

central ohio chapter *the BUCKEYE connection*



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How Consumers Think About Hospital Debt Collection

In 2020, consumer finance company Credit Karma conducted an analysis of 20 million members in the United States. The results showed that Americans owed a total of \$45 billion in medical debt – around \$2,200 per member surveyed. Hospitalizations were responsible for one-quarter of all the medical debt.

— page 26

President, Central Ohio HFMA, James Monroe



President's message –

Happy New Year, Central Ohio HFMA members. Can you believe we are over halfway through the first quarter of 2022 and are officially in the fourth quarter of the HFMA fiscal year? Where do the days go, and how does time seem to fly by so fast? Regardless, here we are, moving at the speed of technology; all the while, trying to make HFMA, our workplaces, and our lives better.

Sadly, but proudly, this is my last newsletter message as the President of HFMA, Central Ohio. My leadership term was extended from one to two years, and what a wild ride it has been. Speaking of time moving fast, it really hasn't seemed like two years. While I am sad to move into my final leadership year as Board Chair, I am beyond proud and excited to pass the gavel to Christine Aucreman and our upcoming leadership team. They have a great vision for the chapter and will work hard to continue making Central Ohio the best damn chapter in the land.

Before my fiscal year ends, we have some **excellent in-person events** planned and hope to see you very soon. Yes, you read my words correctly; in-person events. While our chapter will follow and implement the appropriate protocols as recommended by the CDC, our state government, and HFMA, I cannot wait to see all of you in the coming months.

Our first in-person event is our annual Spring Conference, being held Thursday, March 24, at the Renaissance Westerville. John Ziegler has planned a great day of education around Consumerism, Rebels, and Speed Bumps: Transformational Forces Shaping Healthcare. We are bringing together world renown authors, leaders, entrepreneurs, and speakers, like Tayla Miron-Shatz, past Mt. Carmel COO Sean McKibbin, and former NFL star Mohamed Massaquoi, to engage and help you navigate in a disruptive environment and illuminate pathways to solutions for successful healthcare organizations. Plus, we will have good ol' fashion networking and cocktails. Register, mark your calendars, and we will see you on March 24.

In April, we bring back, **in -person**, our most coveted event, the Women in Leadership Conference. This will also be held at the Renaissance Westerville on Thursday, April 21. Plan on a fantastic day of sessions that will focus on empowering and differentiating yourself in a competitive and ever-changing environment. We will hear from wonderful speakers who will educate us on overcoming challenges in the workforce while maintaining a work + life harmony and becoming an influential leader. I suspect ol' fashion networking and cocktails will also cap off this great day.

Then, if that wasn't enough, May 18-20, at Kalahari Resort in Sandusky, OH, Region 6 (Ohio & Michigan) will come together to host our first ever Region 6 Conference: Boldly Removing Borders for Better Healthcare. We have an excellent slate of topics, speakers, breakout sessions, and will feature two keynote sessions. The first keynote will feature Joe Fifer, President/CEO, HFMA and Tammy Jackson, 2021-2022 National Chair, HFMA. Our second keynote and featured speaker will be Desmond Howard, Heisman Trophy winner, Super Bowl MVP, and Co-host of ESPN College Game Day. Plan on 2 ½ days of great education, motivation, and networking. Don't miss this highly anticipated inaugural event.

As we near the end of the fiscal year, let us reflect on our accomplishments, learn from the challenges, and look to make next year even better. Cheers to the next chapter!

Member Spotlight

Paige Snyder

Name: Paige Snyder

Organization: HealthRise Solutions

Position: Analyst

Hometown: New Bavaria, Ohio

First Post-Collegiate Job: Analyst at HealthRise Solutions – Revenue Cycle Management Consulting Firm

HFMA Experience: Being a part of the inaugural Student Leadership Committee (SLC) was a great experience. I held the position of Activities/ Programming Chair, and within that position I was able to host some networking events such as Speed Networking! While with the SLC, we worked to expand our HFMA presence to other neighboring colleges and brought in new student members along the way. Since joining the organization, I have had the ability to earn my CSBI certification too. Being a member of HFMA also allowed me to network and make connections with professionals across different realms of healthcare. These connections helped me find the current organization I am at, and I could not be more grateful!

Great HFMA Memory: My favorite memory so far would have to be attending the Central Ohio HFMA Holiday Gala 2021. I was looking to attending the 2020 Gala, but it was cancelled due to COVID-19. So, it was great to see familiar faces in person and chat with other Central Ohio members about our healthcare experiences. And of course, the food was pretty great too!

If someone wrote a biography about you, what do you think the title should be? Creating Paige

What do you enjoy most about working in healthcare? The fact that I am constantly learning. Healthcare never stops growing, evolving, and enhancing its' work. It is a thrilling feeling to know I am a part of the steps in continuous improvement.

Aside from a busy work schedule, what else keeps you busy? Whenever I find some free time, I love to pick up a good book. My favorite genres would have to be psychological thrillers and mysteries. I prefer physical books, so I am slowly but surely growing my personal library. If you don't find me with a book in my hand, then you can for sure find me at my local gym.

What is your favorite vacation spot? Anywhere with a sun, sand, and water!





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The ROI of Healthcare Culture

Healthcare may be an essential need with a potentially unlimited supply of patients, but the costs of running a medical practice are high and increase rapidly. Whether you operate a private practice or lead a larger group, you need to balance the cost of doing business with delivering high-quality patient care.

Making intelligent business decisions to increase your return on investment (ROI) is critical to keeping your patients healthy and satisfied and your practice in the black. You can invest in technology to simplify administrative tasks or find other ways to reduce your costs of doing business.



But have you thought about investing in your employees and creating a patient-focused healthcare culture as a means of increasing patient satisfaction, patient retention, and timely payments?

Here at KeyBridge Medical Revenue Care, we believe that our culture is the key to our success. We're proud to have been named as a Best Place to Work in Healthcare awarded by Modern Healthcare and a Best Place to Work in Collections awarded by InsideARM.com.

Our culture is the foundation and driving force behind our success. We focus on healthcare, providing outstanding support to providers, hospital groups, and physicians by putting the patient first. Our service is an extension of patient care. We train and support our staff to make a difference in each patient's life. As a result, we not only help your business collect outstanding payments but also increase patient satisfaction.

Throughout our article, Chris Lah, Senior Director of Revenue Cycle Management at Mayfield Clinic, helps us explore how a positive healthcare culture can enhance all aspects of your business.



The ROI of Healthcare Culture (cont'd)

What does healthcare culture mean?

If you Google healthcare culture, thousands of different interpretations of the term pop up on the results page. Holistically, culture is the identity and the way you operate and communicate with each other, the decisions you make, and how you come to make those decisions. It's what people think about when they consider your business, in addition to your services and products. To put it colloquially, it's the vibe your patients get while in your facilities and under your care. All healthcare facilities have culture whether that is good/bad or positive/negative.

We believe in serving others. We prioritize the needs of our team, providing support, training, and opportunities to grow, so they can show up with passion as they serve and lift others. It's through employee happiness that your business can realize real, sustainable growth.

Why a positive healthcare culture matters

Patients have to seek healthcare, and their options are often dictated by their insurance coverage. So why does culture matter? Let's face a hard fact. Despite the fact that the United States is facing a [physician shortage](#), patients have [more choices](#) than ever before. Your patients don't have to choose your practice.

Creating and maintaining a positive healthcare culture results in higher patient satisfaction, translating to patient retention and reliable payments. Chris Lah adds that "both your customers and your staff want a positive culture. If you don't provide it, your competition will."

Patient satisfaction

[Patient satisfaction](#) is a performance metric that represents the quality of care your practice delivers. It influences patient outcomes, retention, and compliance. Some research indicates that hospitality factors matter more to patients than the quality of care they receive. We posit that medical services and patient hospitality go hand in hand.

A positive healthcare culture creates an environment where your patients feel supported and empowered. They trust that their physician and staff put their needs first, treating them as equals, not dictating the rules a patient has to follow. A healthcare culture takes effect from the moment a patient walks through the door.

The ROI of Healthcare Culture (cont'd)

Timely copay collection

Copays are a significant part of the patient experience and one area where a healthcare culture and satisfied patients can make a difference.

Patients are savvy and research their health and potential treatments while searching for a provider. Research compiled by MedData® shows that **92% of patients** want to know their payment responsibility before their visit.

While costs are variable and depend on what providers diagnose and choose to do, educating and empowering your staff to communicate clearly with patients about their potential copay responsibilities contributes to a more positive patient experience. And, according to Mr. Lah, in a great company culture, the customers reap the benefits of excellent service from positive staff members.

With increased deductibles, even with the best intentions, some patients may not be able to pay their copay at the time of service. KeyBridge Medical Revenue Care offers a patient centric approach to medical bill resolution. We position ourselves as an extension of your business office.

Our carefully trained representatives don't intimidate or hound your patients. They establish relationships and support patients in the best way to achieve account resolution. As documents such as an Explanation of Benefits are often confusing, our team helps patients understand their responsibilities.

Patient retention

Satisfied patients not only return to your practice for continued care, but they tell their friends about it. **Research** indicates that when a healthcare provider satisfies one patient, that information reaches four others. However, a frustrated or disengaged patient will share their negative experience with 10 more other people. Combined with the reach of social media, can you afford not to foster a positive healthcare culture?

How to create a positive healthcare culture

Creating a positive healthcare culture isn't an overnight process, but it is an achievable goal that can have a meaningful impact on the success of your business. Chris Lah advises that great culture adds better definition to a company's mission statement, which should help guide the goal-setting. It takes effort to create a culture and not allow one to develop by default. Consider following these steps:

The ROI of Healthcare Culture (cont'd)

Self-review

Per Mr. Lah: "The visionary is usually the owner, CEO, or Board. I always felt that true implementers of establishing the culture is middle management. They set the tone with the hiring, onboarding, training and feedback (reward) for staff. Additionally, they have the position power to help facilitate timely process improvement and drive customer satisfaction. Lastly, they provide the upward feedback and objective data for senior leadership to make the strategic decisions – including ones that directly drive the future of the culture."

With his guidance in mind, take some time to reflect on what your business or practice stands for – or what you want it to stand for – outside of the services you deliver. What is the ideal patient experience? How do your providers and employees contribute to that experience, and what do you need to do to encourage and support your employees to bring their A-game and passion to work every day?

Your employees are critical to this self-review. Your employees are the face of your business. Their performance significantly impacts the patient experience, creating the healthcare culture and promoting it in and outside of the office. They provide details about the day-to-day that identify areas of strength and those that need some improvement – for themselves and the patients.

Set your goals

Once you've explored the tough questions and identified what a positive healthcare culture means to your practice, set the goals that can guide your practice to an enhanced healthcare culture. Chris Lah gives us a good reminder that a great culture focuses on anticipating the needs of its customers, stakeholders, employees and the community it operates in.

That said, we follow the Fish Philosophy with four cultural pillars:

- Choose your attitude.
- Make their day.
- Be present.
- Have fun.

Work isn't always sunshine and flowers, but by choosing to have a positive attitude, your team can approach each day and the challenges it brings with positivity and a constant focus on delivering an outstanding patient experience. Foster this positive mindset by publicly sharing success to help everyone see and engage with your culture.

The ROI of Healthcare Culture (cont'd)

Find ways to contribute to your patients' and employees' lives in positive, meaningful ways. Ensure that everyone feels heard, seen, and appreciated. Empower your employees to be there for patients. Being present and focused on the patient you're serving creates a powerful connection, improving communication and establishing trust.

In some cases, providing medical care is stressful and unpleasant for providers and patients, but that doesn't mean that you can't have a little fun when appropriate. Encouraging a creative environment where all ideas matter stimulates suggestions that benefit your employees and patients.

Maintain and nurture a positive healthcare culture

Chris provides some pointers as crucial ingredients to maintain and nurture a healthy healthcare culture. It starts with hiring skill sets and personalities that match "both the company's needs and fits with the individual." He speaks of the importance of a smooth onboarding experience with a buddy system. Providing your employees with meaningful awards such as work hour flexibility, bonus potentials, remote work options and community impact opportunities, to name a few, will enhance your culture.

Mr. Lah adds that effective communication throughout the business is essential and should be barrier-free. This includes communication regarding feedback and review processes. According to Lah, "Leadership makes the issues of all its staff a priority so that staff can make the issues of their customers a priority." He goes on to add that this happens through empowerment and validation—both of which require effective communication.

Engage your employees

Healthcare cultures evolve. You can't just set it and forget it. Check-in with your providers and staff from time to time to take the temperature of your office and adjust your actions and approach as needed to keep the team motivated and engaged. Satisfied employees lead to happy patients.

Not sure where to start?

If you want to learn more about healthcare culture and create one within your practice or business, we can help. Brian Garver, Senior VP, Business Development and Marketing, offers [Master Classes](#) to teach you and your team how to create and maintain a positive healthcare culture and all the benefits that follow.

The ROI of Healthcare Culture (cont'd)

In summary

A positive healthcare culture creates an environment where your practice or group can thrive. A truly patient-focused culture leads to considerable returns starting with satisfied patients and leading to improved reimbursement, retention, and a competitive advantage.

Increased reimbursement

Engaged and satisfied patients are more likely to pay their copays. Additionally, high patient satisfaction scores can also lead to financial recognition from organizations such as the Hospital Value-Based Purchasing program, including incentives and reduced penalties.

Increased patient confidence

Many patients find doctor's appointments nerve-racking. If your patients know that they will be treated with dignity and respect during every interaction, they're less likely to delay or skip appointments.

An added benefit of satisfied patients is that they tell their friends about their experiences. Word-of-mouth referrals are a powerful way to attract new patients.

Customized competitive advantage

A deliberate healthcare culture culminates in a competitive advantage for your practice or group. Happy employees contribute to a productive and positive environment which has a compelling impact on patient satisfaction.

Patient satisfaction leads to improved payments, both from patients and third-party payers. It also leads to increased volume and revenue margin.

When it comes to the ROI of creating a positive healthcare culture, the question isn't can you afford to invest in your team and your business. With so many benefits, the real question you need to consider is: can you afford not to?

Sources:

- * [Stat on patient knowing expenses upfront](#)
- * [Patient satisfaction factors](#)
- * [How to improve the patient experience](#)
- * [Best place to work in healthcare list link](#)
- * [Physician shortage](#)
- * [Patients have more choice about healthcare service providers](#)
- * [Patient satisfaction](#)
- * [Fish Philosophy](#)
- * [Link between patient satisfaction and increased reimbursement](#)



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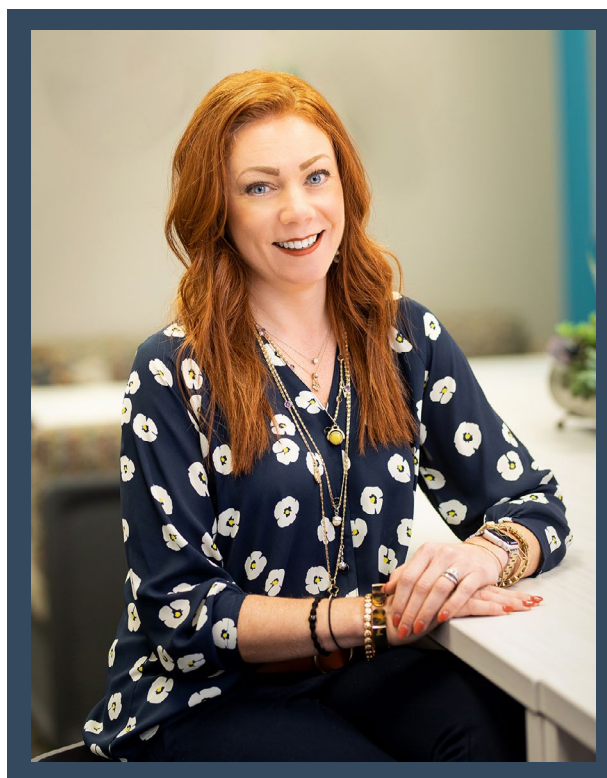
Medical Revenue Care™

SERVICES

- Early Out Collections (Digital Engagement)
- Medical Bad Debt Collections
- Extended Business Office Services
- Master Classes

KeyBridge News

KeyBridge is excited to share that we are now offering a digital-first solution to close the digital gap in healthcare financial communications. Our digital first solution prioritizes digital delivery in advance of printed communications. This digital-first approach actively promotes non-paper billing to patients who are most likely to engage digitally.

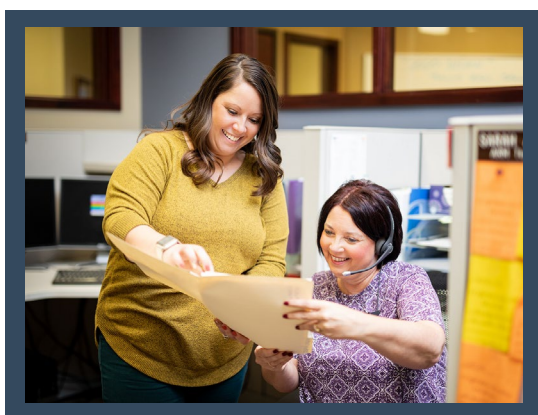


Kayla Howell

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There is a better way to ~~care~~ collect.

Schedule a Master Class with us!

We have a library of seven different Master Classes that can be presented in-person or virtually. The topics range from Change Management, Resilience to Delivering a Positive Patient Experience. Reach out to Kayla to learn more!

Student Leadership Committee

Our Committee:



Allison Williams, RHIA, CSBI
Committee Chair
Master of Health Administration, 2023 Candidate
The Ohio State University



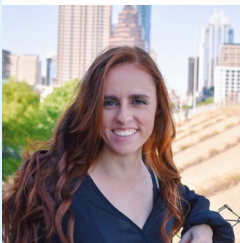
Veronica Roth, RHIA, CRCR
Programming Chair
Master of Health Administration,
2023 Candidate
The Ohio State University



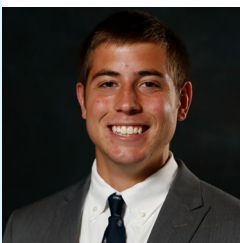
Terry Zheng
Communications Chair
Health Information Management and Systems,
Class of 2023
The Ohio State University



Emma Kiper
Communications Co-Chair
Health Information Management and Systems,
Class of 2023
The Ohio State University



Danielle Borra, CSBI
Membership Chair
Health Information Management and Systems,
Class of 2022
The Ohio State University



Ben Reimer
University Relations Coordinator
Health Information Management and Systems,
Class of 2022
The Ohio State University

Mentorship Program

Another wave of mentors and mentees were welcomed for the spring semester, totaling 36 members of the Mentorship Program for its first year!

The Student Leadership Committee is excited to celebrate the end of the Mentorship Program's first year in May - details coming soon!

Professional Development Workshop for Students

On February 23, 2022, we hosted our first ever Professional Development Workshop for students!

The workshop provided opportunities for students to refine their professional portfolio and hear tips from professionals in the Central Ohio Chapter.

Speed Networking Event

Connecting Students and Professionals in Central Ohio
COMING SOON - (date TBD)

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Back End Solutions

Bad Debt Collections
Insurance Follow-up
Denials Resolution
Credit Balance Resolution

COHFMA Certifications

Certifications - What's in it for me!!!!????

HFMA Members,

- Have you been eyeing one of the many Healthcare Financial Management Certifications that HFMA has to offer?
- Are you pondering how to increase your effectiveness in your current role?
- Or researching your next finance/revenue cycle career move and wondering how you will gain the skills needed to be successful?

The answer to all these questions is - 'Pursue an HFMA certification!'

I can attest firsthand to the positive impact an HFMA certification can have on your career - and hope to convince you to pursue a certification in the near future!

Introduction:

My name is Jackie Lucas, I have been a member of HFMA for over 6 years. Currently, I serve as Regional Performance Management Director for Revenue Excellence at one of the largest non-profit healthcare systems in the nation. Our team of internal Revenue Cycle Performance Management Consultants helps drive improvement in net patient revenue to the bottom line for over 90 hospitals, physician group practices, and long-term care facilities.

Before my current role, I worked at pediatric and adult hospital systems in clinical operations and finance. I joined HFMA shortly after starting my role as Finance Director with one of the regional non-profit health systems in Columbus, OH. I chose to leverage HFMA online education and Central Ohio HFMA Chapter Conferences to enhance my understanding of Healthcare Financial Management while I was a Finance Director.

HFMA Certification and Benefit (Testimonial):

When I decided to pursue the Director of Performance Management role within the Revenue Cycle space, it was a stretch role for me. In my previous roles, I had some exposure to patient access and mid-revenue cycle functions. This new role would require me to quickly build on my existing revenue cycle knowledge to be successful. I needed a way to quickly supplement my existing knowledge with 1) those specific areas I was not familiar with and 2) a comprehensive understanding of the revenue cycle in its entirety.

I turned to my HFMA membership and the Certified Revenue Cycle Representative certification to gain the required knowledge and demonstrate to my leadership that I was serious about closing any subject matter expertise gaps I had. I invested intense study time over two weeks to prepare for and ultimately obtain the CRCR certification.

The CRCR Certification provided countless benefits including:

- Comprehensive Understanding of the Revenue Cycle and its functions
- Detailed and specific subject matter on the back end/PFS functions (which I was previously unfamiliar with)
- Introduction to Key Performance Indicators for the Revenue Cycle
- Provides a roadmap for setting attainable goals within the Revenue Cycle



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I found so much benefit in the CRCR course, that I went on to study and pass my second certification – the **Certified Healthcare Financial Professional (CHFP)**. Using the self-study guide and having the opportunity to revisit the content has been useful for me to accelerate my learning.

I highly recommend investing the time and effort to pursue an HFMA certification. I am nearly 18-months into my role and attribute part of my success and confidence to the **HFMA Certified Revenue Cycle Representative and Certified Healthcare Financial Professional Certifications**.

For more information on available certification, please visit: [HFMA.org - Certifications](https://www.hfma.org/certifications)

Thank you,

Jackie Lucas
Regional Director, Revenue Cycle Performance Management
Trinity Health
Jacqueline.Lucas@trinity-health.org

Congratulations to our Central Ohio HFMA Members as they have achieved these Certifications!!! Way to go!

First Name	Last Name	Badge Name	Awarded Date
Crystal	Nicholas	CRCR	4/24/2021
Alesha	Risch	CRCR	4/25/2021
Julia	Whitt	CRCR	4/30/2021
Pippa	Tooley	CRCR	4/30/2021
Heather	Wollett	CRCR	4/4/2021
Sherry	Swain	CRCR	5/10/2021
Miles	Denovchek	CRCR	5/11/2021
Julie	Hadley	CRCR	5/19/2021
Heather	Cozart	CRCR	5/20/2021
Kathy	Manning	CRCR	5/21/2021

Congratulations Members!

the BUCKEYE connection

Certifications continued-

First Name	Last Name	Badge Name	Awarded Date
Elgin	Phillips	CRCR	5/24/2021
Jessica	Danison	CRCR	5/24/2021
Padmini	Ekbote	CRCR	5/25/2021
Julia	Snider	CRCR	5/26/2021
Jody	Cirigliano	CRCR	5/27/2021
Amy	Battise	CRCR	5/28/2021
Cynthia	Armstrong	CRCR	5/28/2021
Jonathan	LaPolla	CRCR	5/28/2021
Julie	Pender	CRCR	5/29/2021
Kristi	Speaks	CRCR	5/30/2021
Alana	McCoy	CRCR	5/5/2021
Stacie	Johnson	CRCR	6/1/2021
Brian	Cox	CRCR	6/11/2021
Danielle	Camba	CRCR	6/11/2021
Teresa	Pemberton	CRCR	6/14/2021
Erika	Connolly	CRCR	6/15/2021
Phyllis	Ratliff	CRCR	6/2/2021
Amy	Powell	CRCR	6/29/2021
Mia	West	CRCR	6/29/2021
Cherie	Hendrickson	CRCR	6/3/2021
Erica	Mabry	CRCR	6/5/2021
Donald	Harper	CRCR	6/7/2021

Congratulations Members!

the BUCKEYE connection

Certifications continued-

First Name	Last Name	Badge Name	Awarded Date
James	Seiwert	CRCR	7/2/2021
Dana	Todd	CHFP	7/5/2021
Jesseca	Dodd	CRCR	7/9/2021
Kevin	Galusha	CHFP	7/12/2021
Kaitlyn	Jobe	CRCR	7/13/2021
Brea	Crumbley	CRCR	7/16/2021
Bailey	Vazquez	CRCR	7/18/2021
Tamara	Highland	CRCR	7/28/2021
Brooke	Hanson	CRCR	8/15/2021
Emily	LaFollette	CRCR	8/22/2021
Lucia	Lucas	CRCR	9/7/2021
Mindi-jo	Young	CRCR	9/23/2021
Michele	Sudina	CRCR	9/28/2021
Kara	Marquardt	CSAF	10/1/2021
Misty	Nichols	CRCR	10/13/2021
Stella	Wilke	CRCR	10/15/2021
Stacie	Johnson	CSBI	11/16/2021
Quyen	Weaver	CRCR	11/27/2021
Quyen	Weaver	CSMC	11/28/2021
Marquis	Hale	CSPR	12/30/2021
Michael	Pizzuti	CHFP	12/31/2021
Michael	Udom	CSPR	1/3/2022

Congratulations Members!



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Email: sales@jprecovery.com
Mail: JP Recovery Services, Inc
Attn: Sales Department
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Rocky River, OH 44116



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UPCOMING EVENTS 2022

24
MARCH

**Spring Conference: Consumerism, Rebels,
and Speedbumps. Renaissance - Polaris**

2022 Women in Leadership - 8am - 5pm
Renaissance - Polaris - Westerville

21
APRIL

24-26
APRIL

Leadership Training Conference

**Region 6 Conference: Boldly Removing
Borders for Better Health**

18-20
MAY

TBD - Mini LTC

TBD - New Member Reception

Please visit <https://www.hfma.org/education-and-events/search.html>
if you would like to see any upcoming webinars and CPE opportunities offered by HFMA!

MEMBERSHIP

Corner

Spring is almost here! You've made it through - brighter days are ahead! Get ready for a season filled with growth, change, and opportunity. We have an opportunity to hit our target of recruiting 12 new members by April 30 - and you will earn a \$25 Amazon Gift Card when one of your colleagues, suppliers, or partners joins HFMA. Bonus! You can help them get \$25 off their initial membership fee!

You too may believe our Central Ohio Chapter is more like family than colleagues. We've grown so much together, and are striving to be the premier provider of education, leadership development and professional networking for healthcare financial professionals in Central and Southeast Ohio. Your referral will help our chapter earn more HFMA resources, providing you with new opportunities to learn, grow, and succeed in 2022 and beyond.

Take action for HFMA's Referral Program here: www.hfma.org/membership/referral.html

Don't forget your HFMA Membership comes with opportunities for earning professional certifications, obtaining education online, engaging with our community, keeping current with the latest news, and other exclusive members-only content.

New Call:

Be on the lookout for a short survey upcoming to request ideas of how our members would like to engage with our Chapter's efforts!

Total Membership as of 2/24/22

Membership Category	% of total
Individual	9.80%
Enterprise	87.80%
Student	2.30%
Guest/Trial	0.20%

Trial and Guest Membership

[Membership Overview \(hfma.org\)](http://hfma.org)

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2. Guest Membership: Need time to decide? Register as a Guest and enjoy access to 5 free articles per month

Mission: The Central Ohio Chapter of HFMA strives to be the premier provider of education, leadership development and professional networking in Central and Southeast Ohio

- Large Metro chapter designation based on membership size
- Major Participating Health Systems: Trinity Health, OhioHealth, and The Ohio State University Medical Center
- Ohio Chapter Collaboration - Greater Exposure
- Business Partners
- Education & Networking events
- Student Member Scholarship program
- Gives Back Program
- Relationships and Family
- Best Damn Chapter in the LAND!



Women in Leadership



The Central Ohio Chapter of HFMA is proud to host its 8th Annual Women in Leadership Conference: Empowering and Differentiating Yourself in a Competitive and Ever-Changing Environment on **April 21, 2022 from 8:00 AM-5:00 PM** Eastern Time.

This conference has fast become our signature event each year as we tackle relevant, transformational topics aimed to equip and empower our audience to realize their full potential and many past attendees have referred to this annual conference as a game changer.

This year we have curated a truly unique event bringing C-Suite executives, authors, business owners and motivational speakers from around the country to dive into a range of impactful topics that without doubt will leave you feeling empowered, inspired, and equipped to level up your performance both personally and professionally.

HFMA New Members

Spring 2022

Helen Abston

Credit Resolution Representative II
Trinity Health

Benjamin Almassi

Student

Gurinder Babbar**Donna Barnett-Jackson**

Correspondence Representative
Trinity Health

Mohammed Baseer

Student

Leah Beaumont

Surgical Access Specialist MCNA
Mount Carmel Health System

Marco Benincasa

Manager Decision Support
Fairfield Medical Center

Laurie Block

Govt. Billing & Follow up Rep
Trinity Health

Danielle Borra, CSBI

Student

John Brockman

Urologist/ Associate Medical
Director
OhioHealth

Ethel Brown

Billing & Follow Up Representative II
Trinity Health

Erin Castor

Financial Analyst, Sr
Allegheny Health Network

Felicia Cauley

Student

Michelle Chery

Student

Lauren Clark

Student

Diana Clindaniel

Billing & Follow Up Representative II
Trinity Health

Chris Comer

Client Executive
Hylant

Nick Covault

Staff Accountant
Blue & Company

Heather Cozart, CRCR

Performance Manager
Trinity Health

John Crawford

Financial Analyst
OhioHealth

David Crouse

Finance Manager
OhioHealth

Kathleen Crozier

Patient Account Analyst
Trinity Health

Brea Crumbley, CRCR

Correspondence Representative
Trinity Health

Kyle Damman, CRCR

PFS Shift Supervisor
Mount Carmel Health System

Eliot Dittmer

Student

Chris Dresser

Correspondence Representative
Trinity Health

Valerie Ellenwood

Clinical Resolution Specialist
Trinity Health

Abigail Falor

Student

Chelsea Figgins

Student

Jordan Fischbach

Student

Megan Francis

Insurance Authorization Specialist
Ensemble Health Partners

Jaime Gomer

Customer Service Representative
Trinity Health

Michelle Graham

Tier 3 Denials Team Representative
Trinity Health

Miriam Gross

PBS Customer Service
Trinity Health

Janice Guckert

RAC Auditor
Memorial Health System

Lindsay Hammond

Supervisor
Mount Carmel Health System

Theresa Hammonds

Account Resolution Specialist II
Trinity Health

Alexis Harden

Senior Financial Analyst
OhioHealth

Donald Harper, CRCR

Supervisor, Customer Service PBS-C
Trinity Health

HFMA New Members

Spring 2022

Barbara Heightland

Medical Biller
Trinity Health

Meghan Heizer

Acute Com Billing & Follow-Up Rep II
Trinity Health

Andrew Hinger

Business Systems Analyst
Change Healthcare

Misty Hodgkinson

Payment Resolution Specialist II
Trinity Health

Janene Jacobs

Billing Supervisor
Trinity Health

Jeremiah Jefferson

Senior Financial Analyst
OhioHealth

Arshpal Jian

Billing & Follow Up Representative
Trinity Health

Kaitlyn Jobe, CRCR

Ensemble Health Partners

Leanne Johnson

Registered Nurse
Trinity Health

Ellen Johnston

Program Manager, Risk and Coding
Accuracy
Mount Carmel Health System

Colton Jones, CRCR

Student

Nina Justus

Senior Accountant
OhioHealth

Laura Kadar

Senior Consultant
KPMG LLP

Cecilia Karpacs

Manager, Reimbursement
West Virginia Univ Hospitals

McKenzie Keefer

Billing & Follow Up Representative II
Trinity Health

Amy Kehl**Emmalee Kiper**

Student

Kevin Knoll

Revenue Cycle Manager
Blue & Company

Ali Kochis

Patient Registration
OhioHealth

Trinity Langley

Student

Trois Lauber

Director of Operations
MicroscopeHC, LLC

Dawn Lee

Billing & Follow Up Representative II
Trinity Health - Mercy Medical Center

Andrew Link

Director, Business Operations
Licking Memorial Health Systems

Josh Lord, CRCR

Performance Management
Consultant II
Trinity Health

Lucia Lucas, CRCR

Customer Service Representative
Trinity Health

Victoria Lyon

Student

Kris Markiel

Customer Service Representative II
Trinity Health

Lora Marsch

Senior Accountant
OhioHealth

Shellie Martinez

PAA II
Trinity Health

Tyra Mattox

Billing & Follow Up Representative
Trinity Health

Andrew McGirty

Student

Tracey Merritt

Billing Follow up Specialist
Trinity Health

Carolyn Milhoan

Oncology Office specialist
OhioHealth

Michelle Miller

Registrar
OhioHealth

Nathan Miller

Student

Christine Moncrief, CRCR

Supervisor, Patient Financial Services
OhioHealth

Shirica Monroe

Financial Analyst
Ohio Health Physician Group

Stacie Moreo

Payment Resolution Coding Specialist
Trinity Health

Carlo Mormina

Financial Analyst
OhioHealth

HFMA New Members

Spring 2022

Lavanya Murlidar
Student

Kristin Nelson, CRCR
Staff Mapping Analyst
Intelligent Medical Objects

John Nipple
Senior Accountant
OhioHealth

Kimberly Norris
Billing & Follow Up Representative
Trinity Health

Lori Parris-Aekins
AR Specialist
OhioHealth

Karinsa Passante
Billing & Follow Up Representative
Trinity Health

April Peters
Student

Luke Pierce
Senior Accountant
Blue & Company

Sherria Pommell
Student

Rachel Priest
Managing Consultant
Guidehouse

Victoria Prowell
Patient Billing Services Lead
Trinity Health

Nathan Rein
Financial Analyst
OhioHealth

Stephanie Rippe
RN
Trinity Health

Annette Runyon
Billing & Follow Up Representative
Trinity Health

Brian Russell
Patient Access Supervisor
OhioHealth

Kyana Samuels
Patient Access Services
OhioHealth

Shondice Shields
Rep II
Trinity Health

Becky Spoutz
Billing & Follow Up Representative I
Trinity Health

Rhonda Steele
Wheeling Hospital

Connie Szpytek
Payment Posting
Trinity Health

Peter Terranova
Finance Transformation Advisor
OhioHealth

Zach Thomas
Vice President
The Limbach Company

Shelley Tong
Accounting Supervisor
Central Ohio Primay Care Physicians

Andrew Tozzi
Student

JulieTury
Billing & Follow Up Representative
Trinity Health

Alisha Wagner
Supervisor Clinical Appeals
Trinity Health - Mercy Medical Center

Sharon Walker
Accounting Manager
Orthopedic One

Edward Weeks
Student

Kimberly Wiley
Supervisor Customer Service
Trinity Health

Alicia Wiseman
Billing & Follow Up Representative II
Trinity Health

Justin Wiseman
Revenue Integrity Coordinator
Mount Carmel Health System

Mindi-jo Young, CRCR
HIS Coder
Memorial Health System



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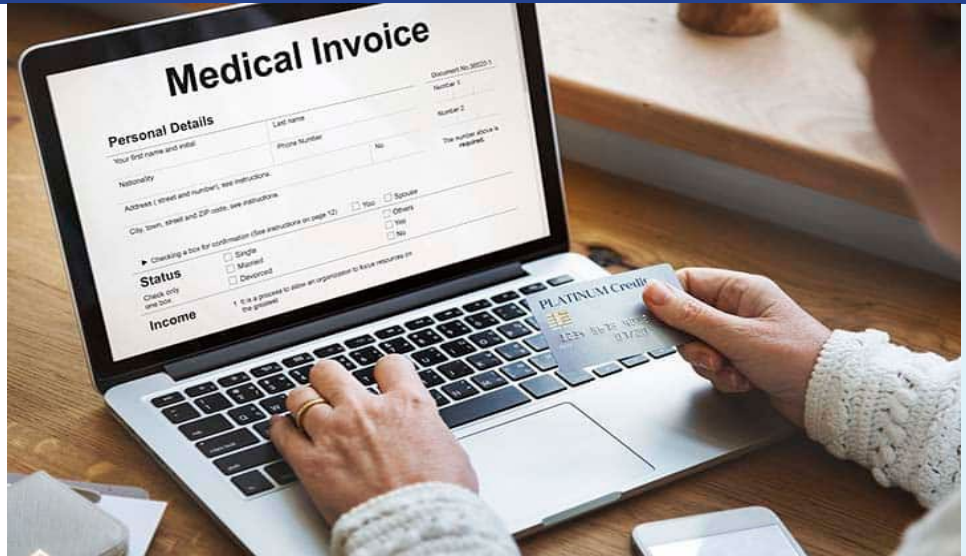
Comments, Suggestions, Articles?

Do you have comments or suggestions regarding the Central Ohio HFMA newsletter, programming ideas or other chapter matters? Have an article you would like to see published in a future newsletter? We would love to hear from you! Please send all correspondence to Stacey Basalla at sbasalla@blueandco.com

For information regarding corporate sponsorship, please contact Kayla Howell at khowell@keybridgemed.com

How Consumers Think About Hospital Debt Collection

In 2020, consumer finance company Credit Karma conducted an [analysis](#) of 20 million members in the United States. The results showed that Americans owed a total of \$45 billion in medical debt – around \$2,200 per member surveyed. Hospitalizations were responsible for one-quarter of all the medical debt.



Medical debt has been growing since the coronavirus pandemic, during which millions of Americans lost their jobs and health insurance. But even before coronavirus, [studies](#) showed that around one-third of Americans had medical debt, and around half of those who owed debt had defaulted on it.

For healthcare providers, there's a lot of money being left unpaid for services rendered. The problem is, debt collection is often convoluted and rarely straightforward. A debt collection survey report from the Consumer Financial Protection Bureau found that "more than half of consumers (53%) who were contacted about a debt in collection in the past year indicated that the debt was not theirs, was owed by a family member, or was for the wrong amount."

Brad Stephens has served for eighteen years in the Bad Debt Division and as a Compliance Manager with Keybridge Medical Revenue Care. He offers his insights on this ever-challenging –and ever-changing – medical debt landscape throughout our article.

Patient Confusion

The previously mentioned survey report showed just how confused patients often are when it comes to understanding what debt they owe, what their insurance covers, and what happens if or when they use an out-of-network provider.

Mr. Stephens agrees, pointing out that many patients are reluctant to pay what the insurance didn't cover because they believe their plans should have covered more. Some patients also believe their plans should cover 100% of their procedures.

As well as not knowing how to pay off their debt best, many patients did not know they could negotiate on their medical bills, or that they could ask their medical provider or insurance to clarify what they may owe before services were provided.

How Consumers Think About Hospital Debt Collection (cont'd)

See Things From the Patient's Point of View

Mr. Stephens gives valuable insight into how many patients think of their debts, and how providers can use these points to provide better services regarding medical debt collection.

He says:

- Consumers want to do the right thing and repay their obligations, but may not know how.
- Medical debt is not self-inflicted.
- Consumers who seek medical treatment do so as a physiological need.

Consumers will often place medical debt repayment low in priority behind shelter, food, basic needs, and sometimes entertainment.

In addition to understanding these points, Mr. Stephens says Keybridge's success to medical debt collection takes a "unique approach and a unique set of skills taught by expert trainers." He states The KeyBridge Patient Care Representatives use a combination of active listening, compassion, knowledge and empathy which often leads to first-call resolutions and positive patient experiences.



How Healthcare Providers Can Help

Healthcare is no longer just a medical industry – it's a consumer industry. For many patients, understanding their financial responsibilities can be stressful and confusing. Healthcare organizations can set themselves apart from their competitors by humanizing the patient's financial experience. Since fewer than **40% of Americans** have \$1000 or more in savings, and as patients become increasingly responsible for their own medical costs, it's important that healthcare providers communicate with patients before the debt is owed.

It turns out, the best way to increase revenue is by helping people. Mr. Stephens states, "Repayment for medical services falls at the end of the patient cycle and will often be the last thing he/she remembers about their total patient experience." To help recover costs from patients, he says "minimum wait times, friendly and knowledgeable staff, flexible payment terms and communications that are clear, precise and consistent" will set your organization apart and help recoup payment.

How Consumers Think About Hospital Debt Collection (cont'd)



Patients can find it confusing to be billed for a service so long after a doctor saw them. Hospitals and healthcare organizations can help by creating simplified bills that clearly show what they owe, what services were performed and what is covered by insurance. Timely delivery of bills and keeping a limit on how many bills are sent can help.

By explaining clearly what the patient will owe, and what their insurance will cover before any services have been provided, the patient will avoid being blindsided by a medical bill they don't understand or didn't expect. Many patients don't understand what their deductibles are or what copayments include. Days prior to the appointment, your staff can do eligibility checks on the patient's insurance to determine the copayment and deductible amounts. At this stage, you can also contact the patients and make sure they are aware of this information.

Electronic payment methods can also help recuperate a larger percentage of what is owed. According to the Academy of Healthcare Revenue, providers have a 70% chance of receiving payment at the time of service if they request it.

That number drops to 30% after the patient leaves the building. Yet many providers aren't set up to take credit cards, don't have a POS system at their reception desk, or don't save patient's credit card details into their secure payment systems. Patients would never accept this kind of service from a retail or any other service provider.

Train your staff to politely ask how your patients would like to pay after their appointment. While the end goal is to recoup as much as possible after the appointment, your staff should focus on providing an exceptional customer experience. This means taking the time to answer their questions and talking with them about what they owe and the systems you have in place for them to pay.

If patients cannot pay the full amount at the time, setting them up on a patient plan before they leave the building puts them into a system to repay within the next three to six months.

Improving the patient financial experience goes a long way toward recouping costs for your organization. What's more, when patients feel they have been treated in a dignified manner they are more likely to want to repay what they owe and return to your organization again if they require further treatment.

It's Time to Recover More.

The first step is a no-pressure, no-hassle conversation to learn about your goals and challenges.



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2021 Holiday Gala



On December 3, 2021, HFMA members, leadership, and friends came together to celebrate the joys of the season and our chapter at Annual Holiday Gala. In addition to great food and fun, a significant number of toys were collected and then donated to the Columbus Division of Fire, Station 17.





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