



northeast ohio chapter

Visions 2018-2019 Issue 3



Dear HFMA Family,

As I sit here today and construct this message, I am once again watching the snow fall outside our window wishing that I was still on our beautiful, sunny, Miami & Florida Keys vacation. Being there it was hard to believe that you here in NEO were having freezing temperatures and icy roads. I was thankful for the nice break, but sorry to have missed our AAHAM/PFS Conference that was held on February 20th. I understand that while the weather was horrific, the attendance and speakers were great. Thanks to everyone that came out on such a terrible day and to those that were behind the planning of the event.

October 8, 2018 a good number of you attended NEO as we along with Baldwin Wallace University hosted our program titled "Exploring the Pathways of Health Care". Focused on Leadership, Analytics, Policy, and Innovation. We had a great evening with a panel of professionals to address these topics. Members of our NEO Certification & Membership team also spoke on certification, membership benefits, and leadership opportunities. On November 14, 2019 NEO HFMA's "Back to Our Roots: Finance & Accounting" Conference was held at the 100th Bomb Group. Attendees heard about Healthcare Fraud Update & Fraud in a Digital World presented by Lewis Baum, How Cleveland Clinic Transformed Revenue Cycle Analytics and Saved Millions presented by Bob Gross, Keynote Speaker Bernie Moreno spoke to us in the afternoon about Customer Satisfaction/Patient Experience: Where Above & Beyond Come Standard, to name a few. The day was finished off with a networking/cocktail hour.

Speaking of great events, our Winter Gala in downtown Cleveland on January 11th was top rate! For those of you that missed this years event, may I just say that next year, you need

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The Wellington Group, LLC

to be sure to clear your calendar and come see what you missed out on. The venue, food, singing by our own Suzy Tschetter, and DJ were great additions to our “after the holiday” celebration. Everyone looked so beautiful and the night will not be forgotten. We all enjoyed the networking and just being together having a good time. Thanks to Brianna Ashley and Babette Metcalf for taking the lead with the evening festivities. It was really enjoyed by all those that attended. Congratulations to Brianna Ashley and Deborah Slogar on their Follmer Bronze awards to top off the evening festivities.

Our NEO HFMA Chapter is preparing for our LTC trip, and our CAT team visit coming up in April 2019. Our team is hoping to gain a lot of insight from both of these events. We are anxious to hear from the advice that our CAT team has for our upcoming future leadership as they ready to move into their roles soon. Additionally, we hope they give us a better view of what we can do as a chapter to increase our volunteers and form a design for our future success planning moving forward. I am especially thrilled that this will be taking place as I feel that hearing another perspective will assist the incoming leadership team with ideas of involving more of our membership into volunteer positions for our upcoming years.

In October 2018 the Member Satisfaction Surveys were sent out to our membership. Your NEO HFMA Leadership will be reviewing these results and will use the results to plan our upcoming year during our team meetings at LTC. We do listen to what you our membership has to say to us in these surveys. We are hoping to gear our 2019-2020 year around your input. Thank you so much for taking the time in completing your surveys and providing your valuable feedback!

Please **Save the Date** for our upcoming Women in Leadership Conference on March 21st at Michael Angelo's Winery and our GHALI Conference May 22-24, 2019 at Gervasi Vinyard in Canton, Ohio.

Look for these and other upcoming events, along with registration on NEOHFMA.org.

Should you have any comments or concerns, please feel free to reach out to me at the e-mail address below, or simply give me a call.

In closing, let's hope that Spring makes an EARLY arrival this year! I'm ready!!

Sincerely,

Michelle Earich, CPhT

2018-2019 NEO HFMA Chapter President

Welcome Back!

HFMA Members that have reinstated their membership during this past quarter.

John Puorro, WMC Physician Practices	
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New Members - Welcome to NEOHFMA!

Please welcome our newest members to the Northeast Ohio Chapter of HFMA. Look for them at our next meeting and welcome them to our organization.

Alexandra Granakis, SHN	Dr. Rebin Ahmed-Zikhani, Directorate Healthcare Affairs
Matthew Budenz, University Hospitals	Charika Wilcox-Lee, Cerner Corporation
Dana Daniels, University Hospitals	David Lennox, Cerner
Traci SuSong, Cleveland Clinic	Scott Aylesworth, self employed
Kyle Agnew, Cerner	Diana Seidel, Riverside Health System
David Cox, Nuance	John Beebe
Tronda Hontz, ARI	Madison Adkins, Ohio University
Gina Esposito, CWRU	Allison Grazia, Weatherhead School of Management
Scott Hegenderfer, CWRU	Paulla Ireland, Walden University
Ngu Lynn, CWRU	Michael Marchionda, Weatherhead School of Management
Carmina Mares, Weatherhead School of Management	Maher Saleh, Kent State University
Julia Schroer, CWRU	Anitra Starks, Southern New Hampshire University
Nathan Sundheimer, CWRU	Kishan Vaidya, CWRU
Grant Crabbs	Kylee Dean
Jonah Yaussy	Stephanie Kolibab

Have you visited our new website yet?

<http://www.neohfma.org/>

Let us know what you think at coordinator@neohfma.org



HFMA – Northeast Ohio Chapter

Our chapter has a LinkedIn
page:
HFMA – Northeast Ohio
Chapter

Join the group for
announcements and other
news!

Why Join HFMA?

Power your career trajectory and advance your organization's goals by leveraging HFMA products, resources, events, and tools—all for one price.

Problem-Solving Content. Enjoy unlimited, [all-inclusive access](#) to a valuable collection of online education, knowledge-building content, and practical tools—each designed to help you solve complex problems and navigate the many challenges facing the US healthcare system today.

Career-Boosting Resources. Elevate your professional status with opportunity by earning the certifications and professional designations designed to help you stay responsive to rapid industry changes, while equipping you to lead your team with confidence—all included in your membership.

Invaluable Connections. Leverage and collaborate with the diverse and expert perspectives of the invaluable HFMA network—both nationally and at the local level. You'll connect with some of the finest people, thought leaders, and healthcare finance influencers to share ideas and gain new insights

***One Fixed Price.** Now get everything you need all for one price. You asked, we listened. Design your unique membership experience without limits with a simple, easy-to-use membership that only gets more valuable over time.

Portfolio of Member Resources

Leverage HFMA products, resources, events, and tools to support your career trajectory and attain organizational goals.

- Free access to online education offerings, including Virtual Conference, e2Learning, and HFMA Business of Health Care®
- The ability to earn multiple certifications, including [Certified Healthcare Financial Professional \(CHFP\)](#) and [Certified Revenue Cycle Representative \(CRCR\)](#) at no extra cost!
 - **Certified Healthcare Finance Professional (CHFP):** Regardless of career stage, there are benefits to becoming a CHFP. Early in your career, you'll set yourself apart by demonstrating a commitment to the field of healthcare finance and continuing professional education. Mid-career professionals will better prepare themselves to lead healthcare organizations through change while managing financial resources responsibly. Seasoned executives can lead by example through mastery of new domains, including the latest payment models, risk mitigation techniques and strategic financial planning topics.
 - **Certified Revenue Cycle Representative (CRCR):** Healthcare rules are becoming more complex, customers are demanding more, and staff is being held at a higher level of accountability than at any other time. Today's revenue cycle staff must have a broader understanding of the entire revenue cycle and how it influences the financial outcomes of the healthcare organization. HFMA's Certified Revenue Cycle Representative (CRCR) program provides healthcare organizations with a means to ensure that their revenue cycle staff has the body of knowledge necessary to meet these demands.
 - **Certified Inpatient Coding Auditor (CICA):** The need for coding auditors to address coding oversight is critical in today's healthcare environment. Successful candidates are experienced coders with the knowledge of auditing procedures in an inpatient provider setting. Inpatient coding auditors are responsible for ensuring:
 - documentation and coding are to the highest level of specificity
 - correct code assignment
 - optimal DRG assignment
 - coding is compliant
 - **Specialist Programs**
 - Certified Specialist Physician Practice Management (CSPPM)
 - Certified Specialist Accounting & Finance (CSAF)
 - Certified Specialist Business Intelligence (CSBI)
 - Certified Specialist Managed Care (CSMC)
- Subscription to [hfm](#), HFMA's monthly peer-reviewed magazine, rate #1 among healthcare CFOs
- Access to member-only content, including interactive online [Forums](#) and topic-specific [newsletters](#), covering topics such as financial strategies, healthcare cost containment, and more
- Chapter membership to meet colleagues and connect with your local healthcare marketplace
- HFMA's *Compass* [e-newsletter](#), providing news that directly impacts healthcare finance
- [Member-only savings](#) on live education events such as HFMA's Annual Conference, Seminars, and Revenue Cycle Conference
- Unlimited, free access to more than 60 [live](#) and [on-demand](#) webinars with opportunities to earn CPE credits
- Enhanced, member-only web content, including thought leadership, reform implementation, revenue cycle strategies, and "how-to" best practices
- Opportunity to become a fellow with the Healthcare Financial Management Association
- Access to HFMA's directory of healthcare finance professionals

- Career Center, with resources for job seekers and recruiters, including compensation surveys, job descriptions, and job bank
- Member Services Center staffed with experts to help you navigate your online resources, register for programs, and answer your questions

Today's environment is changing too quickly to get by on what you already know. Whether you are a seasoned professional or newcomer to healthcare finance, HFMA will quickly become your indispensable source for relevant information and all the tools you need to succeed. [Learn how our current members leverage HFMA benefits in their careers.](#)

Considering Membership with HFMA?

As healthcare finance professionals, we are often called upon to assist our organizations to identify cost savings measures. One of the most scrutinized expense lines during the annual budget process is often Travel and Education or Dues and Memberships. While this may be easy to disregard, it truly represents an investment in your staff and organization for the future.

When I first joined HFMA, I was working for a small audit firm responsible for auditing managed care contracts for a large local healthcare facility. While attending several local and national conferences, I gained an appreciation for the organization. I was able to expand my knowledge and meet colleagues just beginning their careers as well as seasoned professionals.

After leaving the audit firm, I went to work for a local community hospital and was able leverage my membership again to expand my knowledge on Medicare cost reporting while attending a national conference in Florida. During a conference in Chicago, I attended sessions identifying ways to reduce costs and take my newfound skills back to my employer, which I can safely say led to advancements in my career and growth in my professional network.

It was at this time, I was encouraged to continue to develop professionally and seek out certification. Happily, I can say that I was able to achieve certification and proudly bear the CHFP letters after my name. Through my experiences with HFMA, I feel strongly about continuing to encourage young professionals to get involved. It is our responsibility to continue to provide guidance in an effort to elevate our profession and develop our successors. As a longtime member, I can personally attest to the value that I have found in my membership over the years and encourage others to do the same.

Charleen Scott

Program Recaps

Winter Gala – January 11, 2019

Northeast Ohio hosted its Inaugural Winter Gala this year at the Renaissance Cleveland Hotel. The event included a champagne toast, awards ceremony, sit down dinner and dancing! It was a huge success! Shout out to our generous sponsors for the event – [Net Revenue Associates](#), [Emrhein & Associates](#), [JP Recovery](#) and [Wellington Group](#) – you helped make the event the success it was!

Check out the new [Photo Gallery](#) on our website for more pictures!





Super PFS – February 20, 2019

NEO HFMA Chapter held its annual joint event with AAHAM at the Akron General Wellness Center. The event provided 7.8 CPE's for Ohio CPA's and 7 HFMA Education hours. The agenda included the following topics:

- The Opioid Crisis as it Relates to the Revenue Cycle
- EAPG Financial Review
- Price Transparency Overview by OHA
- GRIT
- The Impact of Financial Toxicity on Your Patients
- A Look into 2019 – Legislation and Beyond

Those who attended and those unable to attend can view some of the presentation materials at: <https://www.neohfma.org/hfma/educational-materials.aspx>

If you attended and have not yet submitted your evaluation, please do so at:

[Super PFS Evaluation](#)

Thanks to all those who attended in spite of the weather challenges. Also a special thank you to sponsor **JP Recovery** who provided the networking cocktail hour!



Sponsor Spotlight



Quadax is the healthcare revenue cycle technology, data analytics and services partner our clients rely on for reimbursement of care. Ranked #1 for Claims Management by KLAS for both 2018 and 2019, Quadax delivers a complete solution: premier electronic transaction management tools, business intelligence, integration into Hospital Information Systems and reliable, responsive client services. We are experts in healthcare EDI services and claims management – leading the industry with a 99.9% first pass clean claim rate.

Quadax empowers hospitals and other providers to drive costs out of the healthcare revenue cycle with configurable software, analytics and highly automated solutions for full control over existing business processes and future planning. Our solutions for patient access, claims, reimbursement, denials, appeals & audit management are designed to improve productivity, expedite payment, maximize reimbursement, and enhance visibility into business processes to achieve cash flow goals with increased efficiency and decreased expense.

Here's what Renee Coleman, Revenue Cycle Director at Hereford Regional Medical Center (Texas), had to say about her Quadax experience:

"We have been a Quadax customer since September 2016, and the solution has helped us achieve some very significant results here at HRMC. Using the Xpeditor solution, specifically the ICV and Xpress Biller capabilities, HRMC has been able to decrease the re-bill process by 70%, increase the Clean Claim Rate by 20%, and increase overall cash by 30%. The efficiency gains we have netted with the Xpeditor Claims and Denial Management solution have also allowed us to reduce our overall staff by 2 full FTE's."

"Last year, we also converted to a new Hospital Information System, Cerner. Quadax worked hand in hand with us during the transition from our former system, and the process was seamless. In fact, we did not see any decline at all in our cash flow through this transition."

"Quadax is absolutely committed to excellent service and support. We have direct connection with our Quadax Representative to assist us with payer issues and or billing changes as they arise. I would definitely recommend Quadax to other Cerner or non-Cerner hospitals."

With more than 45 years of experience, Quadax is the only partner you will need for healthcare EDI services and claims management. We serve hospitals and health systems, physician group practices, skilled nursing and other elder care organizations, home health, rehab, surgery centers and other professional practices as well as billing companies, early-out vendors and other collection agencies.

Don't miss this opportunity to achieve your revenue cycle goals. Contact us to learn how we've helped clients just like you exceed them. Drop us a line at quadax@quadax.com or visit <https://rco.quadax.com/request-for-demo>. Or, connect with Jim McCauley (VP, Quadax EDI Sales) directly at 440.788.2122.

You can also visit us at www.quadax.com or follow us on [LinkedIn](#) or [Twitter](#).

Save the Date – Upcoming NEOHFMA Programs

Log on to the HFMA Website (<http://neohfma.org/upcoming-programs/>) for more information on upcoming programs.

*****UPCOMING EVENTS*****



Please join us for the **NEO HFMA Women in Leadership Conference on**
Thursday, March 21, 2019
Michael Angelo's Winery
5515 Broadview Road, Richfield, OH 44286

Total Ohio CPA CPE's 6.0
Total HFMA Hours 6.5
Registration is now open!
[Register Here!](#)

**The Future Will See You Now: What's Next for the
Physician Practice
Presented in Partnership with
Medic Management Group**

March 28, 2019

8:00 am- 5:00 pm

The Global Center For Health Innovation

1 St. Clair Avenue, NE

Cleveland, Ohio 44114

More details for both upcoming events are available at
www.neohfma.org



Upcoming National Programs

HFMA Seminars provide in-depth education on key topics critical to achieving effective financial results and creating strategic initiatives consistent with today's environment.

New to the industry? Seminars also provide the tools and information to enhance your job performance.

Seminar size is limited to allow for maximum peer-to-peer interaction, and faculty are carefully chosen for their depth of knowledge and industry experience.

Whether you need more healthcare finance fundamentals (Essentials Programs) or need to focus on issues related to new care delivery models (Master Sessions), HFMA's highly rated programs continue to deliver in-depth, high-quality information that enables you to achieve immediate job results and organizational improvement.

HFMA Revenue Cycle Conference

At the HFMA Revenue Cycle Conference, learn how best-in-class organizations are adjusting workflows, processes, roles, and responsibilities to support the technology-enabled revenue cycle of tomorrow. Join us in Austin, TX, March 20–22, 2019

Annual Conference 2019 | June 23-26, Orlando, Fla.

Be a part of the solution. Engage in a unique forum where you will explore, discuss, and reimagine the future of health care with the industry's most creative thinkers and leaders

UPCOMING LIVE WEBINARS

Take a look at the upcoming Webinars offered by HFMA and consider sitting in on one as an easy way to get the information you need on pressing healthcare finance topics. From the comfort of your office, you can participate in a Webinar and find the strategies and tools you need to help your organization achieve success. Log onto the HFMA Website (www.hfma.org) to sign up or get more information about the topic. The following Webinars are free to HFMA members.

Protect Your Revenue by Tackling Uncompensated Care

Tuesday, Mar. 5 - 2:00 - 3:30 p.m., CST

Kudos

Congratulations to our members who have devoted so much of their careers to Northeast Ohio HFMA! If you see one of them, ask them about their HFMA experience!

5 years

- Jennifer Richter
- Jordan Suzich
- John Brazofsky III
- Cynthia Lewis

10 years

- Benjamin Gleason
- Lucinda Adkins
- Robin Beeman
- Tracy Peffley

15 years

- Dorothy Manwell

25 years

- Joseph Varga

30 years

- James Massey
- J.B. Silvers
- Mike Vehovec

35+ years

- Robert Monitello
- Marian Mahoney

We're excited to share your achievements so please send any updates Debbie Slogar at deborah.slogar@uhhospitals.org

Puzzle

Two numbers add up to 6 and have a difference of 6. What are the numbers?

E-mail your answer to Rhonda Ridenour at ridenour@avitaahs.org. All correct entries will be included in a drawing and one lucky entrant will receive a \$25 gift certificate.

Previous Puzzle/Riddle Answer

I'm a five letter word. If you remove one, only two letters remain. What word am I?

Answer: **Stone** or **Honey**

Stone and honey are 5 letter words. If you remove the word "one", you are left with two letters.

Winner:

Diane Lilko, Accounting Manager
University Hospitals