easy step to send me your e-mail and express your interest in one of our committees at dtopmiller@fulhealth.org. I will gladly forward your information to our committee chairs.

As we "close the books" on the first half of our 2004/2005 Chapter year, I am excited on what has been accomplished by our Board of Directors. I would like to thank those board members, committee chairpersons and committee members for their interest and support of HFMA. Now, let all of us participate in the NWO Chapter activities and make it a priority to Have Some Fun!

Sincerely,
Darrell Topmiller



Certification News

The Northwest Ohio Chapter proudly congratulates Todd Howell as our newest certified member. Read on to hear Todd's experience first hand:

IT'S EXAM TIME!

On December 13, 2004 at 11:00am, I arrived at Madison County Hospital (MCH) in London, Ohio to take the HFMA certification exams (since I live just north of Columbus, it was actually closer for me to take the exams in our Central Ohio Chapter of HFMA versus my own Northwest Ohio Chapter). But, I am getting ahead of myself; let's go back a bit...

The process to apply for an exam was simple. I went to www.hfma.org, clicked on "careers" on the right hand side to view more about the HFMA certification process. It covered the application process, Chapter service requirements, the exams, related study guides, and even sample exams.

I contacted Eric L. Young, the CFO at MCH, as he is the HFMA exam proctor for the Central Ohio Chapter of HFMA. We coordinated schedules, and I completed the online application now that I had my exam date finalized. On a cold Monday in December, I sat down at the computer at MCH to take the online tests. The Core exam consists of 166 multiple choice questions to be completed within 4 hours. An HFMA member must pass this Core exam and one Specialty exam, which consists of 83 multiple choice questions to be completed within 2 hours. The specialty exam disciplines that you can choose from include Accounting and Finance (my choice), Physician Practice Management, Managed Care, and Patient Financial Services. A passing score is 21 (graded on a curve) out of a possible 30 points, or 70%.

The tests are administered, such that once you complete a section by clicking "submit" (a section can include anywhere from 3 to 16 questions), you are done with that section. You cannot go back and second guess yourself at the end of the exam. So once I clicked that final "submit" button, my test scores were calculated immediately. Thank goodness, I had passed them both (but please do not ask me to calculate a PM/PM under a capitated arrangement – I know I got those two questions wrong!).

Our Northwest Ohio Chapter has purchased a complete set of study guides for the Core exam, as well as for each Specialty exam. Our current set of study guides is valid for the 2005-2006 exam years. Every two years, the exams are reviewed and changed, as are the study guides.

Special thanks to Eric L. Young, FHFMA, CPA from Madison County Hospital who extended me the utmost hospitality while I was taking the tests.

In my opinion, it certainly is a worthwhile pursuit to become a certified member of HFMA. You join a special group of members that share the letters CHFP after their name.

Sincerely,

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



2005 Spring Summit

Get practical solutions to fulfill your organization's mission with HFMA's 2005 Spring Summit

Held March 6-8 in Phoenix, HFMA's 2005 Spring Summit— The Uninsured, Your Community, Your Role as Financial Leader—will present you with groundbreaking strategies and ideas for providing quality care to uninsured patients while satisfying the government, the community, and your organization's financial obligations.

During the conference you'll learn:

- The key legal and regulatory issues associated with treating the uninsured and how to ensure your organization is in compliance
- Best practices that hospitals are using to care for all patients equally while still meeting their financial missions
- To develop improved financial policies and billing models that will help you better care for the uninsured and reduce your organization's risk
- Strategies you can immediately implement to unite finance, business, and clinical leadership to ensure needed care for the uninsured and underinsured
- How to develop a successful institutional and community joint effort to provide quality care of the uninsured

For more information or to register, visit www.hfma.org/uninsured2005 or call (800) 252-4362, ext. 2.



HFMA Chapter Leadership

Officers

Past President: Dave Wilson, Fisher-Titus Medical Center, Norwalk, 419-668-8101 ext 6272, dwilson@ftmc.com

President: Darrell Topmiller, Fulton County Health Center, Wauseon, 419-335-2015 ext 2106, dtopmiller@fulhealth.org

President elect: Kim McClure, Toledo Hospital, Toledo, 419-471-5530, kim.mcclure@promedica.org

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

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

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

Dawn Balduf, United Collection Bureau, 419-866-227, ext. 6426, debalduf@ucbinc.com

Chairpersons

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Corporate Sponsorships

The Northwest Ohio Chapter of HFMA is grateful to its sponsors. This is the second year for our Sponsorship Program, in its current form. These companies have helped our chapter earn national awards by enabling us to afford high-quality speakers and educational sessions, which in turn results in increased attendance at our meetings.

Please express your thanks to representatives from our sponsor companies when you see them at chapter events.

Gold Sponsors

Ernst & Young, LLP

National leader in providing business advisory services to the healthcare industry

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- Financial Planning & Forecasting
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A full-orbed approach to account recovery! We provide a comprehensive alternative to professional business outsourcing that is as unique as the customers that we represent. Our underlying philosophy sets us apart. Though others may match services provided in principle, they cannot be matched in substance.

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UCB has specialized in collections and recovery services to healthcare providers since 1959. State-of-the-art technology and uncompromised customer service add value to UCB's services.

Contact: Doug Headman, 419-866-6227, ext 6309, daheadman@ucbinc.com



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Innovative revenue cycle consulting and education services: Operational assessments; process/organizational design; focused operational improvement assistance; interim management; outsource feasibility evaluation; employee skill assessment and onsite training; technical and leadership mentoring/coaching; compliance and HIPAA assistance and education; outsource vendor operational assessments, proposal evaluations/ site visit preparation.

Contact: Bobette Gustafson, 906-343-6687, b_gustafson@gustassoc.com

Masters Associates

Masters Associates Receivables Management provides results-driven revenue cycle services from assessments to benchmarking to compliance issues. We help you achieve both your immediate and long-term goals.

Real Experience. Real Solutions. Real Value.

Contact: Charlotte Masters, 419-534-2852, www.mastersassoc.com

Bronze Sponsors

Mutual Hospital Services

Mutual Hospital Services is a not-for-profit, shared service that works only with healthcare providers to resolve live A/R and bad-debt accounts. We provide a full range of programs that follows accounts from "cradle to grave" at the lowest net cost for service value.

Contact: www.mutualhospital.org or call 1-800-968-4042



Founders conversion process now complete!

Thank you for your patience as HFMA transitioned from the old Founders program to the new. The conversion process is now complete, and members can view their updated points online. Chapter Founders Contacts are now using a 24/7 online reporting system to report member Founders points to HFMA National.

Members can now view their total Founders points—old and new (including the points added for 2003-04)—and all past point details. This information is displayed on the HFMA National Online Membership Directory under each member's individual profile. To access the directory, go to: www.hfma.org/dual_login.cfm. Instructions on how to locate Founders points online can be downloaded from the profile home page or from www.hfma.org/members_only/InstructionsToLocateFoundersPoints_2004.pdf. Information about the new point categories and point assignments can also be accessed from the member profile page.

As a reminder, the Founders program now records points solely for volunteer effort. This change became effective June 1, 2004, and is in keeping with the core purpose of the Founders Recognition program—*Recognizing the Volunteer in You*. Founders points are awarded for volunteer activities such as:

- Writing articles for National or local chapter publications
- Participating in a program (speaker/panel)
- Volunteering for a chapter committee or chapter officer position
- National level (Regional Executives, Chapter Advancement Team)
- Proctoring an HFMA Certification exam
- Reviewing articles or books for HFMA National

Points are no longer awarded for meeting attendance, membership status (including Forum groups) or certification. Volunteer and support your chapter committees so you can start earning more Founders points!

Also effective June 1, 2004, the award levels were established:

- The **William G. Follmer Bronze Award** is awarded after an individual has earned 25 (previously 100) total member points
- The **Robert H. Reeves Silver Award** is awarded to an individual who has earned 50 (previously 200) total member points
- The **Frederick T. Muncie Gold Award** is presented to a member who has earned a total of 100 (previously 300) member points
- The **Founders Medal of Honor** criteria remain the same; this prestigious award recognizes an individual who has been actively involved in HFMA for at least three years after earning the Muncie Gold Award, has provided significant service at the chapter, regional and/or national levels in at least two of those years, and remains a member in good standing

If you have any questions regarding the Founders program, please contact Shirley Heavlin, chapter relations specialist, at (800) 252-4362, ext. 347 or sheavlin@hfma.org. Certified members seeking information on how these changes will affect your certification maintenance are encouraged to visit the Careers section of the HFMA National web site. In addition, Bernie Clark, associate, career development, is available at (800) 252-4362, ext. 311 or bclark@hfma.org to address any certification questions.



Tools and Solutions in San Francisco

At HFMA's 2005 Spring Seminar Series in San Francisco, **March 14-17**, you'll get the tools, techniques, and approaches to achieve outstanding financial and operational results in your organization. You'll also have plenty of time to shop and explore the diverse neighborhoods of the beautiful Bay Area.

The San Francisco location offers 13 seminars that focus on the areas of financial management, the revenue cycle, managed care operations and reimbursement, and long-term care/home health care.

Financial management seminars include:

- Achieving Breakthrough Performance: Tools and Techniques to Improve Healthcare Cost and Performance (four-day seminar)
- Charting Your Course Through Hospital Medicare Cost Reporting (two-day seminar)
- Fundamentals of Healthcare Financial Management (two-day seminar)
- Splitting the Healthcare Pie: Real-World Strategies to Develop Effective Hospital/Physician Transactions and Ventures (one-day seminar) NEW!

Revenue cycle seminars include:

- Denials Management: Processes, Performance and Results (two-day seminar)
- Patient Access Strengthening the Weakest Link (two-day seminar)
- Revenue Cycle and Supply Chain Management: Gaining Insight and Improving Key Hospital Processes (two-day seminar)
- Revenue Cycle Management Strategies (two-day seminar)
- Revenue Enhancement: Integrating Clinicians into the Revenue Cycle (one-day seminar) NEW!

Managed care operations and reimbursement seminars include:

- Consumer-Directed Health Plans: The Financial Impact on Hospitals (two-day seminar) NEW!
- Fundamentals of Managed Care (two-day seminar)
- Understanding and Evaluating Managed Care Contracts (two-day seminar)

Long-term care/home health care seminars include:

- Prospective Payment System, Consolidated Billing, Cost Reporting, Coverage and Compliance for SNFs and Subacute Providers (two-day seminar)

For more information or to register, call (800) 252-4362, ext. 2, or visit www.hfma.org/spring.

ANNUAL MEETING ANNOUNCEMENT

This year's annual meeting for the Northwest Ohio Chapter of HFMA is Friday, March 18. At that time the slate of officers for the 2005-06 chapter will be presented for approval, as well as any other chapter business that requires the attention of the membership at large.

And as has become part of the chapter's tradition, we will combine the meeting with another March Madness event...what does Kim McClure have up his sleeve for this year? Plan to join us and see.

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.

Words of Wisdom....

“If people are coming to work excited...if they’re making mistakes freely and fearlessly...if they’re having fun...if they’re concentrating doing things, rather than preparing reports and going to meetings – then somewhere you have leadership.”

Robert Townsend